



**BENEFITS + SUPPORT = authentic partnerships**

# **2020 IAEESE SPONSOR BENEFITS BROCHURE**



International  
Association of  
Exhibitions and Events®

**SOUTHEASTERN CHAPTER** [WWW.IAEE.COM](http://WWW.IAEE.COM)

Contact  
Alicia Gilbert  
[info@iaeese.org](mailto:info@iaeese.org)  
(404) 474-0944  
[www.iaeese.org](http://www.iaeese.org)

# About the Southeastern Chapter

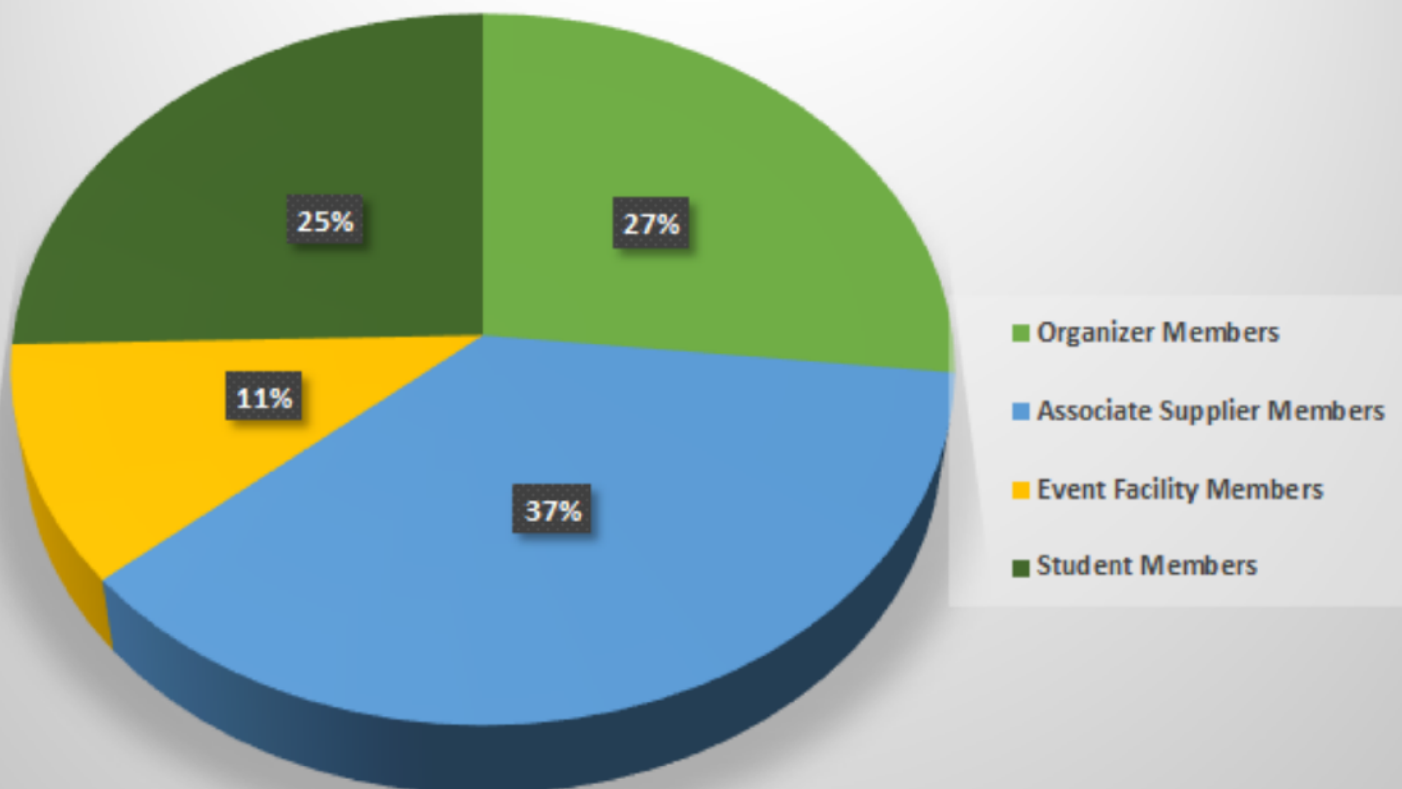
With 1,500+ active members, the Southeastern Chapter of the International Association of Exhibitions and Events (IAEE) serves North Carolina, South Carolina, Georgia, Florida, Alabama and Mississippi.

Our mission at the Southeastern Chapter is to deliver relevant and highly focused services and activities designed to broaden the knowledge base, professional development and bottom lines of our members.

Recognizing that face-to-face networking is the backbone of our industry, the chapter hosts meetings or other events almost every month of the year including chapter luncheons, local meet-ups, a golf tournament and the Annual Summer Classic.

IAEE Southeastern Chapter is the second largest chapter within IAEE. Today IAEE represents over 12,000 individuals in 50 countries who conduct and support exhibitions around the world. We hope you'll join us!

## Southeastern Chapter Breakdown as of 11/1/2019



# Our Calendar of Events

## February 27, 2020

Chapter Education Luncheon: State of the Industry  
Atlanta Convention Center at AmericasMart, Atlanta, GA

## March 3, 2020

YP Meetup - "Emotional Intelligence"  
Location Boxcar, Atlanta, GA

## April 23, 2020

Town Hall Discussions: WE'RE IN THIS TOGETHER! –  
Perspectives on Industry Disruption –brought to you by  
FERN  
Virtual

## June 3, 2020

YP National Meetup  
Virtual

## June 25, 2020

Chapter Education Luncheon: YP Panel Discussion  
Virtual

## July 22, 2020

29th Annual SE Education Classic  
Virtual

## August 31, 2020

Jenny Melton Memorial Golf Tournament  
The Legends Course, Chateau Elan, Braselton, GA

## September 15, 2020

Chapter Networking Event  
College Football Hall of Fame

## October 22, 2020

Chapter Education Luncheon: Tech Exchange  
Cobb Galleria, Atlanta, GA

## November 18, 2020

YP National Meetup  
Locations TBA

## December 3, 2020

Holiday Networking Luncheon (w/ PCMA SE & GA MPI)  
The Georgia Aquarium, Atlanta, GA

## December 8, 2020

Gritz Reception @ Expo! Expo!  
Kentucky International Convention Center, Louisville, KY



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For More Information Contact

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# There are Many Reasons to Engage with IAEESE and Become a Sponsor. What's Yours?

- Build Brand Equity
- Drive New Sales Leads
- Enhance Existing Customer Relations
- Support the Southeastern Chapter
- Introduce and Test New Products and Services

Sponsorship offerings are the fastest growing form of marketing in corporate USA today. Stand out from your competitors. Choose a sponsorship that puts you front and center with a highly qualified audience of decision-makers and influencers. Get Connected. Get involved.

## Many Thanks to Our Current & Previous Sponsors

### PREMIER



### DIAMOND



### PLATINUM



### GOLD



### SILVER



### BRONZE



### CONTRIBUTING



### Website





# IAEE Southeaster Chapter Sponsor Package Offerings

Sponsor Benefits	Pinnacle \$8,000	Diamond \$5,000	Platinum \$3,500	Gold \$2,800	Silver \$1,800	Bronze \$1,000	Friend of the Chapter \$250
	2 available	2 available	1 available	4 available	Unlimited	Unlimited	Unlimited
<b>Complimentary Chapter Luncheon Registrations</b> Spread the registrations out over all chapter luncheons or use them all at once. Suggested uses - invite a customer, help a fellow colleague with a complimentary registration or sponsor a potential member.	10 registrations	8 registrations	6 registrations	4 registrations	2 registrations	1 registrations	
<b>Complimentary Special Event Registrations</b> Spread the registrations out over chapter special events (SE Classic, golf, etc.) or use them all at once. Suggested uses - invite a customer, help a fellow colleague with a complimentary registration or sponsor a potential member.	4 registrations	2 registrations	1 registration	1 registration	1 registration	1 registration	
<b>Luncheon</b> Recognition at ONE of four luncheons includes a 2-minute presentation about you and your company, an option to provide a giveaway or promo item at each seat, logo recognition onsite, on event promotions, and on registration page. Also includes a registration roster (approximate registration ranges from 50-75 ppl; includes name, company, and email address).	x	x					
<b>GRITZ Reception</b> Recognition as a GRITZ chapter happy hour sponsor at Expo! Expo! includes a welcome to all attendees, logo recognition on event promotions, registration page and table cards.	x	x					
<b>SE Classic</b> Recognition as a speaker sponsor with logo recognition at session, on event promotions, and on registration page. Also includes a registration roster (approximate registration ranges from 50-75 ppl; includes name, company, and email address).		x					
<b>Holiday Networking Luncheon</b> A multi-industry luncheon with MPI Georgia Chapter and the Southeast Chapter of PCMA. Includes an option to provide a giveaway or promo item at each seat, logo recognition in event PowerPoint, onsite as the "SE Chapter holiday luncheon sponsor", on all SE Chapter event promotions, and on SE Chapter registration page, and a registration roster for those attendees that registered through our Chapter registration. (approximate total registration is 250-300 ppl including approximately 130 SE Chapter registrations; includes name, company, and email address).			x				
<b>Young Professional Meetups</b> Recognition at ONE of four YP meetups. Includes additional posting on SE Chapter website in Young Professional section and two complimentary admissions to attend the sponsored event to welcome and network with the young professionals.				x			
<b>Chapter member list</b> Includes a one-time use of the chapter member list (excluding emails) for a promotional mailing.	x	x					
<b>Chapter e-blast</b> A one-time e-blast sent to the chapter members on behalf of sponsoring organization.	x						
<b>Digital Ad on the IAEE SE Chapter website</b> Share a 1-minute video with IAEE SE Chapter members on the website.	12 months	6 months		2 months	1 month		
<b>Banner Ad on the IAEE SE Chapter website</b> 12-months of a banner ad on the IAEE SE website.	x	x	x			x	
<b>E-mail Logo Recognition</b> We will post and link your company logo and URL on all email communications for 12 months.	x	x	x				
<b>Event Logo Recognition</b> Your company's logo will be included in the SE Chapter event PowerPoint presentations.	x	x	x	x	x	x	
<b>Website Logo Recognition</b> Your company's logo and URL will be posted and linked on the SE Chapter website for 12 months.	x	x	x	x	x	x	x

## 2020 IAEE Southeaster Chapter Sponsor Agreement

Contact Name \_\_\_\_\_ Title \_\_\_\_\_  
Organization \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ ST \_\_\_\_\_ Zip \_\_\_\_\_  
Phone \_\_\_\_\_ Email \_\_\_\_\_

Yes, please sign us up as a 2020 Sponsor. Our company has chosen the following package:

☐ Pinnacle Level: \$8,000      ☐ Gold Level: \$2,800      ☐ Friend of the Chapter: \$250  
☐ Diamond Level: \$5,000      ☐ Silver Level: \$1,800  
☐ Platinum Level: \$3,500      ☐ Bronze Level: \$1,000

Our company would like to sponsor the following A-La-Carte Sponsor Offerings:

☐ Contribution Level: \$250 or more      Please Specify Amount: \$ \_\_\_\_\_  
☐ In-Kind: Please contact us to discuss

SE Classic Sponsorship Offerings

☐ Speaker \$1,000 (1 available)

### Deadlines:

Full payment and graphics are due within 30 days of agreement being received.  
Design, copy and logos provided by partner according to specifications.

### Terms:

**This agreement confirms the above Company will partner with IAEE Southeastern Chapter at the level(s) marked above with the benefits listed on page 5. Benefits begin 7 days after receipt of the agreement and continue for one-year.**

By signing this agreement, you are making a commitment in accordance with the corresponding rates. **An emailed, signed copy of this Agreement is acceptable.** Partner/Association are responsible for insuring each other's compliance with the terms and deadlines contained herein. Payments should be made within 30 days of agreements being received. Payments are nonrefundable.

Partner/Association agrees that the IAEE SE Chapter's liability (if any), due to omissions or errors in such sponsor/marketing items, shall in no event exceed the amount of charges paid by Partner/Association for the listing or sponsorship/marketing item which was omitted or in which the error occurred.

### Payment in full is due within 30 days of commitment.

Please indicate if you would prefer to pay via check or credit card. If paying by credit card, a link will be sent to you to complete your payment.

**Payment preference (circle one):**                      Check                      Credit Card

I have read and agree to the terms as set forth on this document, this day of \_\_\_\_\_

By: \_\_\_\_\_ Title: \_\_\_\_\_

Email this completed form to Alicia Gilbert, at [info@iaeese.org](mailto:info@iaeese.org)  
You will be invoiced for payment following receipt of your selections.