

ET

IAEE SE

Alabama, Florida, Georgia, Mississippi, North Carolina, South Carolina, Tennessee

The Expo Times

Where the Southeast comes together



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- 2015 Jenny Melton Scholarship Recipients

24th Annual SE Classic

August 20-22, 2015

Tampa Waterside Marriott



View From The Chair

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I cannot believe that it is already May and Spring. I hope you are well and looking forward to what the summer will bring!

I encourage all of you to take advantage of the programs for education and networking offered by our chapter. The Board has been working on informative content for our chapter events. As this is the year of "Best Practices", we are videotaping all of our educational programs which will be available on our website at www.iaeese.org. I encourage each of you that cannot make it to our events, to watch our videos at your leisure.

Our April event was great. Thanks to Daniel McKinnon, CEM with Freeman XP and on the Executive Board at IAEE for coming and letting us all know what is happening throughout the industry. Be sure to read the re-cap on page 7.

The Summer Classic is really coming together thanks to the leadership of our Classic Chair, Sue McCart. Sue and the Board have assembled a great variety of educational sessions and networking opportunities for this year's event. We are headed to Tampa from August 20-22, and the Tampa Waterside Marriott will be our host hotel. Our Keynote speaker will be Eric Papp and his topic will be Best Practices of Leadership.

Mark your calendar to attend the CEM class we are hosting in June. It is being co-located with our June meeting, June 25. Both of these events will be held at the Sheraton Atlanta Downtown.

Kind regards,
Bob Hancock, onPeak | GES
IAEE SE Chair



2015 IAEE SE Chapter Board of Directors

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JENNY MELTON FOUNDATION

THE JENNY MELTON FOUNDATION



The Jenny Melton Foundation was established in memory of IAEE SE member, Butch Melton's daughter. Jenny Melton, a West Hall High School senior, loved school and running on the track and cross country teams. She was in Beta Club and Spanish Club.

She was the 2002 Homecoming queen and was anxiously awaiting to see if she had been accepted to Duke University.

Tragically, Jenny was killed in a single car accident on her way to school March 19, 2002. Jenny's death dealt a stunning blow to the community of Hall County and brought it to a stand still for almost 3 days.

Jenny's legacy lives on through the Jenny Melton Foundation. The foundation keeps Jenny's memory working to help others do what she so wanted - to attend college!

In order for the Jenny Melton Foundation to continue granting college scholarships, it must raise money. The Foundation and the SE Chapter hold 2 annual events to help support the JMF, [The Jenny Melton Memorial 5K](#), June 20, 2015 and [The Jenny Melton Memorial Golf Tournament](#), August 31, 2015. To date, the Foundation has bestowed more than 90 scholarships, so please mark your calendars to join us at each of these events and continue the legacy of Jenny. If you are unable to attend these events, but still wish to donate, please contact [The North GA Community Foundation](#).

PUBLISHER

IAEE Southeastern Chapter Office

Editor:

Tami O. Brodie, Chapter Administrator

Publication Committee:

Kristin Barranger, CEM, ASME Gas Turbine Inst.

Bob Hancock, *onPeak I GES*

Wendy McGar, *Hinman Dental Society*

Shyanne Robinson, *onPeak I GES*

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Kristina Unger, CEM, CMP, *Georgia Girl Management
& Events, LLC*

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IAEE Southeastern Chapter
1260 Winchester Parkway, SE, Suite 205
Smyrna, GA 30080-6546
P | 770.435.5287 F | 770.433.2907
E | info@iaeese.org
W | www.iaeese.org

Twitter: <https://twitter.com/IAESEE>

Facebook: <http://www.facebook.com/pages/IAEE-Southeastern-Chapter/53355842645>

If you would like to contribute an article to an upcoming edition of The EXPO TIMES newsletter, please contact the committee at info@iaeese.org. Below is the deadline for the upcoming 2015 newsletter:

July 2015 Newsletter
Deadline: June 20, 2015

SE Chapter Calendar 2015

MAY 2015

12-13 Eventeract

30 - Chapter Community Service Event:

Cleanup Day at the Winn Dixie Hope Lodge

JUNE 2015

20: Jenny Melton Memorial Father's Day 5K & Run

Location: Gainesville, GA

25: Board Meeting & Chapter Educational Luncheon

Location: Sheraton Atlanta Downtown

25: CEM Course on Event Operations

Location: Sheraton Atlanta Downtown

AUGUST 2015

20-22: 24th Annual Southeastern Classic

Location: Tampa, Florida

31: Jenny Melton Memorial Golf Tournament

Location: Legends Course, Chateau Elan

OCTOBER 2015

22: Board Meeting & Chapter Educational Luncheon

Location: Cobb Galleria Centre

DECEMBER 2015

1-3: Expo! Expo!

1: GRITZ Reception

Location: Baltimore, MD

10: Board Planning Meeting & Chapter Holiday Luncheon
with PCMA SE

Location: Georgia Aquarium

Congratulations to the 2015 Jenny Melton Foundation Scholarship Recipients



KENDRA CHURCH

Kendra graduates from Mill Creek High School this month and has been accepted into Georgia Gwinnett College for the fall semester of 2015. She worked as a volunteer at the registration desk for the 2014 IAEE Southeastern Classic in Savannah, Georgia, and hopes her schedule allows her to do so again this year in Tampa.

She plans to try out for the soccer team at GGC, and has played soccer since the age of four. She also enjoys participating in 5K's and Fun Runs, including multiple Jenny Melton Fathers Day Runs. Her other passion is volunteering her time at Labrador Friends of the South. It is a non-profit organization that helps rescue dogs from shelters and the streets in order to find them new and loving homes. She has adopted two dogs from there and they are now members of the family.



LIAM MCGUIRE

Liam McGuire is a graduating senior from Harrison High School in Kennesaw and the second oldest of four children in his family. He has always been an active child and started playing organized sports at the age of five. By seven, he was playing football in the fall and baseball every spring. By high school, he decided football was the sport he wanted to play. He played defensive corner for the Harrison ninth grade team and then during spring football he suffered a debilitating knee injury that would keep him on crutches for his entire sophomore year. He stayed positive and continued to work out and root on his team. He came back for his junior year to play JV wide receiver and defensive corner only to fracture his other knee at the end of the season. He had a second surgery in the off season, involving the insertion of pins, battled back, and made it successfully onto the varsity team's starting lineup, where he finished the season with 21 receptions for 196 yards.

Throughout 4 years of high school, he has also volunteered at his former elementary school's fall festival and benefit variety show which raises money and awareness for children's cancer research and every community service day opportunity the high school has offered. His



teachers and coaches describe Liam as a quiet leader, who is always ready to lead by example and lend support to classmates and younger players. He will graduate with a 3.8 G.P.A and will be attending Georgia College and State University in the fall where he will be studying engineering. Thank you to the IAEE board and the Jenny Melton Foundation board for contributing to his future plans.

Formulate Your Success and Experience the CEM Differential.

$$Me + \left(\frac{\text{Knowledge} + \text{Skills}}{\text{Experience} \times \text{Networking}} \right)^{\text{Dedication}} = \text{CEM}$$



Double Your Education - Come for the CEM and Join us for our Educational Luncheon

The IAEE Southeastern Chapter is excited to co-locate with IAEE, on the CEM course on Exhibitions & Event Sales Fundamentals during its **June 25, 2015** Chapter Educational Luncheon, Sheraton Atlanta, Atlanta, GA. As an added benefit, receive a discount lunch rate of \$25 when registering for the course.

Schedule - REGISTER HERE

Thursday, June 25, 2015

CEM Course - Exhibitions & Events Sales Fundamentals - 8:30am - 4:30pm

IAEE SE Chapter Educational Lunch - 12:00pm - 1:30pm

Location for both events

Sheraton Atlanta

165 Courtland Street

Atlanta, GA 30303

Hotel rate: \$79. To make your reservation, please contact Tami with the Chapter Office at 770-435-5287.

Fees

CEM Course Only (Member)- \$250

CEM Course Only (Non-Member)- \$385

CEM & Lunch (Member)- \$275

CEM & Lunch (Non-Member) - \$410

The deadline to register for the CEM is June 12, 2015. If you have any questions, please contact the IAEE SE Executive Office at info@iaeese.org or 770-435-5287.

Exhibition and Event Sales Fundamentals

Course Description and Learning Objectives:

In order to ensure the success of an event or exhibition, there are vital elements involved in the planning process that should be conducted from the ground up. No matter how successful or well respected an exhibition may be, it should be presented as if it were a first-time event – it is the marketing and selling equivalent of zero-based budgeting. This involves highlighting an event's features and benefits, understanding the phases of the sales cycle and the need to support sales efforts with the appropriate tools and resources, and preparing the exhibition prospectus in a comprehensive and engaging way.

At the conclusion of this course, the participant should be able to:

- Explain the difference between marketing and the sales function
- Design an effective database to support selling efforts
- Plan and develop an effective sales plan with accompanying goals and strategies
- Create a unique selling proposition (USP) for an event
- Employ selling techniques to handle objections and close a sale
- Understand the importance of relationship selling
- Develop an integrated marketing campaign for an event
- Understand the role of sales as a key element in promotion programs
- Identify the key steps in the sales cycle
- Identify different pricing strategies
- Explain the importance of providing exhibitors with measurable ROI

June 25, 2015 Chapter Educational Meeting



Topic: Best Practices For Maximizing Your Room Block

Speaker: Panel Discussion

Join us on Thursday, June 25 at the Sheraton Atlanta for our second luncheon in the series of Best Practices.

Are you worried about filling the rooms in your hotel contract at your next meeting? Lagging

numbers can cause some stress in the weeks and months leading up to your meeting. Our panel of experts will offer thoughtful insights on some of today's hottest housing topics: room count strategies, negotiating contracts, determining attrition, and competing with websites like airbnb, VRBO, bargain travel web sites and those pesky "housing pirates".

Join us as we discuss how planners can take proactive steps to tackle today's housing challenges.

REGISTRATION INFORMATION:

SPECIAL RATE: 20 Under 30

Planner/Organizer: FREE to first 20 ** (11 spots available)

Supplier/Vendor: \$25 (first 20 under age 30 to register)

Receive \$10 off each additional registration in a group.

Students: \$10

Guest: \$50

Member: \$35

Late fee of \$10 charged after 6/22/15

CEIR Donation: ☐ \$5 ☐ Other amount \$ _____

Details:

- Vegetarian meals must be specified in advance.
- No shows will be charged.
- Walk ups are seated based on availability

NAME:

COMPANY:

BILLING ADDRESS:

CITY:

STATE:

ZIP:

PHONE:

FAX:

EMAIL:

CASH CHECK VISA MASTERCARD AMEX DISCOVER

TOTAL AMOUNT DUE:

NAME ON CARD:

SEC:

CARD NUMBER:

EXP DATE:

SIGNATURE:

RETURN TO: IAEE SE CHAPTER

1260 WINCHESTER PARKWAY, SE, SUITE 205

SMYRNA, GEORGIA 30080-6546

PHONE: 770-435-5287 FAX: 770-433-2907 EMAIL: INFO@IAESEE.ORG

EVENT LOGISTICS

Date: June 25, 2015

Location: Sheraton Atlanta Hotel

Address for Parking: 165 Courtland Street, NE, Atlanta, GA 30303

Room: TBD

VENUE SPONSOR:



AV SPONSOR



20 Under 30 Sponsors



Schedule:

8:30am – 4:30pm – CEM Course

11:15am – 12:00pm – Registration/Networking

12:00pm – 1:30pm – Lunch & Program

1:30pm – Adjournment

You can register online at:

www.iaeese.org

JOIN US FOR THE...

24th IAEE Southeastern Classic

August 20 - 22, 2015

A black silhouette of the Tampa skyline, showing various skyscrapers and buildings.

TAMPA

FLORIDA

**Online Hotel Registration is now open -
Book Today! Deadline is July 29, 2015**

<https://aws.passkey.com/event/12417514/owner/1999/home>

**Online Registration is now OPEN!
Deadline August 13, 2015**

<http://iaeese.org/events-chapter-information-17/175-24th-annual-southeastern-classic-tampa-florida>

A large yellow five-pointed star graphic.

SAVE THE
DATES!

2015 CLASSIC KEYNOTE



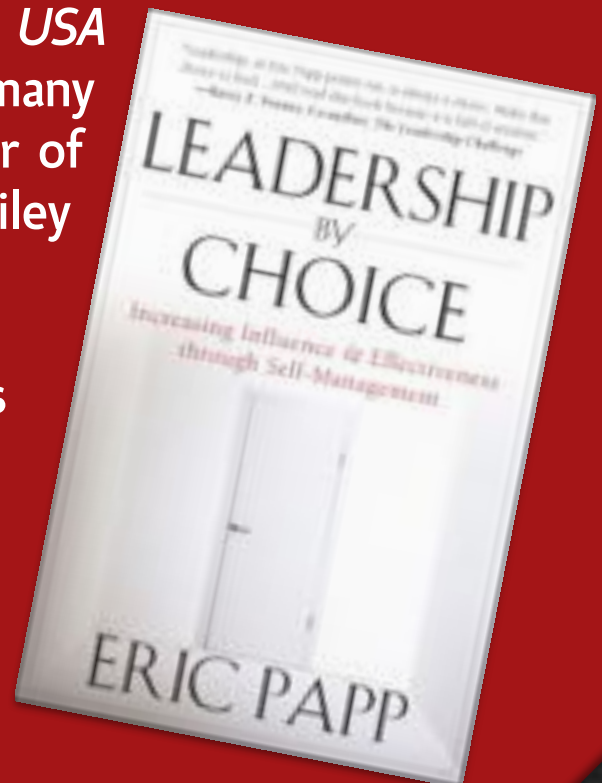
ERIC PAPP
Developing Great People & Organizations

We are excited to kickoff the 2015 SE Classic education component with our energetic and dynamic Keynote Speaker, Eric Papp. In keeping with our theme for the year, our keynote address will be “Best Practices for Leadership.”

Eric Papp has delivered more than 400 hundred professional programs to corporate and private clients. He is the president of Results-Based Seminars LLC. Eric has been featured in the *N.Y Times*, *USA Today*, *Dallas Morning News*, and many other publications. He is the author of “Leadership by Choice” (John Wiley and Sons June 2012).

Everyone that registers and attends the Classic will receive an autographed copy of Eric’s book, “Leadership by Choice”.

REGISTER TODAY!



2015 CHAPTER CHARITY - AMERICAN CANCER SOCIETY WINN-DIXIE HOPE LODGE - NEW CLEAN UP DAY DATE - 5/30/15

****Due to the Hope Lodge's involvement with a Relay For Life event, we are rescheduling our *Chapter Volunteer Day* to *SATURDAY, MAY 30th at 9am*. We will be doing a cleaning day at the Lodge.**

To sign up as a volunteer for this event, please email our Community Service Chairperson Deb Ferbrache deborah.ferbrache@freemanco.com.

Everyone has been affected by cancer, whether its a family member, a friend, colleague, your favorite celebrity, or even yourself, we have all been touched by this disease. In 2014, it was estimated that there would be 1,665,540 new cancer cases diagnosed and 585,720 cancer deaths in the US. Cancer remains the second most common cause of death in the US, accounting for nearly 1 of every 4 deaths. It is because of this that the IAEE SE Chapter has selected the American Cancer Society's Winn Dixie Hope Lodge as our chapter charity for 2015.

Please join us throughout the year in our various outreach efforts. During every luncheon, we will hold a 50/50 Donation Drive. Our goal is to purchase a brick for Hope Lodges' fundraising campaign. During the April 23, 2015 Chapter Educational Luncheon we raised \$293! A special thank you to the winner, **Charlie Olentine, US Poultry & Egg Assn.**, who generously donated his portion back to the Lodge.



WINN-DIXIE

Hope Lodge®

Winn Dixie Hope Lodge

Recognizing the increased need for affordable housing for cancer patients, the American Cancer Society opened a Hope Lodge in Atlanta. Emory University generously donated the land, and the American Cancer Society raised the additional funds from organizations, companies, and individuals. In 1998 the Winn-Dixie Hope Lodge opened in Atlanta, GA.

Since opening its doors in 1998, the Atlanta Hope Lodge has provided over 90,000 nights of free lodging to more than 5,000 patients and caregivers. The 52-room facility offers free lodging as well as free transportation to treatment facilities for Hope Lodge guests. Some of the amenities of the Atlanta Hope Lodge include: a common kitchen, dining room, a business center, gardens, and laundry facilities. It is with donated funds from individuals, corporations and medical facilities that the Atlanta Hope Lodge is able to provide a place where medical treatment can be the first focus for the patient and family, and they can be free from worrying about the costs of lodging.

About Our Facility

The Atlanta Hope Lodge offers:

- 52 guest suites with private baths
- 8 Common kitchen areas with deep sinks, stove tops, and 6 double ovens
- A living room with grand piano, a game/activity area, billiard table and a large screen television room
- Computer work stations and a library
- Private sitting areas and a courtyard garden
- Two sets of high efficiency washers and dryers on each floor
- Transportation to and from treatment centers and hospitals
- Cancer support programs and services

While the facility offers many of the comforts of home, the true magic of the Hope Lodge is the inviting atmosphere. Other guests, facing similar circumstances, rally around each other, offering strength and support. The volunteers and staff, many of whom are cancer survivors, strive to create an environment where guests can relax and concentrate on getting well.

April 23, 2015 Chapter Educational Luncheon Recap: A 20 Under 30 Perspective



This month's educational session on the state of the industry was very informative and eye-opening. Daniel McKinnon, CEM of Freeman XP and IAEE Board Member, shared valuable information as it relates to the changes our industry faces and the importance of everyone staying informed, involved and inspired.

Statistics provided by the Center for Exhibition Industry Research (CEIR) revealed three major points that stuck out during the luncheon. The first of which is the rapid rate at which the number of retirees greatly outweighs the number of young professionals joining the industry. One of the greatest assets to any industry is an ability to diversify and share ideas. With so many knowledgeable and experienced members about to retire, it is now



more important than ever for our younger peers to "step-up" and get involved. Cliché aside, we truly are the future of the industry and it is our duty to continue the legacies of those before us, while addressing the challenges ahead if we want to ensure our future accomplishments.

History is known to repeat itself and while each sector is seeing growth on some level, not every division is growing at the same rate. Many factors play into how we perform as an industry; from oil prices to international reform policies, no one can predict what single shift may bring about a decline similar to what we saw circa 2008. Instead of focusing on our rival associations and negative economic declines, a mental shift must occur. Yes, we should be aware of the competition, but we should also be engaging them. According to McKinnon, success lies in quality, not quantity. It is more important to produce the best show possible by bringing together education and technology than it is to have the most attendees. Think of the possibilities if we stepped outside of our comfort zone and joined forces with those we may have never considered before? What positive changes could potentially emerge that would create more opportunities, more awareness and better events? By changing the way we interact, we can change the way the industry reacts.

Lastly, as young members we must stay up-to-date and remain vigilant with those partnerships that provide us the tools to be successful. Since 1978, CEIR has been highlighting the importance of exhibitions in today's business environment but they cannot continue to do so without our support. As a non-profit organization, CEIR depends on its members and their donations to ensure the success of the exhibitions and events industry. The money raised has helped fund multiple education programs, and research specifically designed to promote the advancement of the industry and educate future industry leaders. Donations of every kind help, not just financial. Donating time as a volunteer is just as effective as a single dollar.

The State of the Industry may be affected by several changing variables, but its margin of success is accredited to its members. It is not about what we produce, but how we do it. We must act, and do so from an embroiled, educated and encouraged perspective.



Shyanne Robinson
onPeak | GES



Visit <https://youtu.be/oXFImp2FGX4> to check out our March 5, 2015 Chapter Educational Luncheon: Best Practices for a Successful Site Inspection.



Stay tuned for our April 23, 2015 Chapter Educational Luncheon: State of the Industry Update





About the Show:

A revolutionary event evolving from the DNA of the Meetings Exploration Conference (MEC), Eventeract is an exciting new experience that will challenge the way the event and hospitality industry relate. Powered by the Southeast's most influential associations, Eventeract will feature 90,000 square feet of education, innovation and networking covering a variety of disciplines including, but not limited to: Corporate and Association events, Food & Beverage, Meeting Design, Décor & Event Design, Meeting Planning Strategies, Tactics & Design, Technology, Audio Visual, Incentives, Revenue Management, Sales, Revenue Management and DMC Services. General Session, Education and Exhibits are located all in one space designed to provide the attendees a 360 degree comprehensive

What is new this year?

- Enhanced education sessions, followed by dedicated exhibit floor hours featuring one-on-one appointments
- Streamlined exhibit pricing and enhanced appointment software
- Hands-on, interactive workshops for continuing education, including master classes with industry leading

Registration for attendees and exhibitors now open!

Visit eventeract.org for more information

Marketing Partners:



Top 10 States for LEED - Georgia World Congress Center



Georgia made its first ever appearance on the Top 10 States list in 2014, finishing eight (1.83 square feet per resident) after certifying 87 projects. Georgia was the only Southeastern state to make the list in 2014.

The Georgia World Congress Center was the single largest project certified in the United States in 2014 in terms of gross square footage, and, as such it received more press attention than any of the state's other many impressive newly certified projects. The 3.9 million-square-foot building achieved silver certification through sustainability efforts such as recycling electronics, reducing water consumption, using green janitorial supplies and more environmentally friendly office supplies.

LEED — or Leadership in Energy and Environmental Design — rates the green or sustainable design, construction or operations in buildings and homes.

In 2010, the convention center — the fourth largest in the nation — hired a dedicated sustainability director and in 2012 registered for the preliminary steps of certification with the U.S. Green Building Council.

This information is quoted from an article written by Christopher Gray that appears in US Green Building Council's



SMG Names Al Rojas General Manager of the Jackson Convention Complex



Jackson, MS (May 5, 2015) - SMG, the world leader in venue management, is proud to announce the hiring of Al Rojas as General Manager of the Jackson Convention Complex.

A 24 year industry veteran, Rojas most recently worked as the Assistant Director of the Dallas Convention Center where he has been since 2005. In that role Rojas was responsible for the financial, operational and event activities for the Dallas Convention Center, Dallas Farmer's Market, Office of Special Events and Union Station. Before that, Rojas held various positions with Reunion Arena and the American Airlines Center, both in Dallas, Texas.

"Al is a respected industry veteran with a solid track record," said Bob McClintock, SMG Senior Vice President / COO for Convention Centers. "His broad industry experience and fiscal expertise will complement the already strong SMG management team in place in Jackson."

"I am excited to become a part of the vibrant hospitality industry in Jackson and work with the community as we strive to provide our guests with the outstanding service that Jackson is famous for," said Rojas.

"The Commission looks forward to working with Al as we continue our efforts toward fulfilling the vision that the community had in the development of this magnificent Center," said Fred Banks, Chairman of the Capital City Convention Center Commission.

Rojas replaces former general manager Kelvin D. Moore, who was promoted to the position of Regional General Manager for SMG at Navy Pier in Chicago. Rojas will start his new role on June 1, 2015.



**IF YOU WOULD LIKE TO SEE UPDATES REGARDING YOUR ASSOCIATION OR VENUE, PLEASE
SUBMIT YOUR POST TO INFO@IAEESSE.ORG. THIS IS YOUR OPPORTUNITY TO LET THE SOUTHEAST
KNOW WHAT IS GOING ON WITH YOU!**

BECOME AN IAEE SE SPONSOR TODAY!

Consider becoming a sponsor of the IAEE Southeastern Chapter and leveraging the value of IAEE's largest and most active Chapter.

As a Chapter, we are committed to providing valuable educational programming, networking opportunities and entertaining social activities to our members. Helping companies and individuals solve the challenges of today's environment is second only to the Chapter's commitment to making sure you are welcomed and feel that your investment is mutually rewarding.

REASONS TO BE A CHAPTER SPONSOR!

SUPPORT the industry and the mutual opportunities provided by the IAEE Chapter and Southeastern Classic sponsorship.

DEVELOP business through networking and the advancement of your services and products.

INCREASE your company's exposure to the leaders in the industry.

LEVERAGE IAEE's Southeastern Chapter sponsorship to focus squarely on your company's core competencies while improving execution and delivery of your business strengths.

EACH CHAPTER SPONSORSHIP LEVEL INCLUDES THE FOLLOWING BENEFITS:

- Distribution of promotional materials at meetings
- Sponsorship Ribbons for each company attendee at chapter events
- Logo and Sponsorship Level Recognition at Chapter Luncheons
- Rotating Banner signage on the website
- Inclusion in all Chapter e-blasts (25) IAEE's Southeastern Chapter and newsletter recognition
- Recognition in the Summer Classic program book
- Signage Recognition at the 2015 Tampa Summer Classic
- Chair Drop of Promotional Material

To learn more on how to support not only the Chapter, but the SE Classic, Jenny Melton Golf Tournament, Young Professionals and the GRITZ Reception, please contact the Executive Office at info@iaeese.org or 770-433-4137.

Thank You 2015-16 Chapter Sponsors

<u>PLATINUM</u>	<u>GOLD</u>
  	 
 	 
<u>SILVER</u>	<u>BRONZE</u>
  	    