



Sponsorship Packages & Marketing Opportunities 2021-2022



Exhibitions and Events Mean Business

International
Association of
Exhibitions and Events®

WASHINGTON, D.C. CHAPTER WWW.IAEE.COM

Sponsor or Advertise with IAEE DC Chapter for a Great ROI!

Reach more than 3,500 event organizers and suppliers by partnering with the IAEE DC Chapter – *the largest IAEE Chapter in the country!* With nearly 60% of the Chapter membership representing exposition managers, this is the audience to target! Expositions account for \$52 billion dollars in spending in the hotel, travel, tourism and convention industries.

Monthly Luncheons & Receptions:

Corporate Sponsorships: IAEE DC Chapter is moving to a year-round sponsorship program to provide continuous branding for your organization at every education event.

Special Events:

Interested in sponsoring key special events which are strategically focused and throughout the year? The Chapter special events are known to draw large numbers of event organizers. Your sponsorship allows for the Chapter to continue offering fun, engaging and affordable networking events in the DMV.

Digital Advertising:

Put your brand front and center on the Chapter website, in the quarterly e-newsletter or Capitol Ideas, the Chapter blog. Present your brand message through the Chapter blog. Advertising opportunities are flexible, and you select when and how event professionals see your brand with a link to your website.

Ready to become a sponsor or advertiser but would like a customized package or have questions?

Contact IAEEdc@myassociationhq.com or
Visit www.IAEEdc-Chapter.com

IAEE–DC Chapter Profile

2,100+ APPROX. Total Members, of those

1,200 or **60%** APPROX. are
Event Organizers

1,400+ APPROX. Total Non-members

IAEE–DC Reaches Monthly

2,000+ APPROX. Association and
for Profit Event Organizers

through our marketing channels, including email,
social media, events and the website.

IAEE–DC Chapter's Marketing Channels Reach

30,000-40,000+ APPROX. Email Reach
(per month)

16% APPROX. Average Open Rate
for all Emails

3,500+ APPROX. Subscribers

Received the e-newsletter in
Q1* of 2021 with a

Click Rate of **48%**

*Email Stats for Jan 1 – May 31, 2021



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ANNUAL STRATEGIC PARTNERSHIP

\$10,000 / YEAR

BRANDING

- Your logo on the IAEE DC Chapter Website for one (1) year
- Logo recognition on IAEE DC Chapter Facebook and LinkedIn social media channels for one (1) year

EVENT ACKNOWLEDGMENT

- Your company/brand featured on all outgoing email registration reminders for sponsored lunch/event
- Ability to distribute literature at sponsored lunch/event (*content approval required*)

CONTACT LIST

- An electronic list of attendees from the lunch/event with full contact information and email addresses

+ ANNUAL STRATEGIC PARTNERSHIP YEARLY BENEFITS

- Quarterly email
- Six (6) complementary In-Person Lunch/event tickets
- Annual banner on the IAEE DC Chapter website, newsletter and social media channels
- Opportunity to present your brand message at lunch/event

+ MULTI-YEAR DISCOUNTS:

- Receive a 5% savings when signing a 2-year agreement
- Receive a 10% savings when signing a 3-year agreement

MONTHLY LUNCHEON SPONSORSHIPS

PLATINUM

\$3,750 / MONTH

Benefits include all **LOGO, EVENT ACKNOWLEDGMENT, AND CONTACT LIST** items from the Annual Strategic Partnership Package listed above. In addition to:

+ PLATINUM YEARLY BENEFITS

- Two (2) In-Person OR Three (3) Virtual Complementary Lunch/Event Tickets
- Three (3) Banner Ads on IAEE DC Chapter Website OR Blog
- Opportunity to Present a Sales Message at Lunch/Event
- Opportunity for a Tabletop Display at Lunch/Event (*space permitting*) OR on Virtual Platform

+ YOUR CHOICE

- One (1) Monthly Luncheon
- One (1) Exclusive Networking Event

GOLD

\$2,750 / MONTH

Benefits include all **LOGO, EVENT ACKNOWLEDGMENT, AND CONTACT LIST** items from the Annual Strategic Partnership Package listed above. In addition to:

+ GOLD YEARLY BENEFITS

- One (1) In-Person OR (2) Two Virtual Complementary Lunch/Event Tickets
- One (1) Banner Ad on IAEE DC Chapter Website OR Blog
- Opportunity to Present a Sales Message at Lunch/Event

+ YOUR CHOICE

- One (1) Monthly Luncheon

SILVER

\$2,500 / MONTH

Benefits include all **LOGO, EVENT ACKNOWLEDGMENT, AND CONTACT LIST** items from the Annual Strategic Partnership Package listed above. In addition to:

+ SILVER YEARLY BENEFITS

- One (1) In-Person Complementary Lunch/Event Ticket
- Opportunity to Present a Sales Message at Lunch/Event

+ YOUR CHOICE

- One (1) Monthly Luncheon

À LA CARTE SPONSORSHIP OPTIONS

EXCLUSIVE SPECIAL EVENT SPONSOR

\$3,000 / EVENT

- Signage at lunch/event (*space permitting*) OR banner on virtual platform.

NON-EXCLUSIVE SPECIAL EVENT SPONSOR

\$2,000 / EVENT

- (1) One banner ad on IAEE DC Chapter Website OR Blog in your month of choice

LOGO ON IAEE DC CHAPTER WEBSITE AND BLOG

\$750 / THREE (3) MONTHS

\$1,250 / SIX (6) MONTHS

\$2,000 / NINE (9) MONTHS

\$2,500 / TWELVE (12) MONTHS

MARKETING OPPORTUNITIES

EXCLUSIVE MARKETING

\$750 / MONTH

Exclusive One (1) per month Sponsored:

- One (1) Email to chapter database
- One (1) Social Media Post
- One (1) Newsletter, may include an article or a link to a one (1) Minute Video
- Exclusive one (1) per month sponsored email marketing or social media post with logo, content, and one (1) minute video

www.IAEEDCchapter.com

To Reserve Your Place as A Sponsor, Please Contact: Chapter Administration, IAEE DC Chapter Sponsorship Director, at IAEEDC@myassociationhq.com

Start Engaging with Our DC Chapter Today!

PLEASE COMPLETE | All fields required

Company _____
Mailing Address _____
City _____ State _____ ZIP _____
Contact Person _____ Title _____
Email _____ Phone Number _____

SPONSOR PACKAGES

☐ **Annual Strategic Partnership** **\$10,000 / year**

2021-2022 SCHEDULE
(Subject to Change)

October 8, 2021	January 15, 2022	March 11, 2022	May 13, 2022	October 14, 2022
November 12, 2021	February 14, 2022	April 8, 2022	September 9, 2022	November 11, 2022

☐ **Monthly Luncheon Sponsorships:**

☐ **Platinum Level** **\$3,750 /mo.**

<input type="checkbox"/> October 8, 2021	<input type="checkbox"/> January 15, 2022	<input type="checkbox"/> March 11, 2022	<input type="checkbox"/> May 13, 2022	<input type="checkbox"/> October 14, 2022
<input type="checkbox"/> November 12, 2021	<input type="checkbox"/> February 14, 2022	<input type="checkbox"/> April 8, 2022	<input type="checkbox"/> September 9, 2022	<input type="checkbox"/> November 11, 2022

☐ **Gold Level** **\$2,750 /mo.**

<input type="checkbox"/> October 8, 2021	<input type="checkbox"/> January 15, 2022	<input type="checkbox"/> March 11, 2022	<input type="checkbox"/> May 13, 2022	<input type="checkbox"/> October 14, 2022
<input type="checkbox"/> November 12, 2021	<input type="checkbox"/> February 14, 2022	<input type="checkbox"/> April 8, 2022	<input type="checkbox"/> September 9, 2022	<input type="checkbox"/> November 11, 2022

☐ **Silver Level** **\$2,500 /mo.**

<input type="checkbox"/> October 8, 2021	<input type="checkbox"/> January 15, 2022	<input type="checkbox"/> March 11, 2022	<input type="checkbox"/> May 13, 2022	<input type="checkbox"/> October 14, 2022
<input type="checkbox"/> November 12, 2021	<input type="checkbox"/> February 14, 2022	<input type="checkbox"/> April 8, 2022	<input type="checkbox"/> September 9, 2022	<input type="checkbox"/> November 11, 2022

À LA CARTE OPTIONS

☐ **Special Event Sponsor** **\$3,000 (exclusive) / event**

<input type="checkbox"/> October 8, 2021	<input type="checkbox"/> January 15, 2022	<input type="checkbox"/> March 11, 2022	<input type="checkbox"/> May 13, 2022	<input type="checkbox"/> October 14, 2022
<input type="checkbox"/> November 12, 2021	<input type="checkbox"/> February 14, 2022	<input type="checkbox"/> April 8, 2022	<input type="checkbox"/> September 9, 2022	<input type="checkbox"/> November 11, 2022

☐ **Special Event Sponsor** **\$2,000 (non-exclusive) / event**

<input type="checkbox"/> October 8, 2021	<input type="checkbox"/> January 15, 2022	<input type="checkbox"/> March 11, 2022	<input type="checkbox"/> May 13, 2022	<input type="checkbox"/> October 14, 2022
<input type="checkbox"/> November 12, 2021	<input type="checkbox"/> February 14, 2022	<input type="checkbox"/> April 8, 2022	<input type="checkbox"/> September 9, 2022	<input type="checkbox"/> November 11, 2022

☐ **Logo on Chapter Blog or Website**

<input type="checkbox"/> 3 Months \$750	<input type="checkbox"/> 6 Months \$1,250	<input type="checkbox"/> 9 Months \$2,000	<input type="checkbox"/> 12 Months \$2,500
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MARKETING OPPORTUNITIES

☐ **Exclusive Marketing** **\$750 /mo.**

AGREEMENT | Terms below

Sponsorship Contact Name: _____

Sign: _____ Date: _____

PAYMENT | Due in full before benefits are available

☐ VISA ☐ MasterCard ☐ American Express
IAEE will call for the credit card number. ☐ Check # _____

Cr. Cd. Sign: _____ Date: _____

The individual signing this contract is an authorized representative of the company with the full power and authority to sign and deliver a contract, including authorizing payment to the Washington DC Chapter of IAEE for sponsorship and/or advertising support. This serves as a binding agreement between both parties (sponsor/advertiser and/or advertising agency and Washington, DC Chapter of IAEE representative). Check payments must be mailed to IAEE DC | PO Box 253 | Ashburn, VA 20146

To reserve your place as a sponsor, please fill the form completely and return to:
Chapter Administration, IAEE DC Chapter Sponsorship Director at iaeedc@myassociationhq.com