

INTERNATIONAL ASSOCIATION OF FAIRS AND EXPOSITIONS

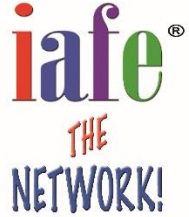
SPONSORSHIP OVERVIEW

IAFE ANNUAL CONVENTION AND TRADE SHOW

November 25-28, 2018

Henry B Gonzalez Convention Center

San Antonio, Texas



Target Key Decision Makers at Fairs, Shows and Expositions

The IAFE can help increase your company's presence at the IAFE Annual Convention and Trade Show – held November 25-28, 2018, at the Henry B. Gonzalez Convention Center in San Antonio, Texas.

The IAFE is dedicated to its purpose of promoting and encouraging the development and improvement of fairs, shows and expositions around the world. The IAFE has over 2,100 members and it is the largest trade association representing the segments that make up the world of fairs.

Our annual convention offers fair professionals and volunteers unequalled learning opportunities and invaluable networking with peers and industry suppliers. Approximately 4,000 people will attend the annual convention and trade show, providing your company with a forum to showcase your products and services. Based upon our 2017 Convention survey, 87.0% of convention attendees played an important role in purchasing decisions for their fairs.

Your company can select from a wide array of marketing opportunities at the 2018 IAFE Convention and Trade Show. Please review the following pages for an opportunity that best fits your needs. Our staff will work with you to customize a marketing package which will yield maximum return on your investment.

For complete details and inquiries, please contact the IAFE office at 800-516-0313 or email steves@fairsandexpos.com.

Available 2018 IAFE Convention Sponsorship Opportunities

Awards Reception -- Wednesday

The awards reception is a large gathering of our attendees, where we celebrate the leaders in competitive exhibits and communications. Gain recognition at this event attended by industry leaders.

Benefits Package Includes:

- * Gold Level Benefits Package
- * Your corporate logo placed on large projections screens at the session where the reception begins
- * Signage recognizing sponsorship at the event
- * Verbal recognition of the sponsorship at the event

Tuesday Lunch

Make lunch convenient for attendees by sponsoring the lunch on Tuesday. What a great way to support learning by keeping great minds fed!

Benefit Package Includes:

- * Gold Level Benefits Package
- * Prominent Signage and announcements made in the Trade Show recognizing the sponsorship
- * Co-sponsorship available

Lunch in the Trade Show

Designed to build traffic on Wednesday in the Trade Show, this new function is a great way to gain recognition among attendees. Sponsoring this event will be a great treat!

Benefit Package Includes:

- * Gold Level Benefits Package
- * Prominent Signage and announcements made in the Trade Show recognizing the sponsorship
- * Co-sponsorship available

Board of Directors Lunch

Introduce yourself and your business to the leadership of the IAFE! Sponsorship of this lunch will provide you with a tremendous networking opportunity.

Benefits Package:

- * Silver Level Benefits Package
- * Eat lunch and network with the IAFE Board of Directors
- * Your corporate logo on the Board Packet sent to IAFE Directors

Workshop Speaker

Brand your company as an educational leader by sponsoring one of our terrific educational sessions

Benefits Package Includes:

- * Silver Level Benefits Package
- * Opportunity for key company personnel to introduce the sponsored speaker to the delegates
- * Signage recognizing your sponsorship at workshop entrance
- * Opportunity to hand out flyers/promotional material at sponsored workshop

Fun Run

Be a part of a fun activity with an all new format that “jump starts” our Convention. Many attendees take part in this fun activity on Sunday morning, providing you with an early chance to get your company brand “running around” in the minds of attendees.

Benefits Package:

- * Silver Level Benefits Package
- * Your corporate logo on T-shirts provided to all participants in the Fun Run
- * Recognition in the Preliminary Program where delegates register to participate in the Fun Run
- * Opportunity to assist with the Fun Run Awards Presentation

Refreshment Break Co-Sponsors

Help the IAFE provide our attendees with refreshments between sessions.

Benefits Package:

- * Pewter Level Benefits Package
- * Signage near the Refreshment Break recognizing your sponsorship

Hospitality Sponsorships

Help the IAFE provide food and refreshments to IAFE Attendees at special functions held on Monday and Tuesday evening.

Benefits Package:

- * Pewter Level Benefits Package
- * Signage at this largely attended function recognizing your sponsorship

Customer Sponsorships

If you have an idea you want us to consider...call us! We are open to new ideas and can easily customize a sponsorship for you!