

INTERNATIONAL ASSOCIATION OF FAIRS AND EXPOSITIONS

SPONSORSHIP OVERVIEW
IAFE ANNUAL CONVENTION AND TRADE SHOW
November 25 - 29, 2012
PARIS LAS VEGAS
LAS VEGAS, NEVADA



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 - 29, 2012, at the Paris Las Vegas in Las Vegas, Nevada.

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 2,300 members and it is the largest trade association representing the segments that make up the world of fairs.

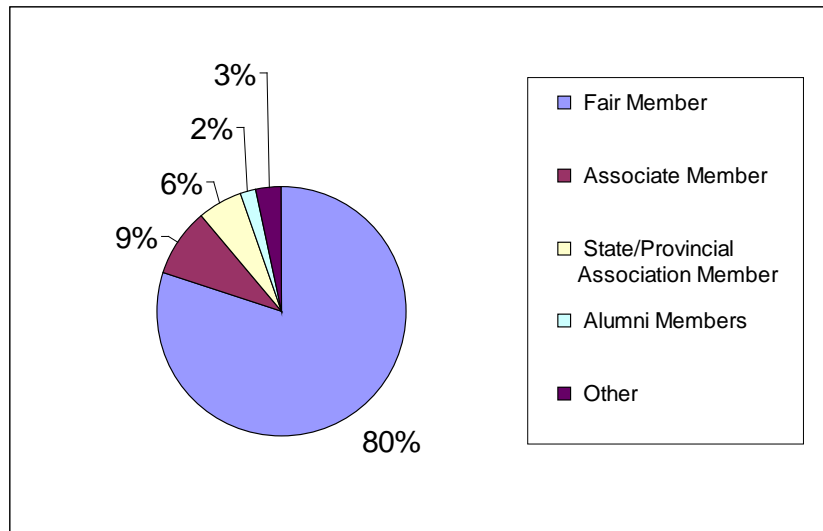
Our annual convention offers fair professionals and volunteers unequalled learning opportunities and invaluable networking with peers and industry suppliers. Over 4,000 people will attend the annual convention and trade show, providing your company with a forum to showcase your products and services. Based upon our 2011 Convention survey, 87.4% of convention delegates played an important role in purchasing decisions for their fairs.

Your company can select from a wide array of marketing opportunities at the 2012 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.

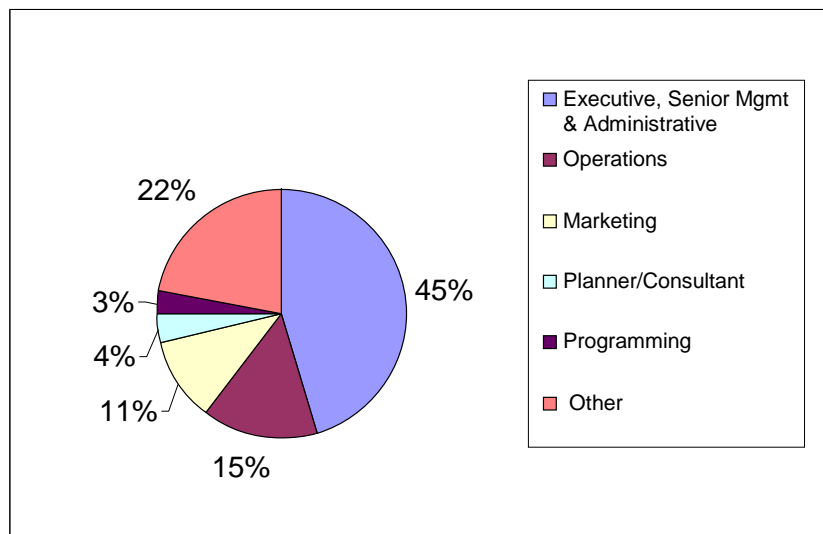
For complete details and inquiries, please contact the IAFE office at 800-516-0313 or email iafe@fairsandexpos.com.

Who is the attendee at the IAFE Convention and Trade Show?

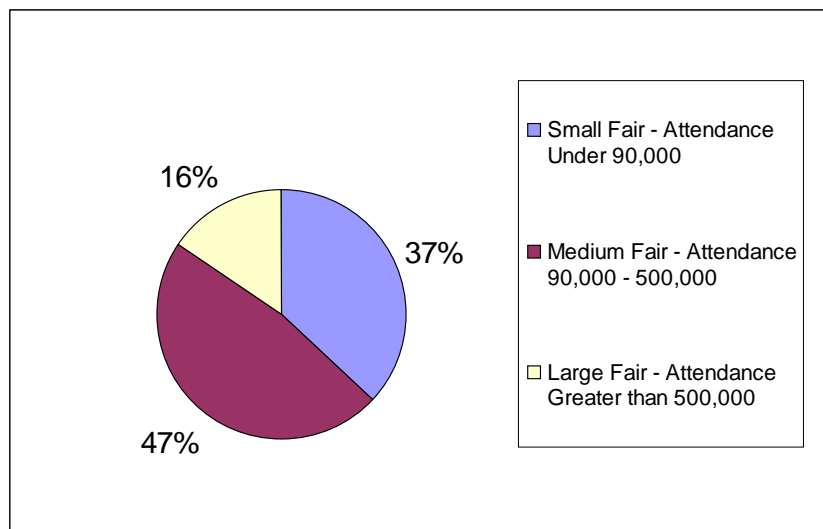
Delegates by Member Type



Functions of Attending Fair Members



Fair Size of Attending Delegates



Convention Sponsorships

Benefits above the Gold Level are developed on an individual basis to best meet the Sponsor's needs.

Titanium Level -- \$20,000 and up

Platinum Level -- \$15,000-\$19,999

Diamond Level -- \$10,000-\$14,999

Gold Level -- \$5,000-\$9,999

An example of a Gold Level Sponsorship is the Cyber Café opportunity. Signage on the Cyber Café kiosk and at Cyber Café entrance will identify the sponsor. The corporate logo will be displayed on every computer monitor in auto screensaver mode and the home page will be set to the sponsor's URL. The Cyber Café sponsor will also be able to place company literature in the Cyber Café area. In addition, the following Gold Level benefits will apply:

- ▶ Two Convention Registrations
- ▶ Two tickets to Convention meal functions
- ▶ One set of mailing labels to IAFE member fairs
- ▶ Sponsorship recognition in the November/December issue of *Fairs & Expos*
- ▶ Sponsorship recognition in the January/February issue of *Fairs & Expos*
- ▶ Sponsorship recognition in the Convention Program
- ▶ Sponsor link on IAFE's web site

See Page 6 for a complete list of Gold Level Sponsorships

Silver Level -- \$1,000-\$4,999

An example of a Silver Level Sponsorship is the Workshop Speaker opportunity. Signage at the workshop will identify the sponsor. The sponsor also has the opportunity to introduce the speaker and may hand out flyers/promotional material at the workshop. In addition, the following Silver Level benefits will apply:

- ▶ One Convention Registration
- ▶ Sponsorship recognition in the November/December issue of *Fairs & Expos*
- ▶ Sponsorship recognition in the January/February issue of *Fairs & Expos*
- ▶ Sponsorship recognition in the Convention Program
- ▶ Sponsor link on IAFE's web site

See Page 8 for a complete list of Silver Level Sponsorships

Pewter Level -- \$500-\$999

An example of a Pewter Level Sponsorship is a Refreshment Break Co-Sponsor. Signage near the Refreshment Break will identify the sponsor(s). In addition, the following Pewter Level benefits will apply:

- ▶ Sponsorship recognition in the November/December issue of *Fairs & Expos*
- ▶ Sponsorship recognition in the January/February issue of *Fairs & Expos*
- ▶ Sponsorship recognition in the Convention Program
- ▶ Sponsor link on IAFE's web site

See Page 10 for a complete list of Pewter Level Sponsorships

IAFE VIP's (Very Important Partners)

Each year the IAFE has a number of VIP Sponsorships. These in-kind partnerships typically provide the IAFE with a product, service or prize to enhance our Convention. The VIP's receive promotional consideration in the form of advertising or special recognition in the partnerships. These partnerships are important for the overall success of our Convention and result in a cost savings for the IAFE. In addition to promotional consideration, IAFE VIP's receive the following benefits:

- ▶ Sponsorship recognition in the November/December issue of *Fairs & Expos*
- ▶ Sponsorship recognition in the January/February issue of *Fairs & Expos*
- ▶ Sponsorship recognition in the Convention Program
- ▶ Sponsor link on IAFE's web site

Please contact an IAFE staff member to discuss possible VIP Sponsorships

2012 IAFE Convention Sponsorship Opportunities

Convention Registration

It's a place everyone must visit to claim their credentials! Imagine having your company placed front and center for all convention attendees to see.

Benefits Package Includes:

- * Diamond Level Benefits Package
- * Your corporate logo placed on a backlit panel at each registration counter
- * Your corporate logo placed on each registration envelopes containing credentials and convention information
- * Opportunity to place a flyer/insert in registration envelope (sponsor provides flyer – size limitations exist – IAFE must receive insert by Aug. 15)
- * Your corporate logo on registration forms used by on-site registrants

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 as a gobo on the reception room walls
- * Signage recognizing sponsorship at the event
- * Verbal recognition of the sponsorship at the event

Closing Keynote Speaker

Leave a lasting impression with attendees by sponsoring the Closing Keynote Speaker. This event is attended by a large audience and provides you with a great way to showcase your company. The Closing Keynote Speaker will inspire our attendees and this is an exceptional opportunity to have your company tied to the event that closes our Convention.

Benefits Package:

- * Gold Level Benefits Package
- * Signage recognizing sponsorship at the event
- * Opportunity to introduce the sponsored speaker
- * Opportunity to place your organizations flyer/promotional material at each table.

Cyber Café

Located inside the Education Center, nearly 50% of all delegates utilized the Cyber Café on every day of the Convention. Equipped with over 10 computer terminals, the Cyber Café is a popular way for attendees to check email and stay in touch with family and business associates while attending the Convention.

Benefits Package Includes:

- * Gold Level Benefits Package
- * Signage located on the Cyber Café Kiosk
- * Your logo displayed on every computer monitor with in auto screensaver mode
- * Placement of flyers/promotional material at Cyber Café kiosk
- * Home page for each computer set to your web site's URL
- * Banner with your corporate logo marking entrance to Cyber Café

Competitive Exhibits Awards

Each year the IAFE recognizes outstanding achievement in the area of Competitive Exhibits to its fair members. Help the IAFE recognize these winners by sponsoring the awards.

Benefits Package:

- * Gold Level Benefits Package
- * Your corporate logo and name on each award
- * Recognition from award stage and opportunity for company leader(s) to assist in the Awards presentation
- * Your company will be included in press release and publicity about Competitive Exhibits Awards contest

Education Center

Your corporate logo included in signage at both entrances to the highly visible and frequented Education Center. Open throughout the conference, this area includes the display of all agricultural, communications, and competitive exhibits contest entries and IAFE products. Each delegate spent, on average, 1.3 hours in the 2010 Education Center.

Benefits Package Includes:

- * Gold Level Benefits Package
- * Sponsor Signage Inside and at Entrance to the Education Center
- * Your corporate logo on volunteer identification (vest, armbands)
- * Your corporate logo and announcement of sponsorship included in an email blast detailing the Education Center

Trade Show Food Function

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
- * Invite attendees to the Ice Cream Social/Food Function at our General Session on Wednesday
- * Your corporate logo on aprons used by food servers
- * Signage at all serving stations (anticipating 4 stations)

Monday Continental Breakfast

Monday's continental breakfast will be served just prior to our Opening Session. This breakfast is open to all registered delegates and exhibitors, so high visibility is certain

Benefits Package:

- * Gold Level Benefits Package
- * Multiple signs recognizing sponsorship at the event
- * Opportunity to provide cups and napkins with your corporate logo.

Wednesday Keynote Speaker

Wednesday morning will feature a general session, which will include a keynote presentation. Sponsorship of this speaker will place your company prominently in front of one of the largest gatherings at our Convention.

Benefits Package:

- * Gold Level Benefits Package
- * Opportunity to introduce the sponsored speaker
- * Your corporate logo located on the speaker's Power-Point
- * Signage recognizing sponsorship at the event

Round Table Room

Round Table educational sessions are widely popular and attended sessions at the IAFE Convention. Round Table sessions focus on a wide array of subjects related to fairs and provide a great forum to learn from industry peers. Support education and sponsor the Round Table Room.

Benefits Package:

- * Gold Level Benefits Package
- * Opportunity for flyer/promotional material placement at each Round Table – for one session
- * Signage recognizing your sponsorship at the Round Table area
- * Your corporate logo on each sign identifying the table topic

Water Bottles

Help us “green” the IAFE Convention by sponsoring water bottles, which would be distributed to all convention delegates. A reusable water bottle would cut down on the purchase of bottled water and reduce the usage of paper cups.

Benefits Package:

- * Gold Level Benefits Package
- * Your corporate logo placed on all water bottles

Information Booth

A kiosk will be located near the entrance to the meeting area of the Paris Hotel, which will be staffed with volunteers who can answer questions about IAFE convention activities

Benefits Package:

- * Silver Level Benefits Package
- * Your corporate logo on Information booth Kiosk
- * Opportunity for flyers/promotional material placement at the Kiosk

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

Thursday Continental Breakfast

Thursday’s continental breakfast will be served prior to our Closing Keynote Session. This breakfast is open to all registered delegates and will have a large crowd.

Benefits Package:

- * Silver Level Benefits Package
- * Signage recognizing sponsorship at the event
- * Opportunity to provide cups and napkins with your corporate logo

Folded Convention Schedule and Hotel Map (two opportunities/one sold, one available)

In 2006, surveys indicated a need for an easy-to-reference convention schedule and hotel map. In 2007, we offered each delegate a Convention Schedule and Map, that when folded, fit into a shirt pocket. It was a big hit with Convention attendees for the last four years. Two highly visible advertising/sponsorships exist for this fantastic item.

Benefits Package:

- * Silver Level Benefits Package
- * Your advertisement placed on the Folded Convention Schedule and Hotel Map, which will be viewed daily by Convention delegates – call for details, size, etc.

Mentoring Reception

To help first-time attendees gain the most out of their participation in our Convention, the IAFE is matching these new attendees with mentors to show them the proverbial “ropes.” This reception, to be held on Sunday, will introduce first-time attendees to their mentors. Make a great impression on first time attendees and industry “veterans” and sponsor this new function!

Benefits Package:

- * Silver Level Benefits Package
- * Opportunity to provide cups and napkins with your corporate logo
- * Signage recognizing your sponsorship

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

Federation of Fairs/NAAFA Cocktail Party

This Cocktail Party is a gathering of executives from state and provincial associations of fairs and those with membership in the National Association of Agricultural Fair Agencies. Take advantage of this tremendous networking opportunity with key leaders at the state and provincial level.

Benefits Package:

- * Silver Level Benefits Package
- * Opportunity to welcome attendees to the party
- * Signage recognizing sponsorship at the event
- * Networking with industry leaders

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