

## Other Sponsorships

All sponsorships are acknowledged on the sponsor pages at [www.IAEM.com](http://www.IAEM.com) and [www.EMEX.org](http://www.EMEX.org).

### CONFERENCE FLASH DRIVES \$13,000

Each conference attendee receives an official IAEM flash drive bearing the sponsor's logo. This popular high tech sponsorship is sure to generate an awareness of the sponsor for years to come.

### REGISTRATION BAGS \$8,500

Each conference attendee receives an official, green-friendly conference tote recognizing the sponsor. The sponsor's logo will be included on the bag and logo color will be adjusted to work with the bag design. This popular sponsorship delivers exposure well beyond the event.

### FUTURE LEADERS IN EMERGENCY MANAGEMENT—THE USA STUDENT PROGRAM \$5,000

Sponsorship includes:

- ▶ Student Council Caucus Workshop
- ▶ Future Leaders in Emergency Management Reception
- ▶ Student Hospitality Suite – 3 nights

As the official sponsor of the Future Leaders in Emergency Management you will receive:

- ▶ Sponsor listing in the program distributed to all student attendees
- ▶ Sponsor listing in on-site and post-conference materials
- ▶ Promotional insert given to meeting participants
- ▶ Speaking Opportunity at the Reception and Hospitality Suite

▶ Opportunity to hang your company banner and to distribute materials at the Reception and in the Hospitality Suite

▶ Complimentary, one-time, black and white 1/6 page advertisement in electronic version of IAEM's monthly Bulletin (circulation approximately 5,000)

▶ Complimentary one-time full page ad in the Responder – the IAEM Student newsletter (circulation approximately 1,500)

▶ Two-time access to IAEM – US Student Region list-serv

▶ One-time advertisement through IAEM-USA Student Region Twitter and Facebook accounts

▶ Inclusion of sponsorship in the main conference program

### CYBER CAFÉ \$4,500

Internet-connected stations are located in the EMEX exhibit hall for visitors to access their e-mail and various online conference features, including the program schedule and voting during the event. This is a high visibility sponsorship for those with a web presence.

### ROOM KEYS \$5,000

Imprint your logo and message on guest room keys issued to IAEM conference attendees at the Rosen Centre Hotel (headquarters hotel). The IAEM 2012 conference dates are printed on the reverse side. The sponsor fee includes all costs to imprint and produce the key cards. This is a fabulous way to make your presence known to IAEM attendees.

### NETWORKING/HOSPITALITY SUITES \$1,500 PLUS COSTS

Attendees can relax after-hours in suites officially recognized by IAEM. **Important—Sponsor is responsible for making the reservation of the room and ordering the refreshments.** IAEM recognizes sponsors and promotes the gathering as part of the conference schedule.

### LANYARDS \$1,500 PLUS COSTS

Lanyards from the official sponsor will be provided to attendees. Sponsor must provide approximately 2,000 lanyards which can include their company logo or message. This is a great buy for the exhibitor who wants to see their company advertised around the neck of every conference attendee.

### SHOW PENS \$1,000 PLUS COSTS

Distributed at registration counters, these pens will be great IAEM Annual Conference and EMEX 2012 souvenirs. The exhibitor must provide the pens.

### KEYNOTE/PLENARY SPEAKER

Sponsor the honorarium of a conference committee selected keynote/plenary speaker, not including the Monday Luncheon speaker. This sponsorship includes the opportunity for the sponsor to introduce the speaker. For pricing, contact Sherry Meyers at 703-538-1795, ext. 1704, or [meyers@iaem.com](mailto:meyers@iaem.com).

## Other Promotional Opportunities

To further discuss sponsorship opportunities, contact Sherry Meyers at 703-538-1795, ext. 1704, or [meyers@iaem.com](mailto:meyers@iaem.com).

### ADVERTISE IN SHOW DIRECTORY

Increase your visibility with a full page or 1/2 page ad in the show directory. Contact Sherry Meyers at [meyers@iaem.com](mailto:meyers@iaem.com) for details.

### EMEX EXHIBIT BOOTH (AS LOW AS \$2,300)

In conjunction with the annual conference, IAEM showcases all significant suppliers of homeland security and disaster technology. See [www.EMEX.org](http://www.EMEX.org) for a floorplan showing current available space and a list of your competitors.

### STANDING BILLBOARDS \$895 EACH

As show attendees walk into the EMEX 2012 exhibit hall, a wall of standing billboards will be featured. Each billboard measures 4' x 8' feet.

You can make a bigger impact by combining 4' x 8' sections to make one graphic stretched over the entire area. Artwork can be 4-color!

### PROMOTIONAL INSERTS \$500

This promotional piece gets details about your product or service into the hands of every attendee.

### SCHOLARSHIP FUND DONATION \$500 OR MORE

Support the future of emergency management through a tax-deductible donation that gets your booth marked with a bright yellow flag bearing the IAEM logo and the words "Scholarship Donor." The flag is attached to your booth pipe to add visibility to your show presence. In addition, a plaque is provided that can be displayed in the booth and at

the office. Learn more about the IAEM Scholarship Program at [www.IAEM.com/scholarships](http://www.IAEM.com/scholarships).

### SCHOLARSHIP AUCTION ITEMS (VARIES ACCORDING TO ITEMS)

Donate an item or items to be auctioned off as part of IAEM's silent or live auction during the conference. The scholarship program acknowledges donors in an annual report and the value of auction item contributions is included to calculate total level of donation. Items that help IAEM raise the most funds include electronics, political collectibles, EMS and fire collectibles, cigars, golf items and disaster memorabilia.

### VENDOR PRESENTATIONS \$595

Back by popular demand, there are limited opportunities available for 20-minute vendor presentations on the EMEX 2012 show floor. Those wanting to launch new products or services are especially encouraged to use this promotional outlet.

# Sponsorship Opportunities

Now that you've made the investment in emergency management—

**LET IAEM HELP YOU MAXIMIZE YOUR RETURN!**

# RESILIENCY

Building a Better Tomorrow



# 60<sup>TH</sup> IAEM-USA

## ANNUAL CONFERENCE & EMEX 2012



ANNUAL CONFERENCE:  
October 26–November 1, 2012



October 29–31, 2012

[www.iaem.com](http://www.iaem.com)



**International Association of Emergency Managers**

201 Park Washington Court • Falls Church, VA 22046

703-538-1795 • [www.IAEM.com](http://www.IAEM.com) • [www.EMEX.org](http://www.EMEX.org)

## Raising the visibility of your company is the key to taking full advantage of your participation at the IAEM 60th Annual Conference and EMEX 2012.

We've designed opportunities to give your company maximum exposure to the attendees before, during and after the event. Note that this includes a variety of options which can accommodate all budgets (also view back cover).



## ANNUAL CONFERENCE & EMEX 2012

ANNUAL CONFERENCE:  
October 26–November 1, 2012

EMEX:  
October 29–31, 2012

ROSEN CENTRE HOTEL  
ORLANDO, FL, USA

[www.iaem.com](http://www.iaem.com)

### All Sponsorship Packages Include These Great Benefits:

- Sponsor listing in on-site and post-conference materials.
- 1 free promotional insert to be distributed to all meeting participants (\$500 value).
- Complimentary advertising in the IAEM *Bulletin* as noted in the description of each sponsorship level and in the chart of sponsorship entitlements.

### And, for those sponsors also purchasing a booth or receiving a complimentary booth via sponsorship...

- Inclusion of logo in EMEX 2012 show guide (\$350 value).

### No Cost Additions

#### Press Conference

If you would like to hold a Press Conference during EMEX 2012, we will be happy to provide a complimentary room near the exhibit hall where it can be held. Audio-visual, catering and staging fees will be the responsibility of the exhibiting company.

#### VIP Tickets

VIP tickets can be used by exhibitors to invite customers to the show. They generally work best when you enclose them in another mailing, or send invitations to come to EMEX 2012 and stop by your booth. Your customers can redeem them to register ahead of time by mail, fax or bring them with them to the show.

## Sponsorship Levels

### PREMIERE PLATINUM SPONSORSHIP \$30,000

#### Exclusive to one sponsor only!

- Includes all four standard sponsorship benefits—full-page b/w print and electronic ads (\$4,800 value).
- Prominent acknowledgement of sponsorship on EMEX 2012 show entrance.
- One free, full-color, 4' x 8' standing billboard at EMEX 2012 (\$895 value).
- Designation as host of a specific high-profile IAEM Annual Conference event:
  - » *President's Reception and Banquet, or the sponsor's choice of any remaining high profile conference event*
- Podium time (5 minutes) to greet the conference audience relative to the hosted function.
- Presentation time (20 minutes) to demonstrate a product or present product/service overview during scheduled EMEX 2012 vendor presentations (\$595 value).
- Complimentary 10' x 20' booth space and two additional free conference registrations for booth personnel (\$4,900 value).
- One-time, free use of IAEM Annual Conference attendee list—can be used immediately prior to the event to announce the sponsorship and invite recipients to sponsor's booth, or within 45 days after the event to follow up.

### PLATINUM SPONSORSHIP \$15,000

- Includes all four standard sponsorship benefits—full-page b/w print and electronic ad (\$2,400 value).
- Prominent acknowledgement of sponsorship on EMEX 2012 show entrance.

- One free full-color, 4' x 8' standing billboard at EMEX 2012 (\$895 value).
- Designation as host of a specific high-profile IAEM Annual Conference event:
  - » *EMEX Exhibit Opening Reception on Monday*
  - » *Breakfast on Tuesday or Wednesday (one sponsor per day)*
  - » *Lunch on Tuesday or Wednesday (one sponsor per day)*
- Podium time (2–3 minutes) to greet the conference audience relative to the hosted function.
- Presentation time (20 minutes) to demonstrate a product or present product/service overview during scheduled EMEX 2012 vendor presentations (\$595 value).
- Complimentary 10' x 10' booth space and one additional free conference registration for booth personnel (\$2,550 value).
- One-time free use of IAEM Annual Conference attendee list—can be used immediately prior to the event to announce the sponsorship and invite recipients to sponsor's booth, or within 45 days after the event to follow up.
- Complimentary, one year IAEM Affiliate Membership, valid through September 30, 2012 (\$795 value).

### GOLD SPONSORSHIP \$10,000

- Includes all four standard sponsorship benefits—1/2 page b/w print and electronic ad (\$1,200 value).
- Acknowledgement of sponsorship on EMEX 2012 show entrance.
- Sponsor listing and logo in pre-conference promotional, on-site and post-conference materials.
- Designation as host of a specific IAEM Annual Conference event:
  - » *Welcome Reception on Sunday*
  - » *IAEM Scholarship Reception on Tuesday in exhibit hall*

- Podium time (2–3 minutes) to greet the conference audience relative to the hosted function.
- Presentation time (20 minutes) to demonstrate a product or present product/service overview during scheduled EMEX 2012 vendor presentations (\$595 value).
- Complimentary 10' x 10' booth space (\$2,300 value).
- One-time, free use of IAEM Annual Conference attendee list—can be used immediately prior to the event to announce the sponsorship and invite recipients to sponsor's booth, or within 45 days after the event to follow up.
- Complimentary, one year IAEM Affiliate Membership, valid through September 30, 2012 (\$795 value).

### SILVER SPONSORSHIP \$7,500

- Includes all four standard sponsorship benefits—1/2 page b/w print and electronic ad (\$600 value).
- Acknowledgement of sponsorship on EMEX 2012 show entrance.
- One complimentary full conference registration (\$670 value).
- Designation as host of a specific IAEM Annual Conference event:
  - » *Morning Breaks on Tuesday or Wednesday (one sponsor per day)*
  - » *Afternoon Breaks on Tuesday or Wednesday (one sponsor per day)*
  - » *Scholarship Live Auction, includes sponsor logo on auction paddles*
- Podium time (2–3 minutes) to greet the audience relative to the hosted function.
- Presentation time (20 minutes) to demonstrate a product or present product/service overview during scheduled EMEX 2012 vendor presentations (\$595 value).

### BRONZE SPONSORSHIP \$5,000

- Includes all four standard sponsorship benefits—1/2 page b/w electronic ad (\$600 value).
- 1 complimentary full conference registration (\$670 value).
- Designation as host of a specific IAEM Annual Conference event:
  - » *Board Luncheon on Saturday*
  - » *Champagne Toast at Dinner on Wednesday*
- Podium time (2–3 minutes) to greet the audience relative to the hosted function.
- Presentation time (20 minutes) to demonstrate a product or present product/service overview during scheduled EMEX 2012 vendor presentations (\$595 value).

### PRESIDENTIAL SPONSORSHIP \$3,500

- Includes all four standard sponsorship benefits—1/2 page b/w electronic ad (\$600 value).
- 1 complimentary full conference registration (\$670 value).
- Designation as host of a specific IAEM Annual Conference event:
  - » *Board Breakfast on Thursday*
  - » *EM Career Workshop*

### EXECUTIVE SPONSORSHIP \$2,500

- Includes all four standard sponsorship benefits—1/4 page b/w electronic ad (\$460 value).

### SUPPORTING SPONSORSHIP \$1,000

- Includes all four standard sponsorship benefits—1/6 page b/w electronic ad (\$290 value).

**If you need more information or have questions about Sponsorships, please contact Sherry Meyers at 703-538-1795, ext. 1704, or [meyers@iaem.com](mailto:meyers@iaem.com).**

## Summary of Sponsorship Entitlements

Sponsor Level	Cost	Show Entrance Signage	Sponsor Listing	Event Host	Podium Time as Event Host	Presentation Time for Product Demo	Free Booth Space	Comp Conference Registration	Logo in Exhibit Guide	Promotional Inserts for Meeting Participants	IAEM List Use	Black and White Bulletin Newsletter Advertisement	Complimentary Affiliate Membership
Premiere Platinum	\$30,000	Yes, plus billboard	Yes, with logo	Yes	Yes	Yes	Yes, 10' x 20'	2 with booth, plus 2 additional	Yes	Yes	Member database plus conference attendees	2 Full-page, print plus electronic	Yes
Platinum	\$15,000	Yes, plus billboard	Yes, with logo	Yes	Yes	Yes	Yes, 10' x 10'	2 with booth plus 1 additional	Yes	Yes	Conference attendees	Full-page, print plus electronic	Yes
Gold	\$10,000	Yes	Yes, with logo	Yes	Yes	Yes	Yes, 10' x 10'	2 with booth	Yes	Yes	Conference attendees	1/2 page, print plus electronic	Yes
Silver	\$7,500	Yes	Yes, with logo	Yes	Yes	Yes	—	Yes	Yes	Yes	—	1/2 page, electronic only	—
Bronze	\$5,000	—	Yes, with logo	Yes	Yes	Yes	—	Yes	Yes	Yes	—	1/2 page, electronic only	—
Presidential	\$3,500	—	Yes	Yes	—	—	—	Yes	Yes	Yes	—	1/2 page, electronic only	—
Executive	\$2,500	—	Yes	—	—	—	—	—	—	Yes	—	1/4 page, electronic only	—
Supporting	\$1,000	—	Yes	—	—	—	—	—	—	Yes	—	1/6 page, electronic only	—