

56th IAEM Annual Conference

& EMEX 2008

Putting a New Spin on Emergency Management.

NOVEMBER
15-20
2008

Sheraton Hotel and
Overland Park Convention Center
Kansas City Metropolitan Area
Overland Park, KS

SPONSORSHIP OPPORTUNITIES

*You've made the investment in emergency management
now let us help you reap the benefits!*

56TH IAEM ANNUAL CONFERENCE SPONSORSHIP OPPORTUNITIES

Raising the visibility of your company is the key to taking full advantage of your participation at EMEX 2008. We've designed opportunities to give your company maximum exposure to the buyers before, during and after the show to keep your company name and products in front of them. Note that this includes several free promotions at which you should take a look.

Premiere Platinum Sponsorship.....\$15,000

- Prominent acknowledgement on EMEX 2008 show entrance
- 1 free full-color, 4x8' Standing Billboard at EMEX 2008 (\$895 value)
- Sponsor listing and logo in pre-conference promotional, onsite and post-conference materials
- Designation as host of a specific high-profile conference function (note that these all occur in the EMEX 2008 exhibit hall)
 - ▶ Exhibit Opening Reception Monday
 - ▶ Breakfast Tuesday
 - ▶ Lunch Tuesday
 - ▶ Breakfast Wednesday
 - ▶ Lunch Wednesday
- 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 2008 vendor demonstrations (\$200 value)
- Complimentary 10x10' booth space and two free conference registrations for booth personnel (\$2,300 value)
- Inclusion of logo in EMEX 2008 show guide (\$150 value)
- 1 free insert in conference registration bags (\$500 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-time, full-page, black-and-white advertisement in print version of IAEM's monthly Bulletin (\$1,200 value)

Platinum Sponsorship.....\$10,000

- Acknowledgement on EMEX 2008 show entrance
- Sponsor listing and logo in pre-conference promotional, onsite and post-conference materials
- Designation as host of a specific popular conference function (note that these all occur in the EMEX 2008 exhibit hall)
 - ▶ Welcome Reception on Sunday
 - ▶ Reception Tuesday
 - ▶ Morning Break Monday, Tuesday or Wednesday
 - ▶ Afternoon Break Monday, Tuesday or Wednesday
- Podium time 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 2008 vendor demonstrations (\$200 value)
- Complimentary 10x10' booth space and two free conference registrations for booth personnel (\$2,300 value)
- Inclusion of logo in EMEX 2008 show guide (\$150 value)
- 1 free insert in conference registration bags (\$500 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-time, 1/2 page, black-and-white advertisement in print version of IAEM's monthly Bulletin (\$600 value)



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
Platinum Premiere	\$15,000	Yes plus billboard	Yes with logo	Yes	Yes	Yes	Yes
Platinum \$10,000	Yes	Yes	Yes with logo	Yes	Yes	Yes	
Gold	\$5,000	—	Yes with logo	Yes	Yes	Yes	—
Silver	\$3,500	—	Yes	—	—	—	—
Executive	\$2,500	—	Yes	—	—	—	—
Supporting	\$1,000	—	Yes	—	—	—	—



©Shutterstock

Gold Sponsorship\$5,000

- Sponsor listing and logo in onsite and post-conference materials
- 1 complimentary conference registration (\$575 value)
- Designation as host of a specific function
 - ▶ Board luncheon on Saturday
 - ▶ Champagne Toast at Dinner Wednesday
 - ▶ Board breakfast on Thursday
- Podium time 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 2008 vendor demonstrations (\$200 value)
- Inclusion of logo in EMEX 2008 show guide (\$150 value)
- 1 free insert in conference registration bags (\$500 value)
- Complimentary one-time, 1/2 page black-and-white advertisement in electronic version of IAEM's monthly Bulletin (\$520 value)

Silver Sponsorship\$3,500

- Sponsor listing in onsite and post-conference materials
- 1 complimentary conference registration (\$575 value)
- Inclusion of logo in EMEX 2008 show guide for those sponsors also purchasing a booth (\$150 value)
- 1 free insert in conference registration bags (\$500 value)
- Complimentary one-time, 1/2 page, black-and-white advertisement in electronic version of IAEM's monthly Bulletin (\$520 value)

Executive Sponsorship\$2,500

- Sponsor listing in onsite and post-conference materials
- Inclusion of logo in EMEX 2008 show guide for those sponsors also purchasing a booth (\$150 value)
- 1 free insert in conference registration bags (\$500 value)
- Complimentary one-time, 1/4 page, black-and-white advertisement in electronic version of IAEM's monthly Bulletin (\$460 value)

Supporting Sponsorship\$1,000

- Sponsor listing in onsite and post-conference materials
- Inclusion of logo in EMEX 2008 show guide for those sponsors also purchasing a booth (\$150 value)
- 1 free insert in conference registration bags (\$500 value)
- Complimentary one-time, 1/6-page, black-and-white advertisement in electronic version of IAEM's monthly Bulletin (\$290 value)

No Cost Additions



Press Conference

If you would like to hold a Press Conference during EMEX 2008, 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 2008 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.

Sponsor Level	Comp Conference Registration	Logo in Exhibit Guide	Insert in Event Registration Bags	IAEM List Use	Newsletter Advertisement
Platinum Premiere	2 with booth	Yes	Yes	Member Database plus Conference attendees	full-page print plus electronic
Platinum	2 with booth	Yes	Yes	conference attendees	1/2 page print plus electronic
Gold	Yes	Yes	Yes	—	1/2 page electronic
Silver	Yes	Yes	Yes	—	1/2 page electronic
Executive	—	—	Yes	—	1/4 page electronic
Supporting	—	—	Yes	—	1/6 page electronic

Other Sponsorships

All sponsorships are acknowledged on the sponsor page at www.iaem.com and www.emex.org.

Conference T-Shirts.....\$9,500

Each conference attendee receives an official t-shirt featuring the sponsor logo and event graphic silk-screened on the back. The traditional IAEM logo appears on the front. This item is sure to generate a high-level of awareness for the sponsors as attendees wear their shirts for years to come.

Registration Bags/

Portfolios\$8,500

Each conference attendee receives an official polypropylene or biodegradable plastic tote and also a note-pad portfolio bearing the imprint of IAEM and 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 as attendees bring these items home and use them for years to come.

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 such as the program planner, the Live Learning Center and voting during the event. This is a high visibility sponsorship for those with a web presence.

Room Keys\$3,500

Imprint your logo and message on guest room keys issued to IAEM conference attendees at the Sheraton Hotel (headquarters hotel). The IAEM 2009 conference dates are printed on the reverse side. The sponsor fee includes all costs to imprint and produce the card keys. This is a fabulous way to make your presence known to IAEM attendees.

Scholarship Live Auction.....\$3,000

IAEM provides refreshments during this Tuesday live auction to generate funds for emergency management students. The auction features a cash bar and light hors d'oeuvres and is a great evening to sponsor for institutions looking to increase awareness about educational and training offerings. Sponsor will be given time at the podium as the event host to greet attendees at the beginning of the program.

EM Career Workshop\$2,500

Sponsorship is perfect for those recruiting EM and homeland security professionals – it is a popular session for students graduating from emergency management degree programs. Note: speakers and topics are determined by the IAEM Conference Committee but the host is given the opportunity to participate.

Hospitality Suites

Attendees can relax after-hours in suites officially recognized by IAEM. Reservation of the suites, cost and ordering suite refreshments are the responsibility of the sponsor. IAEM recognizes sponsors and promotes the gathering as part of the conference schedule.

Lanyards.....\$1,000 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 2008 souvenirs. The exhibitor must provide the pens.

Other Promotional Opportunities

EMEX Exhibit Booth

.....(as low as \$2,300)

In conjunction with the annual conference, IAEM showcases all significant suppliers of homeland security and disaster

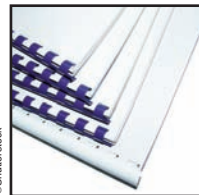
technology. See www.emex.org for a floorplan showing current available space and a list of your competitors.

Standing Billboards.....\$895 each

As show attendees walk into the EMEX 2008 exhibit hall, a wall of standing billboards will be featured. Each billboard measures 4x8 feet. You can make a bigger impact by combining 4x8' sections to make one graphic stretched over the entire area. Artwork can be 4-color!



Registration Bag Insert\$500



Inserting your piece of literature in the conference registration bags 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 then at home. Learn more about the IAEM Scholarship Program at 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\$200



Back by popular demand, there are limited opportunities available for 20-minute vendor presentations on the EMEX 2008 show floor. Those wanting

to launch new products or services are especially encouraged to use this promotional outlet.



201 Park Washington Court
Falls Church, VA 22046
703-538-1795
www.iaem.com • www.emex.org

Contact IAEM Executive Director Beth Armstrong to discuss the sponsorships that best fit your company: 703-538-1795 x7 or Armstrong@iaem.com.

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The International Association of Emergency Managers (IAEM) is a non-profit, charitable organization, with 501(c)(3) Internal Revenue Code classification (Federal tax identification # 31-6050147). Donors should check with their tax advisor on deductibility of sponsorships.

SPONSOR RESERVATION FORM

Company _____
Contact Name _____ Title _____
Address _____
City _____ State _____ Zip _____
Phone _____ Fax _____
Email _____

Sponsorships are honored on a first-come basis, and previous sponsors are given first consideration. Payment is due immediately to secure the sponsorship.

SPONSORSHIP LEVEL	COST	SUBTOTAL
Premiere Platinum	\$15,000	
Platinum	\$10,000	
Gold	\$5,000	
Silver	\$3,500	
Executive	\$2,500	
Supporting	\$1,000	

OTHER SPONSORSHIP OPPORTUNITIES	COST	SUBTOTAL
Conference T-shirts	\$9,500	
Registration Bags/Portfolios	\$8,500	
Cyber Café	\$4,500	
Room Keys	\$3,500	
Scholarship Live Auction	\$3,000	
EM Career Workshop	\$2,500	
Hospitality Suite	\$1,000	
Lanyards	\$1,000	
Show Pens	\$1,000	

ADDITIONAL SPONSORSHIP EXPOSURE	COST	QUANTITY	SUBTOTAL
EMEX Exhibit Booth	\$2,300		
Standing Billboards	\$895		
Registration Bag Insert	\$500		
Scholarship Fund Donation	\$500		
Scholarship Auction Item	varies		
Vendor Presentation	\$200		

FREE SPONSORSHIP BENEFITS	COST	QUANTITY	SUBTOTAL
Press Conference	Free		Free
VIP Passes	Free		Free

PAYMENT **TOTAL**

VISA MasterCard American Express
(please include the security code number located on either the front or back of the card along with the card holders billing address)

Credit Card Number: _____
Expiration Date: _____ Security Code: _____
Card Billing Address: _____
City _____ State _____ Zip _____

By Mail (Make check payable to IAEM)
IAEM
201 Park Washington Court
Falls Church, VA 22046

Contact IAEM Executive Director Beth Armstrong to discuss the sponsorships that best fit your company:
703-538-1795 x7 or Armstrong@iaem.com.



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