

# SPONSORSHIP OPPORTUNITIES



## Emergency Management: **UNITED WE STAND**



**IAEM 57th ANNUAL  
CONFERENCE & EMEX 2009**

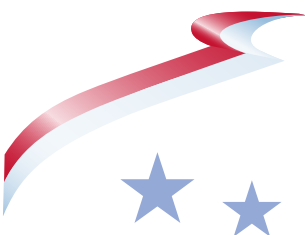
**October 31–November 5, 2009**

Orange County Convention Center  
Rosen Centre Hotel  
Orlando, Florida

*You've made the investment in emergency management—  
now let IAEM help you maximize your return!*

# Emergency Management:

# UNITED WE STAND



## IAEM 57th ANNUAL CONFERENCE & EMEX 2009

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Raising the visibility of your company is the key to taking full advantage of your participation at the IAEM 57th Annual Conference and EMEX 2009. 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).

### All Sponsorship Packages Include These Great Benefits:



- Sponsor listing in on-site and post-conference materials.
- 1 free insert in conference registration bags (**\$500 value**)
- Complimentary one-time, black-and-white advertisement in IAEM's monthly *Bulletin* (see chart for the size available at each level).

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

- Inclusion of logo in EMEX 2009 show guide (**\$150 value**).

### NO COST ADDITIONS

#### Press Conference

If you would like to hold a Press Conference during EMEX 2009, 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 2009 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.

### Premiere Platinum Sponsorship \$30,000, exclusive to one sponsor only

- Includes all four standard sponsorship benefits, including two-time placement of a full-page ad in both the print and the electronic versions of IAEM's monthly *Bulletin* (**\$2,400 value**).
- Prominent acknowledgement of sponsorship on EMEX 2009 show entrance.
- One free, full-color, 4' x 8' standing billboard at EMEX 2009 (**\$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 2009 vendor demonstrations (**\$200 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.
- One-time, free use of the full IAEM membership database.
- Complimentary, one year IAEM Affiliate Membership, valid through September 30, 2010 (**\$795 value**).

### Platinum Sponsorship \$15,000

- Includes all four standard sponsorship benefits, including one-time placement of a full-page ad in both the print and the electronic versions of IAEM's monthly *Bulletin* (**\$1,200 value**).
- Prominent acknowledgement of sponsorship on EMEX 2009 show entrance.

## SUMMARY OF SPONS

Sponsor Level	Cost	Show Entrance Signage	Sponsor Listing	Event Host	Podium Time as Event Host	Presentation Time for Product Demo	Free Booth Space
<b>Premium Platinum</b>	\$30,000	Yes, plus billboard	Yes, with logo	Yes	Yes	Yes	Yes, 10' x 20'
<b>Platinum</b>	\$15,000	Yes, plus billboard	Yes, with logo	Yes	Yes	Yes	Yes, 10' x 10'
<b>Gold</b>	\$10,000	Yes	Yes, with logo	Yes	Yes	Yes	Yes, 10' x 10'
<b>Silver</b>	\$7,500	Yes	Yes, with logo	Yes	Yes	Yes	—
<b>Bronze</b>	\$5,000	—	Yes, with logo	Yes	Yes	Yes	—
<b>Presidential</b>	\$3,500	—	Yes	Yes	—	—	—
<b>Executive</b>	\$2,500	—	Yes	—	—	—	—
<b>Supporting</b>	\$1,000	—	Yes	—	—	—	—

# SPONSORSHIP LEVELS

- One free full-color, 4' x 8' standing billboard at EMEX 2009 (**\$895 value**).
- Designation as host of a specific high-profile IAEM Annual Conference event:
  - ★ EMEX Exhibit Opening Reception on Monday
  - ★ Breakfast on Tuesday and Wednesday (*one sponsor per day*)
  - ★ Lunch on Tuesday and 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 2009 vendor demonstrations (**\$200 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, 2010 (**\$795 value**).

## Gold Sponsorship \$10,000

- Includes all four standard sponsorship benefits, including a 1/2 page ad in the print version of IAEM's monthly *Bulletin* (**\$600 value**).
- Acknowledgement of sponsorship on EMEX 2009 show entrance.
- Sponsor listing and logo in pre-conference promotional, onsite and post-conference materials.
- Designation as host of a specific IAEM Annual Conference event:
  - ★ Welcome Reception on Sunday
  - ★ Future Leaders in Emergency Management Reception on Tuesday, hosted by IAEM Student Council

- ★ 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 2009 vendor demonstrations (**\$200 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, 2010 (**\$795 value**).

## Silver Sponsorship \$7,500

- Includes all four standard sponsorship benefits, including a 1/2 page ad in the electronic version of IAEM's monthly *Bulletin* (**\$520 value**).
- Acknowledgement of sponsorship on EMEX 2009 show entrance.
- One complimentary conference registration (**\$575 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 2009 vendor demonstrations (**\$200 value**).

## Bronze Sponsorship \$5,000

- Includes all four standard sponsorship benefits, including a 1/2 page ad in the electronic version of IAEM's monthly *Bulletin* (**\$520 value**).
- 1 complimentary conference registration (**\$575 value**).
- Designation as host of a specific IAEM Annual Conference event:
  - ★ Board Luncheon on Saturday
  - ★ Champagne Toast at Dinner on Wednesday
  - ★ Universities and Colleges Caucus Symposium Reception
- 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 2009 vendor demonstrations (**\$200 value**).

## Presidential Sponsorship \$3,500

- Includes all four standard sponsorship benefits, including a 1/2 page ad in the electronic version of IAEM's monthly *Bulletin* (**\$520 value**).
- 1 complimentary conference registration (**\$575 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, including a 1/4 page ad in the electronic version of IAEM's monthly *Bulletin* (**\$460 value**).

## Supporting Sponsorship \$1,000

- Includes all four standard sponsorship benefits, including a 1/6 page ad in the electronic version of IAEM's monthly *Bulletin* (**\$290 value**).

# SPONSORSHIP ENTITLEMENTS

Comp Conference Registration	Logo in Exhibit Guide	Insert in Event Registration Bags	IAEM List Use	Black and White Bulletin Newsletter Advertisement	Complimentary Affiliate Membership
2 with booth, plus 2 additional	Yes	Yes	Member database plus conference attendees	2 Full-page, print plus electronic	Yes
2 with booth plus 1 additional	Yes	Yes	Conference attendees	Full-page, print plus electronic	Yes
2 with booth	Yes	Yes	Conference attendees	1/2 page, print plus electronic	Yes
Yes	Yes	Yes	—	1/2 page, electronic only	—
Yes	Yes	Yes	—	1/2 page, electronic only	—
Yes	Yes	Yes	—	1/2 page, electronic only	—
—	—	Yes	—	1/4 page, electronic only	—
—	—	Yes	—	1/6 page, electronic only	—

## OTHER SPONSORSHIPS

All sponsorships are acknowledged on the sponsor page at [www.IAEM.com](http://www.IAEM.com) and [www.EMEX.org](http://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, green-friendly conference tote and note-pad 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.

### 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 \$4,000

Imprint your logo and message on guest room keys issued to IAEM conference attendees at the Rosen Centre 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.

### Hospitality Suites \$1,000 plus costs

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 2009 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. Contact Executive Director Beth Armstrong for pricing.

## OTHER PROMOTIONAL OPPORTUNITIES

To further discuss sponsorship opportunities, contact IAEM Executive Director Beth Armstrong at 703-538-1795, ext. 7 or [armstrong@iaem.com](mailto:armstrong@iaem.com)

### 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 2009 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!

### 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 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 \$200

Back by popular demand, there are limited opportunities available for 20-minute vendor presentations on the EMEX 2009 show floor. Those wanting to launch new products or services are especially encouraged to use this promotional outlet.



**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)