



INTERNATIONAL
SPECIAL EVENTS SOCIETY

ISES Eventworld® 2012

An Institute for Professional Development

August 2-4, 2012

Fairmont Dallas Hotel

Dallas, Texas USA

Sponsorship Prospectus



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Reach Key Decision Makers in the Special Events Industry

ISES can help you market your company and products to your target audience!

Increase your company's exposure at ISES Eventworld® 2012 – An Institute for Professional Development, August 2-4, 2012 at the Fairmont Dallas Hotel in Dallas, Texas.

ISES has been dedicated to the professional advancement of Special Event Professionals since our founding in 1987. ISES has over 6,000 members worldwide, and is the sole organization bringing together all segments of the special events industry.

Our annual educational institute offers event professionals an opportunity to gain cutting-edge knowledge in the events industry and build professional connections with their peers and vendors from around the globe. By showcasing your company as outlined in the following pages, you will have access to an eager audience ready to view your products and services. In purchasing products and/or contracting

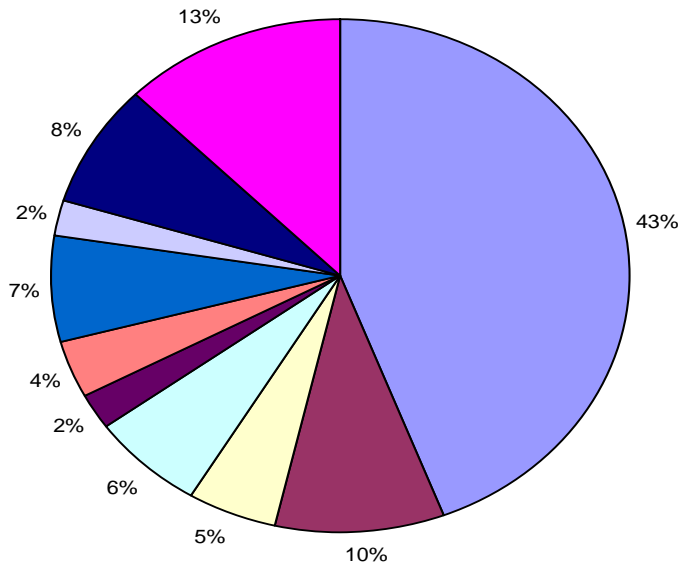
for outside services, more than 80 percent of ISES conference attendees have sole purchasing authority or are key decision makers regarding business purchases.

Your company can select from a menu of showcasing opportunities that meet your marketing needs and offer increased exposure at our conference. With over 400 professionals in attendance at last year's conference, it is anticipated that 2012 will be ISES' largest attended event ever! By taking advantage of any of these showcasing opportunities, your marketing efforts will reach their full potential.

If you wish to take advantage of this prime marketing opportunity or have questions or ideas that will fit the format of ISES Eventworld® 2012 – An Institute for Professional Development, please contact Liz Holby at ISES Headquarters today at 800/688-4737, 312/673-4960 or lhoby@smithbucklin.com. We look forward to seeing you in Dallas!

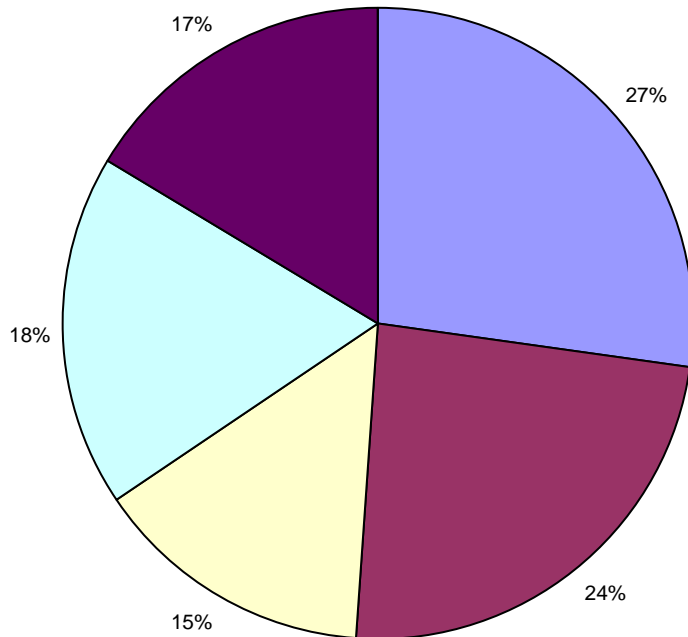
WHO ARE ISES MEMBERS? AND WHERE ARE THEY FROM?

ISES Member Businesses



- Planner/Producer/Coordinator (Event, Meeting, Wedding, Non-Profit, Facility, Hotel)
- Rentals (Tents, Linens, Equipment, Restroom, Amusement)
- Technical (Lighting, Sound, AV, Staging, Special Effects)
- Decorating (Floral, Props, Balloons, Banners, Ice Sculptures)
- Travel/Tours, Ground Transportation, Valet Services
- Event Marketing, Advertising, Publications/Websites, Graphic Design
- Entertainment Related Services
- Photography/Video
- Catering & Food Services
- All Other Services/Products

ISES Member Breakout by Region



- Northeast USA Members
- Southeast USA Members
- Midwest USA Members
- Western USA Members
- International Members

HERE ARE VARIOUS COMPANIES WHO HAVE SPONSORED PAST Eventworld CONFERENCES

- AARCEE Party & Tent Rental
- Abbey Event Services
- Absolute Vodka
- AFR
- Airstar America, Inc.
- An Original Occasion
- ASI Production Services, Inc.
- Atlantic Entertainment Group
- AT&T Park
- Australian Wine Bureau
- AVHQ
- BACARDI USA, Inc.
- BBJ Linen
- Bice Ristorante
- BeEvents
- BIZBASH
- Black Violin
- BRAVO! Productions Entertainment
- Carmel Music/Entertainment
- Cast of Thousands
- CCR Solutions
- Chair Covers & Linens, Inc.
- Chicago Party Rental
- CinemaCake.com
- City of Chicago-Special Events
- Cloth Connection
- Corporate Event Enterprises, Inc.
- Corporate Event Magazine
- CORT Event Furnishings
- Dance Heads, Inc.
- Dazian
- Décor & More, Inc.
- Destination St. Louis
- Distinctive Events Production
- Dreamworld Backdrops
- e=mc2 Event Management
- Empire Force Events, Inc.
- Event Mall
- EventPilot - www.ATIVSoftware.com
- Exhibitor Magazine
- FedEx/Kinko's
- Global Speakers Agency
- Hall's Rental Services, Inc.
- Hilton Clearwater Beach Resort
- Hoaglin Fine Catering
- Ice Magic
- In Good Company
- Jobe and Associates
- Karl's Event Rental
- Kehoe Designs, Inc.
- Key Artists Group
- Kika, Inc.
- LGH Design Group
- Lounge 22/ Ethos Design
- Markey's Audio Visual
- The Meetinghouse Companies, Inc.
- Mintahoe Hospitality Group
- Navy Pier Chicago
- Newseum, Inc.
- Party Pals
- PC/Nametag
- Phil Stefani Catering
- Presentation Services
- Prism Entertainment
- Productions USA, Inc.
- Renaissance Hollywood Hotel
- Robinson Transportation
- Room Service
- Schaul's Signature Events
- Showworks
- *Special Events Magazine*
- St. Louis CVB
- St. Petersburg-Clearwater CVB
- T. Skorman Productions, Inc.
- Tablescapes Party Rental
- Tabletoppers, Inc.
- TentLogix
- Thomas Caterers of Distinction, Inc.
- The Three Waiters, Inc.
- TLC
- Total Event Resources
- Transformit
- Union Station Marriott St. Louis
- VDA Productions
- VOK DAMS North America
- WALT DISNEY World®
- We are Sitting Pretty Occasions
- Wise Guys
- Wolfgang Puck Catering
- Yacht StarShip

Testimonials from past sponsors:



"...ISES Eventworld is an industry event which gives us an opportunity to showcase our services and as well has a significant potential for business referrals."

Chimah Ekeanyanwu, CCR Solutions, Toronto, Ontario Canada



"ISES has meant so much to me personally as well as Jobe & Associates. We are blessed with great partners throughout the industry and it was a way to acknowledge our overall respect of the organization and the many people who are members."

Rick Jobe, Jobe & Associates, Dublin, Ohio USA

SPONSORSHIP OPPORTUNITIES

Products / Services Sponsorship Opportunity	Opportunity Amount (USD)	Opportunities Available	Sponsorship Level	Special Notes	Availability
Networking Continental Breakfast	Cost of Food/Beverage	2	Diamond	Friday, August 3, 2012/Saturday August 4 Can demo products / services at breakfast	AVAILABLE
Education Session Sponsor	\$500	10	Silver	Friday, August 3, 2012/Saturday August 4 Introduce Speaker	AVAILABLE
Opening General Session	\$7,000	1	Diamond	Thursday, August 2, 2012 Opportunity to introduce Keynote Speaker	AVAILABLE
Paperless Education USB	\$9,000 OR In-Kind Cost + \$500	1	Diamond	If in-kind, level TBD based on value	AVAILABLE
Networking Business Break	\$2,550 OR Cost of Food/Beverage	1	Platinum	Thursday, August 2, 2012, PM break Can demo products / services at break	AVAILABLE
Networking Business Break	\$2,550 OR Cost of Food/Beverage	1	Platinum	Friday, August 3, 2012, AM break Can demo products / services at break	AVAILABLE
Networking Business Break	\$2,550 OR Cost of Food/Beverage	1	Platinum	Friday, August 3, 2012, PM break Can demo products / services at break	AVAILABLE
Networking Business Break	\$2,550 OR Cost of Food/Beverage	1	Platinum	Saturday, August 4, 2012, AM break Can demo products / services at break	AVAILABLE
ISES Connections F&B Sponsor	\$2,550 OR Cost of Food/Beverage	1	Platinum	Thursday, August 2, 2012 Hospitality Lounge Can demo products / services	AVAILABLE
ISES Connections F&B Sponsor	\$2,550 OR Cost of Food/Beverage	1	Platinum	Friday, August 3, 2012 Hospitality Lounge Can demo products / services	AVAILABLE
Conference Bags with Logo	\$4,000 OR In-Kind Cost + \$500	1	Platinum	If in-kind, level TBD based on value Must include both sponsor & ISES logos	SOLD
ISES Connections Floral Sponsor	\$3,000 OR In-Kind Cost	1	Platinum	Thursday & Friday, August 2 & 3, 2012 If in-kind, level TBD based on value	AVAILABLE
Annual Meeting Floral/Centerpiece Sponsor	\$4,000 OR In-Kind Cost	1	Platinum	Friday, August 3, 2012 If in-kind, level TBD based on value	AVAILABLE
Esprit Awards Reception Floral Sponsor	\$3,000 OR In-Kind Cost	1	Platinum	Saturday, August 4, 2012 If in-kind, level TBD based on value	AVAILABLE
Esprit Awards Dinner & Celebration Floral/Centerpiece Sponsor	\$5,000 OR In-Kind Cost	1	Platinum	Saturday, August 4, 2012 If in-kind, level TBD based on value	AVAILABLE

SPONSORSHIP OPPORTUNITIES (Continued)

Products / Services Sponsorship Opportunity	Opportunity Amount (USD)	Opportunities Available	Sponsorship Level	Special Notes	Availability
Badge Holders	\$2,500 OR In-Kind Cost + \$500	1	Gold	If in-kind, level TBD based on value Must include both sponsor & ISES logos	AVAILABLE
Hotel Key Cards	\$2,500 OR In-Kind Cost + \$500	1	Gold	If in-kind, level TBD based on value Must include both sponsor & ISES logos	AVAILABLE
Leadership Reception Floral Sponsor	\$2,000 OR In-Kind Cost	1	Gold	Wednesday, August 1, 2012 If in-kind, level TBD based on value	AVAILABLE
Pads & Pens	\$2,000 OR In-Kind Cost + \$500	1	Gold	If in-kind, level TBD based on value Must include both sponsor & ISES logos	AVAILABLE
Badge Lanyards	\$1,100 OR In-Kind Cost + \$500	1	Gold	If in-kind, level TBD based on value Must include both sponsor & ISES logos	AVAILABLE
Room Drop	\$1,000 + cost of drop	3	Silver	Literature to be supplied by sponsor	3 AVAILABLE
Conference Bag Insert	\$550	10	Silver	Literature to be supplied by sponsor	10 AVAILABLE
Conference Photography	In-Kind	1	TBD	Wednesday – Saturday, August 1 –4, 2012	AVAILABLE
ISES Connections Lounge Furniture	In-Kind	2	TBD	Thursday – Friday, August 2 – 3, 2012	AVAILABLE
Esprit Awards Dinner & Celebration Décor	In-Kind	5	TBD	Saturday, August 4, 2012	AVAILABLE
Opening General Session Entertainment	In-Kind	2	TBD	Thursday, August 2, 2012	2 AVAILABLE
ISES Connections Entertainment	In-Kind	1	TBD	Thursday, August 2, 2012	AVAILABLE
ISES Connections Entertainment	In-Kind	1	TBD	Friday, August 3, 2012	AVAILABLE
Esprit Awards Dinner & Celebration Entertainment	In-Kind	3	TBD	Saturday, August 4, 2012	AVAILABLE
Annual Meeting Linens	In-Kind	1	TBD	Friday, August 3, 2012	AVAILABLE
Esprit Awards Dinner & Celebration Linens	In-Kind	1	TBD	Saturday, August 4, 2012	AVAILABLE
Bus Transportation-Welcome Reception	In-Kind	1	TBD	Thursday, August 2, 2012	SOLD
Educational Session Furniture	In-Kind	1	TBD	Thursday – Saturday, August 2-4, 2012	AVAILABLE

Sponsorship Benefits and Levels	Diamond \$30,001+ In-Kind or \$5,001+ Cash	Platinum \$15,001 - \$30,000 In-Kind or \$2,501 - \$5,000 Cash	Gold \$8,001 - \$15,000 In-Kind or \$1,001 - \$2,500 Cash	Silver \$500 – \$8,000 In-Kind or \$300 - \$1,000 Cash
Company recognition with logo in the ISES Eventworld 2012 Advance Program (if sponsorship is confirmed by 2/27/12)	X	X	X	X
Company recognition with logo on ISES Eventworld 2012 Web Site	X	X	X	X
Company logo featured on ISES Eventworld 2012 onsite banners (if sponsorship is confirmed by 6/29/12)	X	X	X	X
Company recognition with logo in the ISES Eventworld 2012 Mobile Conference App (if sponsorship is confirmed by 6/29/12)	X	X	X	X
Company logo featured on screen in the General Session Room during and between sessions (if sponsorship is confirmed by 6/29/12)	X	X	X	X
Sponsor ribbons for all company staff to wear onsite	X	X	X	X
Sponsor recognition with company logo in the <i>ISES Pages</i> insert within Special Events Magazine	X	X	X	X
Electronic version of post-conference delegate list	X	X	X	
Company recognition including specific product or service sponsored, contact information and hyperlink on ISES Eventworld 2012 Web site post-conference	X	X	X	
Company recognition with logo and hyperlink on ISES Eventworld 2012 Web site	X	X	X	
Electronic version of pre-conference delegate list	X	X		
Registration Bag Insert opportunity	X	X		
Verbal recognition as an ISES Eventworld 2012 sponsor in the Opening General Session and key events	X			
Room Drop opportunity (sponsor must pay any necessary fees directly to the hotel)	X			
3 Complimentary Education Registrations for ISES Eventworld 2012*	X			
2 Complimentary Education Registrations for ISES Eventworld 2012*		X		
1 Complimentary Education Registration for ISES Eventworld 2012*			X	
50% Discount on 1 Education Registration for ISES Eventworld 2012*				X

*Note: Event-specific sponsors may choose to exchange their education registrations for the same discount or number of complimentary tickets to the event in which their product or service is being featured.