



INTERNATIONAL
SPECIAL EVENTS SOCIETY

ISES Eventworld® 2011

An Institute for Professional Development

August 4-6, 2011

St. Louis Union Station Marriott Hotel

St. Louis, Missouri 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® 2011 – An Institute for Professional Development, August 4-6, 2011 at the St. Louis Union Station Marriott in St. Louis, Missouri.

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

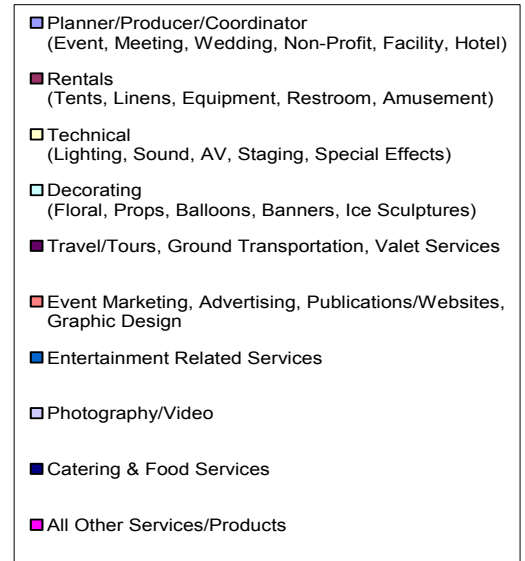
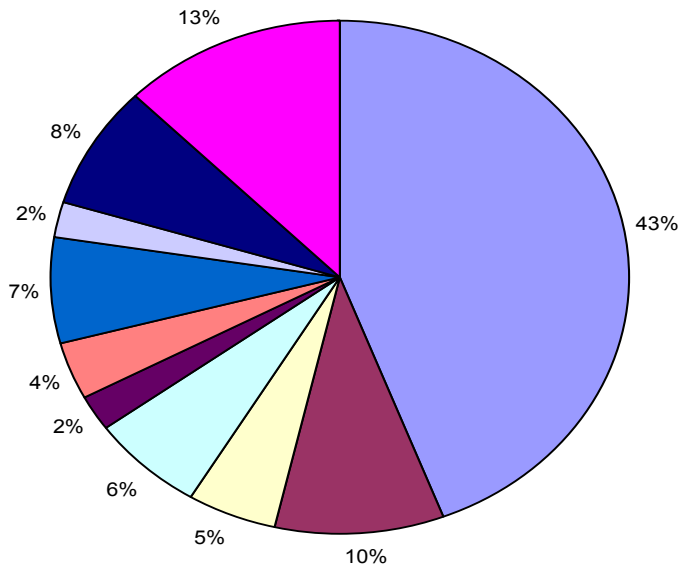
percent of ISES conference attendees have sole purchasing authority or are key decision makers regarding business purchases.

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 2011 will be ISES' largest attended event ever! By taking advantage of any of these showcasing opportunities, your marketing efforts will reach their full potential.

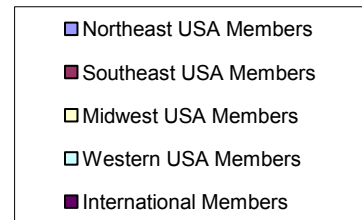
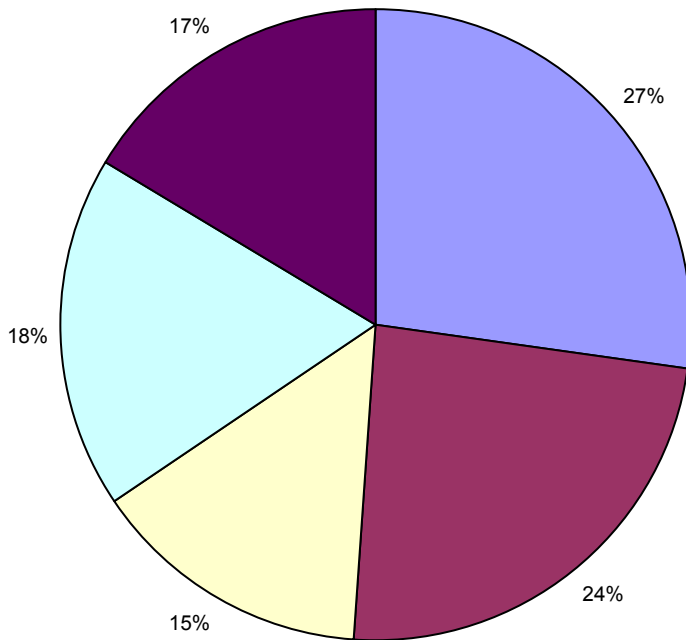
If you wish to take advantage of this prime marketing opportunity or have questions or ideas that will fit the format of ISES Eventworld® 2011 – An Institute for Professional Development, please contact Marisa Villalba at ISES Headquarters today at 800/688-4737, 312/673-4841 or mvillalba@smithbucklin.com. We look forward to seeing you in St. Louis!

WHO ARE ISES MEMBERS? AND WHERE ARE THEY FROM?

ISES Member Businesses



ISES Member Breakout by Region



HERE ARE VARIOUS COMPANIES WHO HAVE SPONSORED PAST ISES CONFERENCES

- AARCEE Party & Tent Rental
- Abbey Event Services
- Absolute Vodka
- AFR
- Airstar America, Inc.
- An Original Occasion
- ASI Production Services, Inc.
- Atlantic Entertainment Group
- Australian Wine Bureau
- AVHQ
- BACARDI USA, Inc.
- BBJ Linen
- Bice Ristorante
- BIZBASH
- Black Violin
- Bob Blanken Photography
- BRAVO! Productions Entertainment, Inc.
- BW Designs
- Carmel Music/Entertainment
- Cast of Thousands
- Carter McRae Events
- CCR Solutions
- Chair Covers & Linens, Inc.
- Chicago Party Rental
- City of Chicago Department of Special Events
- Cloth Connection
- Corporate Event Enterprises, Inc.
- Corporate Event Magazine
- CORT Event Furnishings
- Dance Heads, Inc.
- Dazian
- Décor & More, Inc.
- Distinctive Events Production
- Dreamworld Backdrops
- e=mc2 Event Management
- Empire Force Events, Inc.
- Event Mall
- Exhibitor Magazine
- FedEx/Kinko's
- Gary Jones Presents...
- Global Speakers Agency
- Hall's Rental Services, Inc.
- Hilton Clearwater Beach Resort
- Hoaglin Fine Catering
- Ice Magic
- Jobe and Associates
- Karl's Event Rental
- Kehoe Designs, Inc.
- Key Artists Group
- Kika, Inc.
- LGH Design Group
- Logan Mania
- 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
- Ron Rubin Events
- Room Service
- Schaul's Signature Events
- Showworks
- The Signature Room at the 95th
- Special Events Magazine
- St. Petersburg-Clearwater CVB
- T. Skorman Productions, Inc.
- Tablescapes Party Rental
- Tabletoppers, Inc.
- Thomas Caterers of Distinction, Inc.
- The Three Waiters, Inc.
- TLC
- Total Event Resources
- Transformit
- VDA Productions
- VCreative
- 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	1	Diamond	Friday, August 5, 2011 Can demo products / services at breakfast	AVAILABLE
Networking Continental Breakfast	Cost of Food/Beverage	1	Diamond	Saturday, August 6, 2011 Can demo products / services at breakfast	AVAILABLE
Opening General Session	\$7,000	1	Diamond	Thursday, August 4, 2011 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	Cost of Food/Beverage	1	Platinum	Thursday, August 4, 2011, PM break Can demo products / services at break	AVAILABLE
Networking Business Break	Cost of Food/Beverage	1	Platinum	Friday, August 5, 2011, AM break Can demo products / services at break	AVAILABLE
Networking Business Break	Cost of Food/Beverage	1	Platinum	Friday, August 5, 2011, PM break Can demo products / services at break	AVAILABLE
Networking Business Break	Cost of Food/Beverage	1	Platinum	Saturday, August 6, 2011, AM break Can demo products / services at break	AVAILABLE
ISES Connections F&B Sponsor	Cost of Food/Beverage	1	Platinum	Thursday, August 4, 2011 Hospitality Lounge Can demo products / services	AVAILABLE
ISES Connections F&B Sponsor	Cost of Food/Beverage	1	Platinum	Friday, August 5, 2011 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 + \$500	1	Platinum	Thursday & Friday, August 4 & 5, 2011 If in-kind, level TBD based on value	AVAILABLE
Annual Meeting Floral/Centerpiece Sponsor	\$4,000 OR In-Kind Cost + \$500	1	Platinum	Friday, August 5, 2011 If in-kind, level TBD based on value	AVAILABLE
Esprit Awards Reception Floral Sponsor	\$3,000 OR In-Kind Cost + \$500	1	Platinum	Saturday, August 6, 2011 If in-kind, level TBD based on value	AVAILABLE
Esprit Awards Dinner & Celebration Floral/Centerpiece Sponsor	\$5,000 OR In-Kind Cost + \$500	1	Platinum	Saturday, August 6, 2011 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	SOLD!
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 + \$500	1	Gold	Wednesday, August 3, 2011 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
Educational Session Speaker	\$1,100	10	Gold	Thursday – Saturday, August 4 - 6, 2011 Introduce speaker & opportunity to distribute promotional literature	10 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	SOLD!
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 4 –6, 2011	AVAILABLE
ISES Connections & Esprit Awards Reception Furniture	In-Kind	1	TBD	Thursday – Saturday, August 4 – 6, 2011	AVAILABLE
Esprit Awards Dinner & Celebration Décor	In-Kind	5	TBD	Saturday, August 6, 2011	AVAILABLE
Opening General Session Entertainment	In-Kind	2	TBD	Thursday, August 4, 2011	2 AVAILABLE
ISES Connections Entertainment	In-Kind	1	TBD	Thursday, August 4, 2011	AVAILABLE
ISES Connections Entertainment	In-Kind	1	TBD	Friday, August 5, 2011	AVAILABLE
Esprit Awards Dinner & Celebration Entertainment	In-Kind	3	TBD	Saturday, August 6, 2011	AVAILABLE
Annual Meeting Linens	In-Kind	1	TBD	Friday, August 5, 2011	AVAILABLE
Esprit Awards Dinner & Celebration Linens	In-Kind	1	TBD	Saturday, August 6, 2011	AVAILABLE
Bus Transportation-Welcome Reception	In-Kind	1	TBD	Thursday, August 4, 2011	SOLD!
Bus Transportation-Offsite Venue Tour	In-Kind	1	TBD	Saturday August 6, 2011	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 2011 Advance Program (if sponsorship is confirmed by 2/26/11)	X	X	X	X
Company recognition with logo on ISES Eventworld 2011 Web Site	X	X	X	X
Company logo featured on ISES Eventworld 2011 onsite banners (if sponsorship is confirmed by 6/30/11)	X	X	X	X
Company recognition with logo in the ISES Eventworld 2011 Final Program (if sponsorship is confirmed by 6/30/11)	X	X	X	X
Company logo featured on screen in the General Session Room during and between sessions (if sponsorship is confirmed by 6/30/11)	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 2011 Web site post-conference	X	X	X	
Company recognition with logo and hyperlink on ISES Eventworld 2011 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 2011 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 2011*	X			
2 Complimentary Education Registrations for ISES Eventworld 2011*		X		
1 Complimentary Education Registration for ISES Eventworld 2011*			X	
50% Discount on 1 Education Registration for ISES Eventworld 2011*				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.