

2008 Convention Available Sponsorship Opportunities

(September 8-12, 2008 in Boise, ID, U.S.A)

- **Opening Show & Keynote**
Scheduled to kick off the first official day of the convention, the Convention Opening Show and Keynote traditionally attracts one of our largest gatherings. The sponsor of this eye-opening event will start attendees off on a high note, with a memorable and motivating original IFEA performance that will serve to recharge industry attendees from around the world, as they plan for their success in the future. Immediately following the show, our Opening Keynote speaker (tbd) will share his/her own unique insights and experiences with an inspirational and educational session that can be applied to virtually any aspect of the festivals and events business. Live introduction opportunities, logo integration, premium/flyer distribution, and reserved seating are just a few of the premium benefits that round out this convention show piece.
- **Opening Reception**
This popular convention opener is the perfect icebreaker for both new and returning attendees and helps set the tone for the duration of the convention. The three-hour reception offers prime-time networking opportunities in a comfortable and relaxed setting at either the convention hotel or an equally appealing off site property, and comes complete with appetizers, drinks and great entertainment. The sponsor of this event will receive prominent recognition on site through signage, inclusion in public address announcements, introduction opportunities and hosting opportunities. If desired, the sponsor could also use the reception for showcasing a product or service that fits the setting and provides a fun activity for attendees to participate in.
- **Connections International Café**
Providing an exclusive opportunity to connect directly with convention attendees and for convention attendees to connect directly with one another, the Connections International Café offers a highly visible venue throughout the entire convention week (Monday-Friday). With a high-tech coffee-house feel, including seating areas, creative on-site signage, and an overhead plasma screen that can run continuous and exclusive DVD video footage promoting the sponsor's commercial, message, and/or logo, Connections International Café is the site of all convention coffee breaks and is a natural draw for those looking to network with other industry leaders, check message boards with job and intern postings, items for sale, and other miscellaneous requests; and browse through festival and event literature, including promotional literature from the sponsor.
- **Closing Keynote**
Scheduled for the final day of the convention, the Closing Keynote caps off our IFEA convention attendees' experience with one final energetic and motivating general session speaker (tbd), leaving a positive and lasting impression with attendees before sending them home to eagerly try out the new information and ideas they've gathered. Live introduction opportunities, logo integration, premium/flyer distribution, and reserved seating are included.

- **Affinity Groups**
Affinity Groups provide extended quality time for attendees to gather with their professional peers to share common challenges, opportunities, and answers in a small group discussion format. The groups are organized by commonalities in positions/responsibilities (i.e. volunteer managers, CEO's, sponsorship, municipalities/tourism agencies, etc.) and follow an open-ended discussion format with no official presenter. Topics do not rotate. The Affinity Groups appeal to a broad cross-section of events at all levels and run 2 hours in length. Live introduction opportunities, logo integration, premium/flyer distribution, and reserved seating are included.
- **Resource Roundtables**
So much information, so little time! Similar to the Affinity Groups session, Resource Roundtables also offer a terrific opportunity for networking, but in a format that is topic-oriented. Participants rotate through 10-15 different tables every 15-20 minutes, with a different subject and presenter at each, over a 2-hour time frame. The presenter gets the discussion going and then encourages the rest of the table to join in with their thoughts, questions and own insights. The format provides for a brief, interactive, thought-provoking experience in several different areas and provides participants with new contacts and information to help get them to the next point in their search for information. Live introduction opportunities, logo integration, premium/flyer distribution, and reserved seating are included.
- **First-Timers Orientation & Networking**
Held on the Tuesday before the convention's official opening, this session is designed primarily for delegates attending the IFEA Convention for the first time and offers tips and advice on how to maximize their convention experience. Keys to successful networking and introductions to key IFEA staff and board members round out the two hour segment and help attendees form new friendships and begin building their IFEA network. The sponsor of this event will have an exclusive opportunity to briefly address and distribute a premium/flyer at the orientation, and take advantage of and start building relationships as one of the very first contacts these people will have at convention, and possibly in the industry.
- **Expo Lunches**
It's been said that a way to a person's heart is often through their stomach and this is a sponsorship designed to take full advantage of that. The sponsor of our IFEA Expo lunches scheduled for Thursday and Friday during the IFEA Convention & Expo will receive credit for these tasty, refreshing breaks situated in the IFEA Expo hall. Meals are designed to enable attendees to eat and walk around at the same time. Logo integration and premium/flyer distribution at food stations and/or in possible box containers that attendees may carry around will be available.

Sponsorships vary in price from \$2,500 to \$20,000 to meet every price range and include a variety of benefits, customized to meet your marketing needs, goals and objectives. To discuss any of the above options further, or have a customized proposal sent, please contact Shauna Spencer, Director of Sponsor Services at 208-433-0950, ext. *815 or shauna@ifea.com.