

IAEM 2020 Sponsor Benefits Menu

QUANTITY	CREDITS	SUBTOTAL	ITEM
	50		SOLE Sponsor of Monday Opening EMEX Reception
	40		SOLE Sponsor of the Exclusive Certification Event
	40		SOLE Sponsor of Sunday Welcome Reception
	35		SOLE Sponsor of Future Leaders of Emergency Management (USA Student Program)
	30		SOLE Sponsor of Tuesday Scholarship Auction
	25		SOLE Sponsor of Wednesday President's Banquet
	25		SOLE Sponsor of Wednesday Certification Champagne Toast
	25		SOLE Sponsor of Tuesday Networking Luncheon
	25		SOLE Sponsor of Wednesday Networking Luncheon
	20		SOLE Sponsor of Conference Registration Portfolio/Bag—dual branded
	20		Sponsor of Directional Floor Stickers
	15		SOLE Sponsor of IAEM Board Lunch on Saturday
	14		Sponsor of goCharge Kiosks—Company branded charging station for attendees to use in EMEX Hall
	12		SOLE Sponsor of IAEM Board Breakfast on Thursday
	10		Full-Page Advertisement in EMEX Exhibit Guide
	10		Sponsor of Welcome Desk Set-Up in Hotel
	8		Sponsor of Reserved Table at President's Banquet
	8		Sponsor of One Internet Station in Crisis Tech Center, Homepage defaults to your URL
	7		Broadcast Email to Attendees, 1-time, pre- or post-conference
	6		Use of Side Meeting Room (per half day, Sat.-Thurs.)
	6		Official Provider of Conference Lanyards
	5		Half-Page Advertisement in EMEX Exhibit Guide
	5		Company Name and Logo on Refreshment Break
	5		Sponsor of a Networking Hospitality Suite
	4		25 EMEX Reception Drink Tickets
	4		Listing as "Product of the Week" in IAEM Dispatch weekly e-newsletter
	3		Promotional Inserts or Give Aways Item in Registration Bag
	3		Logo Placement in IAEM2Go App and EMEX Exhibit Guide
	3		Conference Registration (limit 10 per sponsor)
	3		Quarter-Page Advertisement in EMEX Exhibit Guide
			OTHER—Please contact IAEM if you would like to sponsor something not listed here.
TOTAL CREDITS:			

NOTE: Many items have a capacity on number of sponsors. If you select an item that has reached its capacity, you will be contacted to reallocate your credits.

CATEGORY	FEE	CREDITS
Diamond	\$20,000	105
Titanium	\$15,000	77
Platinum	\$10,000	50
Gold	\$7,500	35
Silver	\$4,500	21
Bronze	\$3,500	16
Copper	\$2,500	11
Nickel	\$1,200	5
Iron	\$750	3
Additional Credits available for \$250.		

Scholarship Promotional Opportunities

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. Learn more about the IAEM Scholarship Program at [www.iaem.com/scholarships](http://www.iaem.com/scholarships).



Scholarship Auction 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, wine, golf items and disaster memorabilia.

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 2020 and stop by your booth. Your customers can redeem them to register ahead of time and can pick them up at the registration counter onsite.

VIPs get complimentary access to the EMEX exhibit on Tuesday or Wednesday, including lunch. (If they want to attend conference sessions, they will need to register and pay—day rates are available.)

If you need more information or have questions about Sponsorships, please visit [www.iaem.org/usconf/sponsorships](http://www.iaem.org/usconf/sponsorships) or contact Kate McClimans at [kmcclimans@iaem.com](mailto:kmcclimans@iaem.com)



Sponsorship Program



Now that you've made the investment in emergency management, let IAEM maximize your return!

[www.iaem.org/usconf/sponsorships](http://www.iaem.org/usconf/sponsorships)



# Sponsorship Program

**Raising the visibility of your company is the key to taking full advantage of your participation at the 2020 IAEM 68th Annual Conference and EMEX**

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!** Your sponsorship dollars will be applied as credits and you will get to choose what you like!

## Gold and Higher Sponsors Receive:

Logo on the Show Entrance Signage and the Sponsor Banner

General Acknowledgments Pre-Conference and Onsite

Logo/Link on the Conference Page of the IAEM Website

Name and Logo listed in the Conference Brochure

Logo on the IAEM2Go Mobile App

## IAEM Sponsorship Descriptions

<b>Monday Opening EMEX Reception</b>	<b>50 CREDITS</b>
For attendees and exhibitors alike this event is always a great hit and very well attended. This sponsor takes part in the “Cutting Ribbon Ceremony” opening EMEX along with the President of the Association.	
<b>Exclusive Certification Event</b>	<b>40 CREDITS</b>
AEMs and CEMs are invited to an exclusive event for certified individuals. There will be an opportunity to address this elite group of emergency managers as well as sponsor recognition in event reminders and signage.	
<b>Sunday Welcome Reception</b>	<b>40 CREDITS</b>
Host the first gathering of conference attendees to start the week off right.	
<b>Future Leaders in Emergency Management— The USA Student Program</b>	<b>35 CREDITS</b>
This important sponsorship includes the following: <ul style="list-style-type: none"><li>• Student Hospitality Suite – 3 nights</li><li>• Future Leaders in Emergency Management Reception</li><li>• Student Council Caucus Workshop</li></ul>	
<b>Tuesday Scholarship Auction</b>	<b>30 CREDITS</b>
Many companies provide donations for the IAEM Annual Scholarship Auction which takes place on the Tuesday evening of the Conference. Attendees love coming to the EMEX exhibit hall to visit with exhibitors, and then stay for this annual event.	
<b>Wednesday President's Banquet</b>	<b>25 CREDITS</b>
The final event of the IAEM conference is the Wednesday evening President’s Banquet. This elegant evening is always the highlight of the conference and an exciting time for the attendees and those that are receiving their certifications.	
<b>Wednesday Certification Champagne Toast</b>	<b>25 CREDITS</b>
We recognize the new class of certification honorees at the President’s Banquet with a champagne toast. You can raise your glass to all by being the champagne toast sponsor.	
<b>Tuesday Networking Lunch</b>	<b>25 CREDITS</b>
Attendees spend time in the EMEX exhibit hall during the lunch break visiting with the exhibitors. Another great opportunity to get your name out in front of them.	
<b>Wednesday Networking Lunch</b>	<b>25 CREDITS</b>
A final chance to spend some quality time with the attendees before packing up.	
<b>Registration Portfolio/Bag—Dual Branded</b>	<b>20 CREDITS</b>
Each conference attendee receives a conference portfolio/bag recognizing the sponsor. This popular sponsorship delivers exposure well beyond the event.	
<b>Directional Floor Stickers</b>	<b>20 CREDITS</b>
Help pave the way to the General Sessions and the EMEX exhibit hall with these Directional Floor Stickers. Your name will help to point attendees in the right direction.	
<b>IAEM Board Lunch on Saturday</b>	<b>15 CREDITS</b>
As the sponsor of this lunch you will get to spend a few minutes with the members of the IAEM Board to discuss whatever is on your mind.	
<b>goCharge Kiosk</b>	<b>14 CREDITS</b>
Sponsor logo will be displayed on a charging station where attendees can revive their phone batteries while visiting the exhibit hall.	
<b>IAEM Board Breakfast on Thursday</b>	<b>12 CREDITS</b>
As the sponsor of this breakfast for the Board you will get to spend a few minutes with the leadership of the IAEM.	
<b>Full-Page Ad in the EMEX Exhibit Guide (limit 1 per sponsor)</b>	<b>10 CREDITS</b>
Showcase your products and services in the EMEX Exhibit Guide with a full-page, full-color ad.	

<b>Welcome Desk Set-Up</b>	<b>10 CREDITS</b>
Sponsor will be able to meet and welcome attendees as they check into one of the area hotels ensuring an impactful first impression. Sponsor is responsible for contents and assembly of welcome bags. Suggested items include water, snacks, logo-branded giveaways such as moisturizer, bug repellent wipes, bandaids and similar handy travel items.	
<b>Reserved Table at President's Banquet</b>	<b>8 CREDITS</b>
Sponsors can reserve an entire table at the Wednesday evening President’s Banquet. Reserved tables will be served first and sponsors may enjoy up to three complimentary bottles of wine during the meal (sponsor is responsible for any liability associated with alcohol service).	
<b>Internet Station in Crisis Tech Center</b>	<b>8 CREDITS</b>
The Internet station homepage defaults to your company's URL.	
<b>Broadcast Email to Attendees— One-time, Pre- or Post- Conference</b>	<b>7 CREDITS</b>
Get your message out to the attendees pre- or post- conference. Message must be provided to IAEM in HTML format.	
<b>Use of Side Meeting Room (Per Half Day Sat-Thur)</b>	<b>6 CREDITS</b>
If you have specific clients, user groups, or employees with whom you would like to meet in a more private setting, you can make use of a room to do so. Note that this option is not intended for vendors to offer program-type sessions. Space and availability are limited.	
<b>Official Provider of Conference Lanyards</b>	<b>6 CREDITS</b>
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.	
<b>Half-Page Ad in the EMEX Exhibit Guide</b>	<b>5 CREDITS</b>
Showcase your products and services in the EMEX Exhibit Guide with a ½ page, full-color ad.	
<b>Company Name &amp; Logo on Refreshment Break</b>	<b>5 CREDITS</b>
Have your name and logo posted during one of the EMEX Refreshment Breaks.	
<b>Networking Hospitality Suite</b>	<b>5 CREDITS</b>
Attendees can relax after-hours in suites officially recognized by IAEM. IMPORTANT – Sponsor is responsible for making the reservation of the room and ordering the refreshments. The hotel will seek IAEM HQ permission to release a reservation to you. IAEM recognizes sponsors and promotes the gathering as part of the conference schedule.	
<b>25 EMEX Reception Drink Tickets</b>	<b>4 CREDITS</b>
Have 25 Drink Tickets to hand out during one of the EMEX Receptions.	
<b>Listing as “Product/Service of the Week” in IAEM Dispatch</b>	<b>4 CREDITS</b>
Each week IAEM has an e-newsletter that goes out to the EM community and you can be featured in it. It is another opportunity to be front and center to a readership of approximately 14,000 EM professionals.	
<b>Promotional Inserts or Give-Aways</b>	<b>3 CREDITS</b>
This promotional opportunity gets details about your product or service into the hands of every attendee. (You supply the literature item or giveaway for the registration packets.)	
<b>Logo on IAEM2Go Mobile App</b>	<b>3 CREDITS</b>
This is a great way to make a bigger impact on the attendees by having your logo placed in the IAEM2Go App and printed in the EMEX Exhibit Guide.	
<b>Conference Registration (limit 10 per sponsor)</b>	<b>3 CREDITS</b>
Bring all appropriate company personnel to this gathering of your customers.	
<b>Quarter-Page Ad in the EMEX Exhibit Guide</b>	<b>3 CREDITS</b>
Showcase your products and services in the EMEX Exhibit Guide with a ¼ page, full-color ad.	

**If you’d like to sponsor something not listed here, please let us know!**

Contact Kate McClimans at [kmcclimans@iaem.com](mailto:kmcclimans@iaem.com) for more information on custom sponsorships.