International Association of Fairs and Expositions – IAFE
Zone 1 Conference – May 5-7, 2016
Sponsorship Benefits

The IAFE Zone 1 Conference Committee is proud to offer the event marketing sponsorship opportunity to those within the fair industry for the Zone 1 Conference May 5-7 to be held in Concord, NH. This outline represents components of the sponsorship opportunities available to maximize exposure for your organization. Of course, the committee is willing to further customize activities to meet the marketing goals of your company.

Pre-Conference:

• Logo and link represented on weekly updates sent via e-mail.
• Logo and link on the conference web-site page
• Opportunity for access to mailing list for pre-conference mailings.

On Site Promotion:

• Your enterprise will receive verbal recognition at your titled event.
• Your enterprise will have recognition in the official program regarding your title sponsorship and in the general listing.
• Your enterprise will be listed on the master sponsor board(s) located in prominent locations through out the conference.
• Those sponsoring in the amount of $1,000 or more will receive a complementary full registration for the conference.
• Those sponsoring in the amount of $1,000 or more will have the opportunity to speak at the opening of their titled session.
• Those sponsoring in the amount of $1,000 or more will have table tents on all tables at their event.

Post-Conference:

• Ability to obtain completed mailing list of conference participants.

You may designate your sponsorship to a specific meal, break, panel discussion or time during the conference. Please let us know so your name can be reserved for that event/time.

• Welcome Reception - $750
• Meal Sponsors – $1000
• Featured Presentation - $1000
• Break Sponsors – $750
• Other (Round Tables, Panel Discussion)
Sponsorship checks payable to **IAFE ZONE ONE** and mailed to:

Cindi M. Jaques, CFE  
Eastern States Exposition  
1305 Memorial Avenue  
West Springfield, MA 01089