



**2021 SPONSORSHIP OPPORTUNITIES
NEW YORK AREA CHAPTER**

WE ARE

There is no place like New York and there is no industry like Exhibitions and Events. When you couple such a unique industry with such a unique location you wind up with something **magical**.

IAEE promotes the unique value of exhibitions and other events that bring buyers and sellers together such as road shows, conferences with an exhibition component, and proprietary corporate exhibitions.

IAEE is the principal resource for those who plan, produce and service the industry.



OPPORTUNITIES

**OUR SPONSORS ARE NOT ONLY OUR VALUED PARTNERS,
BUT THEY HELP US SUPPORT THE GOALS AND MISSION OF NYIAEE.**



PROGRAM SPONSORS

Offer financial support to the NY Chapter of IAEE through an annual strategic partnership

VENUE SPONSORS

Provide complimentary meeting space and A/V for one (or several) of NYIAEE's spectacular 2021 events

EVENT TITLE SPONSORSHIP

Become the Title Sponsor for one of NYIAEE's 2021 Chapter Events

ANNUAL STRATEGIC PARTNER OPPORTUNITIES

PLATINUM LEVEL \$3,750

- Four (4) complimentary registrations at each NYIAEE education event
- Logo recognition - chapter website, program announcements, signage, walk-in slides
- One (1) table to display materials at mutually agreed upon NYIAEE education events
- A four-minute presentation at one (1) mutually agreed upon NYIAEE education event
- One (1) featured article in e-newsletter
- Three (3) social media posts on NYIAEE accounts
- One (1) dedicated email to NYIAEE membership, to be mutually agreed upon

GOLD LEVEL \$2,625

- Three (3) complimentary registrations at each NYIAEE education event
- Logo recognition - chapter website, program announcements, signage, walk-in slides
- One (1) table to display materials at mutually agreed upon NYIAEE events
- A three-minute presentation at one (1) mutually agreed upon NYIAEE education event
- One (1) featured article in e-newsletter
- Two (2) social media posts on NYIAEE accounts
- One (1) dedicated email to NYIAEE membership, to be mutually agreed upon

SILVER LEVEL \$1,500

- Two (2) complimentary registrations at two (2) NYIAEE education events
- Logo recognition - chapter website, program announcements, signage, walk-in slides
- One (1) table to display materials at mutually agreed upon NYIAEE events
- A three-minute presentation at one (1) mutually agreed upon NYIAEE education event
- One (1) featured article in e-newsletter
- One (1) social media post on NYIAEE accounts

BRONZE LEVEL \$750

- One (1) complimentary registration at one (1) NYIAEE education event
- Logo recognition - chapter website, program announcements, signage, walk-in slides
- One (1) table to display materials at mutually agreed upon NYIAEE events
- One (1) social media post on NYIAEE accounts

***WE'RE MORE THAN HAPPY TO WORK WITH YOU ON A SUITABLE OPTION TO BEST FIT THE NEEDS OF YOUR ORGANIZATION. SPONSORSHIP LEVELS CAN BE CUSTOMIZED ABOVE AND BEYOND THOSE LISTED.**

VENUE SPONSOR

VENUE SPONSORS PROVIDE:

- Complimentary meeting space for NYIAEE Event(s)
- Electrical and WiFi
- Audio / Visual based on event requirements*

*RFP will be provided

VENUE SPONSOR BENEFITS:

- Five (5) complimentary registrations to education event sponsored
- Logo recognition on program announcements, walk-in slides and signage
- One (1) table to display materials at education event
- A three-minute presentation prior to keynote
- Social media and marketing benefits on NYIAEE social channels pre- and post-event
- Features in NYIAEE newsletters as host venue
- Share collateral material (sponsor provided) to each attendee



VIRTUAL OPPORTUNITIES



VIRTUAL PROGRAM INTRODUCTION \$500

Take three minutes to introduce your organization and welcome attendees at the beginning of virtual program. You can use your own slides, video, etc. to make your introduction. Your logo will appear as a program sponsor on all event mailers and social.

VIRTUAL PROGRAM SPONSORSHIP \$250

Your organization logo will appear throughout entire session, including on the "Coming Soon" page as attendees wait for program to begin, as well as visibly placed throughout the entire program. Your logo will appear as a program sponsor on all event mailers and social.

HOST VIRTUAL NETWORKING EVENT \$200

Does your organization want to host a happy hour or trivia night? We are always looking for new and innovative ways for our members to gather, so we're happy to seek out current virtual networking options that would bring everyone together.



SOCIAL PACKAGE

OPTION 1: \$150

- Three (3) Instagram posts* scheduled throughout 2021 year

OPTION 2: \$150

- Three (3) LinkedIn posts* scheduled throughout 2021 year

OPTION 3: \$275

- Seven (7) Instagram + LinkedIn post combo scheduled throughout 2021 year
- Free additional post when you purchase combo

*We are happy to assist in post design to suit your company or organization. Feel free to design your own posts with final approval from NYIAEE.

BECOME A SPONSOR TODAY

CONTACT

Kimberly Carcone

Sponsorship Committee Chair

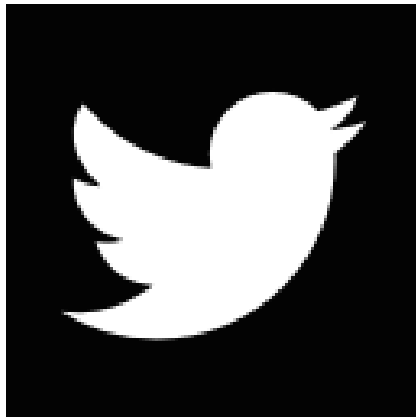
kcarcone@toyassociation.org



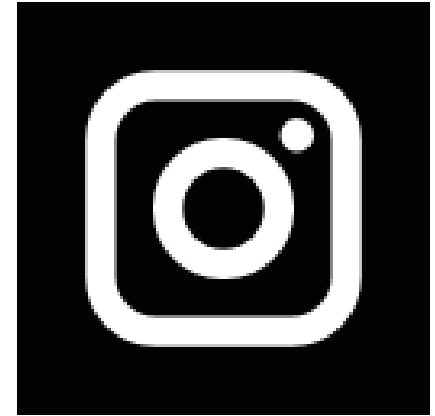
COMPANY/NYIAEE



@NYIAEE



@NY_IAEE



@NY_IAEE

FOLLOW US

WWW.NYIAEE.COM