



Sponsorship Prospectus

2011 IABC Best Practice Employee Communication Conference

Creating and Sustaining an Engaged Workforce

**September 15-16
Sheraton Suites Old Town Alexandria, VA**

Conference Overview:

Reach corporate communicators at IABC's annual sell-out event

IABC's 2011 Employee Communication Conference offers a unique opportunity to get your brand in front of an influential group of decision makers. As a sponsor, you will position your company as an internal communication leader with our audience of 150 employee communication managers and directors from some of the world's most successful and respected companies. You'll have direct access to attendees to create a lasting impression and engage them as potential new clients and customers.

The Employee Communication Conference will offer a stimulating learning experience that showcases innovative and successful practices in internal communication. It's the place to learn and engage with a cadre of dynamic thinkers.

IABC has limited sponsor opportunities for this event which sells out year after year, accepting up to four partners.

Sponsorship Benefits:

Corporate Sponsor — US \$5,000 (Limit 4 sponsors)

Included in Your Corporate Sponsorship:

- One complimentary conference registration
- Verbal acknowledgement at the event
- Prominent on-site signage at event
- Logo with hyperlink on first screen of conference homepage
- Premium exhibit space at the conference, offering one-on-one access to all attendees

- Opportunity to announce and host a prize drawing to collect business cards with full contact information
- Invitation to make brief remarks or deliver a video-infomercial as part of a plenary session

To learn more about IABC's Employee Communication Conference and discuss sponsorship opportunities, please contact Christina Corrigan at +1 415.544.4716 or ccorrigan@iabc.com.