IABC 2009 World Conference

7-10 June

San Francisco Marriott
San Francisco, California

Partner Opportunities for Sponsorship and Exhibits

Be Heard®

SPONSORSHIP AND EXHIBIT OPPORTUNITIES
IABC 2009 WORLD CONFERENCE

WHO
The International Association of Business Communicators (IABC) is a not-for-profit association that provides the content, credibility and community to help communication professionals succeed in their careers. Established in 1970, IABC provides knowledge products, education, accreditation, research and a 16,000 member global network in 70 plus countries. IABC is the premiere knowledge network for professionals engaged in strategic communication management.

• IABC members work in some of the world's most prestigious corporations and consulting firms with members in more than half the *Fortune* 500 and in 90 of the *Fortune* 100 companies.

• IABC members are responsible for developing and executing strategic internal and external communication plans for corporations, governments, non-profits, educational institutions and consulting firms around the world.

• **IABC members have an average annual department budget of US$4 million.**

WHAT
IABC's 2009 World Conference is the leading international forum of its kind. More than 1,600 business communications professionals—decision makers in leading industries around the world—are expected to gather to learn the latest developments and best practices in communication and make the connections that will advance their communication programs and careers. www.iabc.com/ic.

WHEN
Sunday, 7 June through Wednesday, 10 June

WHERE
San Francisco Marriott, San Francisco

WHY
IABC's World Conference provides a unique opportunity to build your organization's image among this growing and influential group. As a sponsor or exhibitor, you align with one of the world's most respected communication associations, demonstrate your commitment to communication excellence and enjoy a generous package of marketing benefits that give you direct access to IABC's global membership. Sponsor benefits and recognition options include exhibit booths, conference registrations, advertisements, mailing lists and web links. Each opportunity is a comprehensive marketing package designed to maximize your organization's visibility and expand your client base.

HOW
To learn more about IABC's World Conference—and other sponsorship opportunities with IABC and the IABC Research Foundation—contact **Angela Franta** at afranta@iabc.com or **+1 415.544.4745**.

For exhibit or advertising opportunities, contact **Erin Mason** at emason@iabc.com or **+1 415.544.4723**.

Exhibit Opportunities — The IABC Meeting Place

IABC 2009 World Conference
7–10 June, San Francisco Marriott

2009 Exhibit Fee
US$3,500 per exhibit booth; US$2,500 for nonprofits/educational institutions (US$4,000 after 1 April 2009)

The Meeting Place at IABC's 2009 World Conference at the San Francisco Marriott in San Francisco will feature up to 40 10' x 10' exhibits, the Internet Café and free Wi-Fi Zone. IABC's Exhibit Hall (aka The Meeting Place) will be centrally located just one level above the conference ballroom and breakout rooms. The Meeting Place will be open Monday and Tuesday. Many social events/activities will take place in the exhibit hall to drive traffic including:

- Monday (8 June) and Tuesday (9 June) four complimentary refreshment breaks will be hosted in The Meeting Place
- Book signings with respected communication speakers/authors will be scheduled in the exhibit hall
- The Meeting Place will feature sofas and chairs for informal meetings (depending on space)
- Free Wi-Fi Lounge and IABC's Internet café will be open on Monday and Tuesday
- The conference Networking Reception will be held in The Meeting Place on Tuesday, and will feature exhibitor prize give-aways.

As an exhibitor, you'll meet one-on-one with decision-makers looking for new ways to energize their communication programs—providing an unparalleled opportunity to show your best prospects how your product or service can make a difference in their practice or company.

Benefits included to all exhibitors:

• One 10'x 10' booth that includes an eight-foot-high back drape, three-foot-high side dividers, one six-foot draped table, two chairs and one identification sign (one line, 7" x 44")

• One Conference, Lunch & Gold Quill registration. Registration must be assigned to a single user and **cannot be shared**.

• Four exhibit-only passes

• Access to free Wi-Fi Lounge and Internet café

• Company description listed in Exhibitor guide

• One-time use of conference registrant mailing list through a bonded mail house

CONTACT: To exhibit at the IABC 2009 World Conference, please contact **Erin Mason** at emason@iabc.com or +1 415.544.4723.