

**IABC 2010 World Conference**

**6-9 June**

**Sheraton Centre Toronto  
Toronto, Ontario, Canada**

**Partner Opportunities for  
Sponsorship and Exhibits**

Be Heard<sup>®</sup>

## **SPONSORSHIP AND EXHIBIT OPPORTUNITIES IABC 2010 WORLD CONFERENCE**

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### **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 2010 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](http://www.iabc.com/ic).

### **WHEN**

Sunday, 6 June through Wednesday, 9 June

### **WHERE**

Sheraton Centre Toronto, Toronto

### **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.

### **CONTACT**

To learn more about IABC's World Conference—and other sponsorship opportunities with IABC and the IABC Research Foundation— **Chris Grossgart** at [chrisgro@iabc.com](mailto:chrisgro@iabc.com) or +1 415.544.4716.

For exhibit or advertising opportunities, contact **Erin Mason** at [emason@iabc.com](mailto:emason@iabc.com) or +1 415.544.4723.

## Premium Sponsorships

### Platinum Sponsor—US\$37,500/CDN\$41,250 Lead World Conference sponsorship position

**(Not available sponsored by FPInfomart.ca)**

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*Exclusive opportunity: Limited to one sponsor*

The Platinum Sponsor of the **IABC 2010 World Conference** receives an unrivaled benefits package, delivering a 12-month marketing platform that reaches 16,000 communicators worldwide. **This exclusive package offers...**

#### **Maximum conference visibility with exclusive display of company logo on:**

- Front cover of the promotional brochure mailed to 20,000 communication professionals in February
- Front cover of the on-site conference brochure in June with estimated 1,600 attendees
- Front cover of the Exhibitor Guide that is distributed to each attendee on-site
- IABC conference advertisement in *CW magazine* with circulation of 20,000
- World Conference home page with hyperlink to company's web site
- Lanyards (positioned with IABC logo), provided to every registrant with badge
- Notepads (positioned with IABC logo) provided to every registrant at registration
- PowerPoint template recommended to speakers for use in their sessions at World Conference

#### **Sponsor recognition in all event-related promotional materials, including:**

- Member e-mail updates sent to 11,000 plus members each month (February – June)
- Two conference e-mail newsletters sent to 11,000 plus members (April and May)
- Company description listed in promotional and on-site programs
- On-site signage with logo in high-traffic meeting areas

#### **Unique positioning as exclusive sponsor of Sunday Opening General Session:**

- Verbal recognition at the Opening General Session (Sunday, 6 June) with option to deliver brief welcoming remarks
- Front row seating at Opening General Session
- Opportunity to personally meet and take photograph with keynote speaker

- Invitation to provide gift or company literature and place them on chairs for attendees at Opening General Session
- Slide showcasing logo to attendees during the Opening General Session
- Logo displayed near Opening General Session description in the conference brochure and on-site program

#### **Unparalleled access to an exclusive group of communicators**

- One double booth (20' x 10') with choice of location
- Company description prominently listed in Exhibitor Guide
- Eight Conference, Lunch & Gold Quill registrations
- Two passes to the IABC Leaders' Reception (invitation-only; Saturday, 5 June)
- Two uses of conference registrant mailing list through a bonded mail house post conference
- One-time use of member mailing list through a bonded mail house

#### **Marketing investment that lasts year-round...**

- Option to provide a speaker and communication-focused content for an IABC web seminar
- One full-page, 4-color ad in *Communication World*, IABC's bi-monthly magazine for members
- Two one-year memberships in IABC
- First option to retain the same sponsorship position at the *2011 World Conference*, 12–15 June, in San Diego, CA

## **Gold Sponsors—US\$15,000/CDN\$16,500 (Limited to 3 sponsors)**

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As a sponsor of one of the World Conference plenary sessions, your company can enjoy premium visibility and brand recognition. Featuring world-renowned speakers on a global business communication issue, these sessions are must-attends for conference participants.

### **Gold Sponsors receive...**

**Exclusive privilege** to sponsor your choice of one of these prominent sessions, which are attended by all conference registrants:

- Monday morning General Session, 7 June
- Tuesday morning General Session, 8 June
- Wednesday morning General Session, 9 June

### **Prime on-site exposure with display of company logo on:**

- Back cover of the conference on-site program
- Large screens at start and end of General Session
- Inside of onsite conference program near description of sponsored general session
- IABC World Conference web site with hyperlink
- On-site signage in high-traffic meeting area

### **Recognition as Gold Sponsor during General Session:**

- Verbal recognition at selected General Session
- Front-row seating at sponsored General Session
- Opportunity to personally meet and take photograph with keynote speaker of sponsored session
- Invitation to place company literature or gift on chair seats at selected General Session

### **Opportunity to increase brand awareness with direct access to our audience**

- One double booth (20' x 10') in premium location
- Company description listed in Exhibitor Guide
- Three Conference, Lunch & Gold Quill registrations
- Two passes to the IABC Leaders Reception (invitation-only; Saturday, 5 June)
- One-time use of conference registrant mailing list through a bonded mail house post conference

### **Continuous Marketing Opportunities...**

- Opportunity to present IABC teleseminar on communication focused content
- First option to retain the same sponsorship position at the *2011 World Conference, 12–15 June*, in San Diego, CA

## **Silver Sponsors—US\$12,000/CDN\$13,200 (Limited to 7 sponsors)**

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As a Silver Sponsor, your company can reach a unique segment of the communications market by sponsoring one of the seven targeted conference tracks. In addition to powerful pre-event promotions and on-site exposure, this multi-media package also provides visibility opportunities after the conference.

### **Silver Sponsors receive...**

#### **A targeted marketing platform...**

- Exclusive sponsorship of one of the following conference tracks:
  - Employee Communication (not available; sponsored by ROI Communication)
  - Public Relations (not available; sponsored by CNW Group)
  - Marketing & Brand (not available; sponsored by Thomson Reuters)
  - Strategy & Counsel (not available; sponsored by Ingenium Communications)
  - Change Management
  - Global Trends
  - Communication Leadership (not available; sponsored by MediaMiser)
- Logo displayed near selected conference track in conference on-site program
- Opportunity to place company literature in meeting room of sponsored sessions
- Logo displayed on conference web site with link to sponsor's site
- On-site signage with logo in high-traffic meeting areas

#### **Full access to IABC attenders and members...**

- Three Conference, Lunch & Gold Quill registrations
- One 10' x 10' booth to exhibit in prime location
- Company description listed in Exhibitor Guide
- Two passes to the IABC Leaders' Reception (invitation-only; Saturday, 5 June)
- One-time use of conference registrant mailing list through a bonded mail house post conference
- First option to retain the same sponsorship position at the *2011 World Conference, 12–15 June*, in San Diego, CA

## **Bronze Sponsors—US\$10,000/CDN\$11,000**

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Select one of the following seven options.

### **1. IABC Leaders' Reception**

This sponsorship gives your organization visibility with and access to IABC's most influential members. 150 IABC leaders from around the world including current and past Executive Board members, Research Foundation Trustees, Fellows, Council and Committee Chairs, accredited members, 500 Club members, chapter presidents, publication authors and World Conference speakers will gather on Saturday, 5 June to kick off the 2010 World Conference.

*In addition to the benefits provided (below) to all Bronze Sponsors, your company may have a display table with materials at the Leaders' Reception to greet attendees and will receive five additional tickets to the Leaders' Reception.*

### **2. IABC Welcome Reception (not available; sponsored by Deloitte)**

This sponsorship package allows your organization to play a major role in welcoming over 1,600 communicators to the IABC 2010 World Conference on Sunday evening, 6 June. Your company will receive high visibility at this special conference event designed to help attendees from 50 countries feel welcome in the host city.

*In addition to the benefits provided (below) to all Bronze Sponsors, your company may have a display table with materials at the Welcome Reception to greet attendees and will receive five additional tickets to the Welcome Reception.*

### **3. Internet Café – (not available; sponsored by Marketwire)**

Located in the Exhibit Hall; 16 computer stations offers attendees workstations for checking e-mail and browsing the Web. A popular destination, the Internet Café is provided as a complimentary service to all attendees.

*In addition to the benefits provided (below) to all Bronze sponsors, your company will have its web page as the landing page on all computer workstations in the Internet Café.*

### **4. IABC Research Foundation Luncheon (not available; sponsored by Buck Consultants)**

Expected attendance for the annual professional development luncheon and fundraiser for the IABC Research Foundation on Tuesday, 8 June is 600 senior professionals—with a demonstrated interest in advancing the communication profession through research. Build your organization's credibility among this influential audience by supporting the IABC's prestigious Research Foundation.

*In addition to the benefits provided (below) to all Bronze Sponsors, your company may provide company literature or a gift to all participants at the event and will receive three complimentary tickets to the Foundation luncheon.*

## **5. IABC Exhibit Hall Lunch**

On Monday, 7 June a complimentary buffet lunch will be provided to all conference attendees. This lunch will also coincide with the opening of the Exhibit Hall. (No other events are being held in this timeframe.)

*In addition to the benefits provided (below) to all Bronze Sponsors, your company will receive five passes to the Exhibit Hall Lunch and the opportunity to deliver brief remarks during the lunch.*

## **6. IABC Exhibit Hall Wine and Cheese Reception**

On Monday, 7 June from 4:30-6 p.m. a complimentary wine and cheese reception will be provided to all conference attendees. Attendees can enjoy Canadian wines and cheese, meet the exhibitors and learn about the newest programs and products that can help build and support their communication/PR work.

*In addition to the benefits provided (below) to all Bronze Sponsors, your company will receive five passes to the Exhibit Hall Wine and Cheese Reception and the opportunity to deliver brief remarks during the reception.*

## **7. IABC Networking Reception**

Held in the Exhibit Hall on Tuesday, 8 June this popular reception features light hors d'oeuvres, beverages and exhibitor prize give-aways.

*In addition to the benefits provided (below) to all Bronze Sponsors, your company will receive five passes to the Networking Reception and the opportunity to emcee the prize give-away during the event.*

## **Benefits provided to all Bronze sponsors include:**

- Exclusive privilege to sponsor event
- Logo displayed on IABC World Conference web site with link to sponsor's web site
- Verbal recognition at the sponsored event
- On-site signage with logo at the event
- Logo displayed near sponsored events in the conference on-site program
- One 10' x 10' exhibit booth in premium location
- Company description listed in Exhibitor Guide
- Two Conference, Lunch & Gold Quill registrations
- Two passes to the IABC Leaders' Reception (invitation-only; Saturday, 5 June)
- One-time use of conference registrant mailing list through a bonded mail house post conference

- First option to retain the same sponsorship position at the *2011 World Conference*, 12–15 June, in San Diego, CA

## **Program/Event Supporters— US\$7,500/CDN\$8,250**

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Select one from the following menu of program/event options

### **Sunday Skill Builders**

Six Sunday skills-sessions are expected to be extremely popular in 2010 as there is no fee to attend.

### **Refreshment Breaks**

There will be a total of five breaks at conference, two on Monday, two on Tuesday and one on Wednesday, offering attendees coffee, tea, snacks, and networking opportunities. Monday and Tuesday breaks will be held in the high-traffic Exhibit Hall.

### **Pre-Conference Workshop**

This in-depth education session typically attracts 100 professionals.

### **Speaker Gifts**

Each conference speaker will receive a gift in appreciation for his/her time and commitment.

### **Toronto Hospitality Table**

Local chapter members will welcome conference attendees and provide maps, tour information, recommendations for restaurants and more at the Toronto Hospitality Table strategically placed near IABC registration.

### **Conference Newsstand**

Located near IABC registration, the newsstand will offer attendees free issues of the leading communication newsletters and magazines. Gain valuable brand recognition by attaching your company's name and logo to this high-traffic area.

<b>Benefits provided to all Program/Event Supporters include:</b>
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- One Conference, Lunch & Gold Quill registration
- One 10' x 10' exhibit booth
- Company name and logo displayed on IABC's conference web site with link to supporter's web site
- Company name and logo listed in on-site conference program
- Opportunity to place company literature in meeting room or location of sponsored sessions (if applicable)
- Company description listed in Exhibitor Guide
- On-site signage with company logo

- One pass to the IABC Leaders' Reception (invitation-only; Saturday, 5 June)
- One-time use of conference registrant mailing list through a bonded mail house post conference
- First option to retain the same sponsorship position at the *2011 World Conference, 12–15 June*, in San Diego, CA

**IABC Accreditation Reception—US\$3,500/CDN\$3,850**  
**(Not available – sponsored by Farm Credit Canada)**

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Accreditation is IABC's professional credential program recognizing communicators who have reached a globally accepted standard of knowledge and proficiency in their chosen field. Candidates meeting the requirements of the program earn the designation Accredited Business Communicators (ABC).

The Accreditation reception is Sunday, 6 June from 4 – 5 p.m. with cocktails and hors d'oeuvres with approximately 100 attendees. It is an opportunity that celebrates the accomplishments of Accreditation Business Communicators (ABCs) as well as candidates currently pursuing their accreditation. This is a special opportunity for communicators who have applied for accreditation to learn more about the value of becoming accredited and discuss the steps that lead to accreditation with professionals who have successfully completed the process. It also allows accredited business communicators to network with other communication practitioners for global connections, employment opportunities and best practice sharing.

This is an exclusive opportunity to align your company with a well-recognized and established program that is considered to be the global standard for the profession.

<b>Benefits provided to IABC Accreditation Reception sponsor:</b>
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- One Conference, Lunch and Gold Quill registration package
- Company name displayed on IABC's conference web site with link to supporter's web site
- Verbal acknowledgement at ABC reception by Accreditation chair
- Opportunity to place company literature in location of sponsored reception
- On-site signage with company logo
- One-time use of conference registrant mailing list through a bonded mail house post conference
- Logo and link on IABC's Accreditation web page to sponsor's site
- One pass to the IABC Leaders' Reception (invitation-only; Saturday, 5 June)
- First option to retain the same sponsorship position at the *2011 World Conference, 12–15 June*, in San Diego, CA

To learn more about IABC's World Conference—and other sponsorship opportunities with IABC and the IABC Research Foundation—contact **Chris Grossgart** at [chrisgro@iabc.com](mailto:chrisgro@iabc.com) or +1 415.544.4716.

## **Exhibit Opportunities — The IABC Meeting Place**

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**IABC 2010 World Conference**  
**6–9 June, Sheraton Centre Toronto**

### **2010 Exhibit Fee**

**US\$3,500/CDN\$3,850 per exhibit booth; US\$2,500/CDN\$2,750 for nonprofits/educational institutions (US\$4,000/CDN\$4,400 after 1 April)**

The Meeting Place at IABC's 2010 World Conference at the Sheraton Centre Toronto 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 located on the Lower Concourse level which is on the same level as the Grand Ballroom as well as three of the 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 (7 June) complimentary lunch for all conference attendees will be hosted in The Meeting Place
- Monday (7 June) and Tuesday (8 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.

Signed exhibitors for the 2010 World Conference include:

- Towers Watson
- FP Infomart/Canwest
- ROI Communication
- CNW Group
- Ingenium Communications
- MediaMiser Ltd.
- Snippies
- Buck Consultants, an ACS Company
- Deloitte
- Marketwire
- Thomson Reuters
- Cision
- Dulye & Co.
- History Associates Incorporated
- Iverson Language Associates, Inc.

- Jossey Bass
- Leading Communicators Inc.
- Sinickas Communications, Inc.
- Snap Communications
- The MediaTile Company
- University of Denver

<b>Benefits included to all exhibitors:</b>
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- 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 Toronto conference registrant mailing list through a bonded mail house post conference

**CONTACT:** To exhibit at the IABC 2010 World Conference, please contact **Erin Mason** at [emason@iabc.com](mailto:emason@iabc.com) or +1 415.544.4723.