



INTERNATIONAL  
ECONOMIC DEVELOPMENT  
COUNCIL

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## **2018 IEDC Annual Conference Sponsor and Exhibitor Opportunities**

**September 30 - October 3, 2018**

Location: Hyatt Regency Atlanta  
265 Peachtree St NE, Atlanta, GA

IEDC's Annual Conference is the must attend event for economic developers. The 2018 Annual Conference theme, "Inclusive Economic Development: Fulfilling Dreams", will address the increasingly complex economic, social, environmental, and political dynamics affecting our communities at the local, regional and state level.

In today's volatile marketplace, communities need to work together to encourage competition and advance economic growth, and Atlanta and Georgia provide the ideal setting for this conference. The state is a premiere living laboratory for its diverse approach to economic development that provides economic opportunities for both people and industry.

IEDC offers a range of sponsorship packages and exhibit opportunities to fit any marketing budget. Your sponsorship allows us to provide world-class speakers, a dynamic and enlightening program, and a valuable networking forum at the conference. Whether you are looking to market your services as an exhibitor or gain unparalleled exposure as an event sponsor, we have the perfect opportunity for you.

Exhibiting organizations have direct access to the leading public and private sector decision makers, and local, state and federal government officials. This is a chance for you to market your products and services while networking at the largest gathering of economic development professionals.

The following pages describe the various sponsorship levels and exhibitor opportunities available at the IEDC Annual Conference in Atlanta. Please visit us on the web at [www.iedconline.org](http://www.iedconline.org) to see conference updates and learn more about IEDC.

You can also contact Shari Nourick at [snourick@iedconline.org](mailto:snourick@iedconline.org) or call (202) 545-7339 for further information.

## Co-Sponsor \$50,000

The Co-Sponsor Benefit Package offers highest recognition for the event, and premium advertising and exhibit placement at the event, solidifying your company's leadership position in the Economic Development community.

- Invitation to participate in Annual Conference planning meetings with the host committee.
- Invitation to VIP receptions and recognition at all premier conference sessions and luncheons.
- Participation as a moderator/keynote introducer.

### **Conference Passes**

- Ten (10) complimentary registrations.
- Complimentary registration for one (1) extra fee event/per day.

### **Recognition in All Conference Materials**

- Exclusive display of company logo and description before and after conference general sessions.
- Company logo on the front cover and inside the conference registration brochure (where applicable).
- Company logo in the Annual Conference app.
- Link and logo on the IEDC conference website.

### **Exclusive Promotional Opportunities**

- Complimentary exhibit space.
- Opportunity to have your company information distributed to attendees.

### **Plus!**

- Free copy of the complete conference attendee list (excluding email addresses).
- Company logo and recognition in the Economic Development Journal.
- Complimentary one-year IEDC Membership (includes 5 individuals).



## Signature Sponsor \$25,000

The Signature Sponsor Benefit Package gives you unparalleled access and exposure to all attendees at the event, and demonstrates your firm's leadership position in the Economic Development community.

- Invitation to VIP receptions.
- Participation as a moderator/keynote introducer.

### **Conference Passes**

- Eight (8) complimentary registrations.
- Complimentary registration for one (1) extra fee event/per day.

### **Recognition in All Conference Materials**

- Company logo on the front cover and inside the conference registration brochure.
- Company logo on the front cover and inside the conference registration brochure (where applicable).
- Company logo in the Annual Conference app.
- Link and logo on the IEDC conference website.

### **Exclusive Promotional Opportunities**

- Opportunity to have your company information distributed to attendees.
- Complimentary exhibit space.

### **Plus!**

- Free copy of the complete conference attendee list (excluding email addresses).
- Company logo and recognition in the Economic Development Journal.
- Complimentary one-year IEDC Membership (includes 5 individuals).



## Diamond Sponsor \$15,000

The Diamond Sponsor Benefit Package is a powerful way to gain the mind share and market share of the Economic Development community.

- Invitation to VIP receptions.
- Participation as a moderator/keynote introducer.

### **Conference Passes**

- Five (5) complimentary registrations.
- Complimentary registration for one (1) extra fee event/per day.

### **Recognition in All Conference Materials**

- Company logo on the front cover and inside the conference registration brochure (where applicable).
- Company logo in the Annual Conference app.

### **Exclusive Promotional Opportunities**

- Opportunity to have your company info distributed to attendees.
- Complimentary exhibit space.
- Link and logo on the IEDC conference website.

### **Plus!**

- Free copy of the complete conference attendee list (excluding email addresses).
- Company logo and recognition in the Economic Development Journal.
- Complimentary one-year IEDC Membership (includes 5 individuals).



## Platinum Sponsor \$10,000

The Platinum Sponsor Benefit Package is a sparkling way to raise awareness of your firm's services to a large audience of economic development professionals.

- Participation as a moderator/keynote introducer.

### **Conference Passes**

- Four (4) complimentary registrations.

### **Recognition in All Conference Materials**

- Company logo on the front cover and inside the conference registration brochure (where applicable).
- Listing in the conference app.
- Link and logo on the IEDC conference website.

### **Exclusive Promotional Opportunities**

- Complimentary exhibit space.
- Opportunity to have your company information distributed to attendees.

### **Plus!**

- Free copy of the complete conference attendee list (excluding email addresses).
- Company logo and recognition in the Economic Development Journal.
- Complimentary one-year IEDC Membership (includes 5 individuals).

## Gold Sponsor \$7,500

The Gold level of sponsorship helps your organization stand out to attendees in a number of powerful ways. This is great value package at a mid-level contribution.

- Participation as a moderator.

### **Conference Passes**

- Three (3) complimentary registrations.

### **Recognition in All Conference Materials**

- Company logo inside the conference registration brochure (where applicable).
- Listing in the conference app.
- Link and logo on IEDC conference website.

### **Great Promotional Benefit**

- 50% discount off of exhibit space.

### **Plus!**

- Free copy of the complete conference attendee list (excluding email addresses).
- Company logo and recognition in the Economic Development Journal.
- 50% discount off one-year IEDC Membership.

## Silver Sponsor \$5,000

Present your organization to IEDC Annual Conference attendees on a silver platter. At the Silver level of sponsorship, you are guaranteed solid exposure at the conference.

### **Conference Passes**

- Two (2) complimentary registrations.

### **Recognition in All Conference Materials**

- Company logo inside the conference registration brochure (where applicable).
- Listing in the conference app.
- Link and logo on the IEDC conference website.

### **Great Promotional Benefit**

- 25% discount off of exhibit space.

### **Plus!**

- Free copy of the complete conference attendee list (excluding email addresses).
- Company logo and recognition in the Economic Development Journal.
- 25% discount off one-year IEDC Membership.

## Bronze Sponsor \$2,500

The Bronze package is our smallest sponsorship package, but still provides visibility and benefits to your organization.

### **Conference Pass**

- One (1) complimentary registration.

### **Recognition in All Conference Materials**

- Company logo inside the conference registration brochure (where applicable).
- Listing in the conference app.
- Link and logo on the IEDC conference website.

### **Plus!**

- Free copy of the complete conference attendee list (excluding email addresses).
- Company logo and recognition in the Economic Development Journal.

## Exhibitor Booths

Exhibiting organizations will have direct access to the leading public and private sector decision makers, and local, state, provincial, and federal government officials. This is an opportunity for you to market your products and services while networking at the largest gathering of economic development professionals anywhere! Exhibitor Benefits include:

### **Recognition in Conference Materials**

- Booth location and company information in the onsite app.
- Link and logo on the IEDC conference website.

### **Exhibitor Passes**

- Two (2) Complimentary Exhibitor Badges (includes access only to the exhibit hall).

### **Plus!**

- Electronic copy of the complete conference attendee list prior to the conference (excluding email addresses).
- Participation in all networking and social functions in the exhibit hall.
- Opportunity to have a conference raffle/giveaway.
- Prime Locations, in direct flow of traffic.
- Access to full conference registrations at the early bird member rate, if desired.

**Exhibit Hall Activities** are held to increase attendee traffic and raise exposure for exhibitors! These events include:

Chairman's Reception \* Networking Luncheon Afternoon \* Ice Cream Social \* Silent Auction  
\* Learning Laboratories \* Resource Center \* Meet & Greet \* Continental Breakfasts/Breaks \*  
Refreshment Stations \* Exhibitor Raffles/Giveaway

### **Standard Exhibitor Booth Sizes and Options**

- The Standard booth is 10' x 10', and is offered for \$2,400.
- Two Standard Size booths are offered for \$4,400.

## Special Sponsorship Opportunities

### **Sponsored Sessions: \$5,000: LIMITED AVAILABILITY\***

Would you like the opportunity to tell attendees about your company in a session atmosphere? Our Special Sessions provides you the opportunity to reach out to conference attendees in a meetings-style format. *(Please note: this opportunity is open only to Platinum Level Sponsors and above)*

With a special session, you will receive:

- Meeting space in a breakout session meeting room during the 6<sup>th</sup> Track of Sessions.
- 75-word description of session in the program portion of the conference app.
- Listing of speaker(s) and location in the program portion of the conference app.
- Free copy of the complete conference attendee list.
- 2 (two) Complimentary conference registrations.

### **Learning Lab: \$2,000: LIMITED AVAILABILITY\***

The Learning Lab has been a popular addition to the IEDC Annual Conference. Located in the Exhibit Hall, the Learning Lab is the place to hear company profiles, vendor resources, tools and best practices for your community.

With a learning lab you will receive:

- 1 (one) hour presentation time slot at the Learning Lab in the Exhibit Hall.
- 75-word description of session in the program portion of the conference app.
- Listing of speaker(s) and location in the program portion of the conference app.
- Free copy of the complete conference attendee list.

### ***Guidelines for how to write a session description for **Special Sponsored Sessions and Learning Labs:*****

- Limit the session description to a paragraph of 100 words maximum
- (Optional) 2 to 3 short bullets on “What You Will Learn”, i.e., tangible takeaways that attendees will learn at your session





# 2018 IEDC ANNUAL CONFERENCE SPONSORSHIP COMMITMENT FORM

(2 PAGES)

*Please complete this form to indicate your sponsorship commitment for the 2018 IEDC Annual Conference in Atlanta, Georgia, September 30 - October 3, 2018*

### PRIMARY CONTACT INFORMATION:

(Contact with authority to commit funds.)

### SECONDARY CONTACT INFORMATION:

Contact for benefits delivery, if different. ie: Marketing Manager; Communications Director...

Name \_\_\_\_\_  
 Title \_\_\_\_\_  
 Organization \_\_\_\_\_  
 Address \_\_\_\_\_  
 Telephone \_\_\_\_\_  
 Email \_\_\_\_\_

Name \_\_\_\_\_  
 Title \_\_\_\_\_  
 Organization \_\_\_\_\_  
 Address \_\_\_\_\_  
 Telephone \_\_\_\_\_  
 Email \_\_\_\_\_

### SPONSORSHIP LEVEL:

- |                                     |          |                                 |         |  |         |
|-------------------------------------|----------|---------------------------------|---------|--|---------|
| <input type="checkbox"/> Co-Sponsor | \$50,000 | <input type="checkbox"/> Gold   | \$7,500 | <input type="checkbox"/> Learning Lab      | \$2,000 |
| <input type="checkbox"/> Signature  | \$25,000 | <input type="checkbox"/> Silver | \$5,000 | <input type="checkbox"/> Sponsored Session | \$5,000 |
| <input type="checkbox"/> Diamond    | \$15,000 | <input type="checkbox"/> Bronze | \$2,500 |  |         |
| <input type="checkbox"/> Platinum   | \$10,000 |                                 |         |  |         |

### PAYMENT INFORMATION:

- Check enclosed
- Please charge my credit card  
 Visa    MasterCard    American Express
- Card Number: \_\_\_\_\_ Expiration: \_\_\_\_\_
- Name as Displayed on Card: \_\_\_\_\_
- Signature: \_\_\_\_\_
- Please invoice me for Installment Payment(s) at a future date  
**(Date of final installment cannot exceed end of conference)**
- One (1) Installment on \_\_\_\_\_
- Two (2) Installments of 50% each on \_\_\_\_\_ and \_\_\_\_\_

**PAYMENT IN FULL:** Due by September 23, 2018

### ACCEPTANCE & AGREEMENT:

We agree to the payment terms as listed above on this form:

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Name/Title (please print): \_\_\_\_\_

**Who's Coming?**

*Please fill out the form below and send it to IEDC with page 1 of the commitment form to ensure that we have your badge ready to go upon arrival. Sponsorship packages designate the amount of complementary registrations available.<sup>1</sup>*

Company: \_\_\_\_\_  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Address: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Email: \_\_\_\_\_

Company: \_\_\_\_\_  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Address: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Email: \_\_\_\_\_

Company: \_\_\_\_\_  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Address: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Email: \_\_\_\_\_

Company: \_\_\_\_\_  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Address: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Email: \_\_\_\_\_

*Please provide any additional names with appropriate titles that you wish to register.*

Send completed form to: Shari Nourick at [snourick@iedconline.org](mailto:snourick@iedconline.org)

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<sup>1</sup> Additional full conference registrations (beyond the complementary registrations offered through sponsorship) may be acquired at the early bird member rate. Please contact IEDC with any inquiries.



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# 2018 IEDC ANNUAL CONFERENCE EXHIBITOR COMMITMENT FORM

(2 PAGES)

## 2018 IEDC Annual Conference, Atlanta, Georgia

**PLEASE FILL OUT THE FORM BELOW AND SEND IT IN TO IEDC WITH PAYMENT AND CERTIFICATE INSURANCE TO:**

Company Address and Contact information (For use in on-site program)

Company: \_\_\_\_\_  
Primary Contact: \_\_\_\_\_  
Title \_\_\_\_\_  
Street Address: \_\_\_\_\_  
City: \_\_\_\_\_  
State: \_\_\_\_\_  
Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Fax: \_\_\_\_\_  
Email: \_\_\_\_\_  
Web: \_\_\_\_\_

### COMPLIMENTARY REGISTRATION FORM:

#### Exhibitor Registration #1

Company: \_\_\_\_\_  
Contact Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Street Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

#### Exhibitor Registration #2

Company: \_\_\_\_\_  
Contact Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Street Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

### **Additional Exhibitor Staff: \$100 per person-----**

#### Additional Staff #1

Contact Name/Title: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

#### Additional Staff #2

Primary Contact Name/Title: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

**EXHIBITOR LEVEL & BOOTH SIZE:**

- Standard**                      \$2,400
- Double Standard**        \$4,400

**BOOTH LOCATION:**

My top three choices are:

1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_

If possible, we would prefer NOT to be located near the following companies:

\_\_\_\_\_

**PAYMENT INFORMATION: Full payment MUST accompany this form in order to secure your space as a sponsor and exhibitor.**

**FEES:**

Exhibit Fee:                                      \$ \_\_\_\_\_

Additional Staff:  
Quantity \_\_\_ x \$100 =                      \$ \_\_\_\_\_

TOTAL =    \$ \_\_\_\_\_

Check enclosed

Please charge my credit card

Visa     Mastercard     American Express

Card Number: \_\_\_\_\_ Expiration: \_\_\_\_\_

Name as Displayed on Card: \_\_\_\_\_

Signature: \_\_\_\_\_

**CANCELLATIONS:** We will refund 50% of the total sponsor or exhibitor fee for cancellations received in writing by 5:00 p.m. (EST) on June 29, 2018. After that date, no refunds will be made.

**PAYMENT IN FULL:** Due, by September 23, 2018

**ACCEPTANCE & AGREEMENT:**

We agree to the **Participation Agreement** and **payment** terms as listed above on this form:

EXHIBITOR:

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Name (please print): \_\_\_\_\_

Title (please print): \_\_\_\_\_

Send completed form to: Shari Nourick at [snourick@iedconline.org](mailto:snourick@iedconline.org)