

IAAP

Sponsorship

International Education Forum and Annual Meeting

The International Association of Administrative Professionals (IAAP) is an association of more than 28,000 administrative assistants, administrative managers, office managers, executive assistants and other office personnel throughout the world. Our members are committed to ongoing education in their chosen profession. We invite you, as an industry supplier, to partner with IAAP and take advantage of the benefits and exposure that our education forum offers.

IAAP hosts an average of 1,800 industry professionals each year at the International Education Forum and Annual Meeting held in July. The meeting offers our members educational workshops, the annual Office Expo tradeshow which highlights current and new office innovations, as well as networking opportunities.

On behalf of IAAP and its members, thank you for your consideration of support for our organization and the 2010 International Education Forum and Annual Meeting in Boston, Mass. July 18 to 21.



Sponsorship Guide

Sponsorship Opportunity	Attendance (estimated)	Cost
<p>Official Program Page Ads</p> <p>The official program is the attendees' guide to the meeting. You will be able to place a four color ad in the meeting program. Ad size 5.5" x 8.5"</p>	1,800	<p>\$2,500 per inside page</p> <p>\$10,000 for back cover</p>
<p>Registration Bag</p> <p>A registration bag is given to each attendee. These bags are carried by the attendees throughout the meeting and often back in the office. Sponsorship includes sponsor's logo on one side of the bag. IAAP will order the appropriate registration bag. Registration bags will also be used at IAAP Spring and Fall Conferences.</p>	1,800	<p>\$7,500</p> <p>First Right of Refusal</p>
<p>Name Badge Holders</p> <p>Each attendee will receive a holder, used to hold their IAAP name badge. Sponsorship includes the sponsor's name on the holder which also must include the IAAP logo and/or meeting logo. IAAP will order the appropriate holder.</p>	1,800	\$6,000
<p>Evening of Welcome (Sunday)</p> <p>This is the opening networking event for EFAM. Attendees enjoy refreshments and entertainment. Sponsorship includes signage at the event, stage recognition during the Opening Business session, and official recognition in the meeting program</p>	1,800	<p>\$15,000</p> <p>FROR</p>
<p>Closing Banquet (Wednesday)</p> <p>The program includes presentation of international awards and the incoming board president's address. Sponsorship includes signage at the event, sponsor logo to be shown on big screen, official recognition in the meeting program and 5 minute (maximum) stage/video time or company logo in the table centerpieces.</p>	1,800	\$20,000

Sponsorship Opportunity	Attendance (estimated)	Cost
<p>Keynote Speaker (Tuesday Morning) A highlight of the Tuesday session is a nationally recognized speaker address on a current topic relevant to today's administrative professional. Sponsorship includes the sponsor's logo on the big screen, sponsor's introduction of the keynoter and recognition in the meeting program.</p>	1,800	\$20,000 FROR
<p>Keynote Speaker (Tuesday Closing) For the first time, IAAP will close Tuesday with a nationally recognized speaker address on a current topic relevant to today's administrative professional. Sponsorship includes the sponsor's logo on the big screen, sponsor's introduction of the keynoter and recognition in the meeting program.</p>	1,800	\$20,000
<p>Registration Bag Inserts We will place a vendor item in each attendee registration bag. This item will need to be pre-approved for size and weight suitability. This is not a sole sponsorship.</p>	1,800	\$750 per item

IAAP provides the following additional marketing sponsorships in addition to the 2010 Education Forum and Annual Meeting:

- Gold Partner
- Silver Partner
- Bronze Partner
- *OfficePro* magazine
- IAAP website – www.iaap-hq.org
- Spring Conference
- Fall Conference

Please request the IAAP Marketing Opportunities brochure for further details on each program. You may request this brochure through Rick Brennan at IAAP, 816-891-6600 ext.2228 or via e-mail, rbrennan@iaap-hq.org.

Schedule

2010 Preliminary Condensed Schedule— Subject to Change

Saturday through Wednesday events are at the Hynes Convention Center in Boston

Thursday events are at the Sheraton Boston

<p>Sat 07.17</p>	<p>8:30a - 4:30p 5:00p - 5:45p 6:00p - 6:45p</p>	<p>Pre-Meeting Workshops First-Timers Orientations Members-at-Large Meeting</p>
<p>Sun 07.18</p>	<p>9:00a - Noon 1:00p - 6:00p 1:30p - 2:30p 3:30p - 5:00p 8:00p - 10:00p</p>	<p>Opening Business Session Office Expo 2010 District and Affiliate Caucuses Candidate Meet and Greet Evening of Welcome</p>
<p>Mon 07.19</p>	<p>8:00a - 9:00a 8:30a - Noon 8:30a - Noon 10:00a - 10:45a 11:15a - 11:45a 12:30p - 2:00p 3:00p - 5:30p</p>	<p>Voting Polls Open Office Expo 2010 Product Showcases Voting Polls Open (if second ballot is required) Voting Polls Open (if third ballot is required) Leadership Luncheon Business Session Reconvenes</p>
<p>Tue 07.20</p>	<p>9:00a - 10:30a 1:00p - 4:30p 5:00p - 6:00p</p>	<p>Keynote Address: Morning Keynoter Educational Workshops Keynote Address: Closing Keynoter</p>
<p>Wed 07.21</p>	<p>8:00a - 4:00p 5:30p - 6:30p 6:30p</p>	<p>Educational Workshops Networking Reception Final Night Banquet</p>
<p>Thur 07.22</p>	<p>8:30a - 11:45a 8:30a - 11:45a</p>	<p>Post-Meeting Leadership Workshop Post-Meeting Workshop</p>

Policies

1. IAAP distributes the notification of sponsorship opportunities to industry suppliers via e-mail and direct mail.
2. All IAAP events available for sponsorship are planned in collaboration with IAAP. IAAP has final authority on location, theme, decoration, entertainment, transportation (if required), and any other decisions relating to fiscal, contractual or logistical arrangements. IAAP will work with sponsors for mutual benefit; however the final decision authority is IAAP.
3. IAAP reserves the right to decide, restrict and/or control themes, programming, and appropriateness to ensure continuity throughout the IAAP event.
4. Most IAAP events are open to every attendee registered for the event. However, some events are by invitation only and IAAP reserves the right to determine the exclusivity of all IAAP events.
5. Events not hosted by IAAP but held in conjunction with the meeting, may not be held during the same time as any IAAP events. This is monitored by IAAP through the venue.
6. Sponsorship opportunities may change from year to year.
7. Sponsorship pricing is subject to change from year to year.
8. Previous year's sponsors have first right of refusal (FROR) for the same sponsorship the following year.
9. Sponsorships are on a first-come, first-serve basis.
10. All sponsorships must be submitted in writing to IAAP, preferably 3 months or more prior to the IAAP event. Sponsor is responsible for submitting the sponsorship form in writing to IAAP. A letter of agreement will be executed with each sponsorship agreement.
11. Sponsorships are not considered confirmed until a written confirmation is sent by IAAP.
12. When confirming sponsorships, IAAP will invoice sponsor for the sponsorship fees.
13. The sponsorship must be confirmed and appropriate payment received by IAAP before any promotional benefits will be given.
14. Refunds will not be given after sponsorship promotional materials have been produced.
15. Sponsorships are available to any individual and/or organization in good standing with IAAP and who owe no monies to IAAP.
16. Sponsors of any future IAAP events and programs, whether listed in this document or any other sponsorship materials, must adhere to IAAP sponsorship policies.

Application

The International Association of Administrative Professionals invites applications for sponsors for events at IAAP 2010 International Education Forum and Annual Meeting at Hynes Convention Center, Boston, July 18-21, 2010.

The undersigned has agreed to participate as a sponsor in the IAAP 2010 International Education Forum & Annual Meeting. The applicant agrees to pay the designated sponsorship amount as stated on this contract. An invoice and letter of agreement will be sent upon confirmation of the sponsorship by IAAP.

This application shall become binding upon acceptance by IAAP and will constitute a binding contract upon the applicant, subject to the terms, rules and regulations set forth in this sponsorship guide. Mail this application to IAAP Meetings Manager, PO Box 20404, Kansas City, MO 64195-0404. Or e-mail – meetings@iaap-hq.org.

IN WITNESS WHEREFORE, the applicant has caused this application to be executed individually or by an officer, agent or representative duly authorized to execute the same.

YES, we wish to be a SPONSOR at the IAAP 2010 International Education Forum & Annual Meeting at the Hynes Convention Center, Boston. Below we have listed our sponsorship requests:

First Choice: _____ Amount: _____

Second Choice: _____ Amount: _____

Additional Sponsorship: _____ Amount: _____

TOTAL SPONSORSHIP: _____

Please print or type:

Contact: _____

Title: _____

Organization Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Signature: _____ Date: _____

For More Information

The International Association of Administrative Professionals

10502 NW Ambassador Drive

PO Box 20404

Kansas City, Missouri 64195-0404

Rick Brennan, Corporate Relations Manager

816-891-6600 x2228

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