



**IEG's 27th Annual
Sponsorship Conference**
March 21 - 24, 2010
Hilton Chicago
www.ieg2010.com

**Just a few of the organizations
at the 2009 Conference:**

Adidas, Allstate, ALSAC/St. Jude Children's Research Hospital, Alzheimer's Assn., American Airlines, American Bar Assn., American College of Healthcare Executives, American Diabetes Assn., American Express, American Family Insurance, Amica Mutual Insurance, Arizona Exposition & State Fair, Arlington Park, ASAE & The Center for Assn. Leadership, ASICS, ASPCA, Assn. of Canadian Advertisers, Assn. of Zoos & Aquariums, AT&T, Atlantic Lottery, AutoTrader.com, AVP Pro Beach Volleyball Tour, Inc., Banff Mountain Film Festival, Bank of America, Barefoot Wine, Bell Aliant, BlueCross & BlueShield Assn., BMO Financial Group, BMW, Bombardier, Boy Scouts of America, BP America, Breckenridge Resort Chamber, Breeders' Cup, Busch Gardens/Sea World, Calgary Exhibition & Stampede, Canadian Tourism Commission, Capital One, Carhartt, Chevron, Cheyenne Frontier Days, Chicago Bears, Chicago Tribune, Children's Miracle Network, Choice Hotels, Cincinnati Grand Prix, Cisco Systems, City of Hope, Coca-Cola, Dallas Center for the Performing Arts, Dallas Museum of Art, Diageo, Direct Energy, Discover Financial, Dr Pepper Snapple, Eastman Kodak, Enterprise Rent-A-Car, FedEx, Fidelity Investments, Fortune Magazine, Gallo Center for the Arts, Gatorade, General Growth Properties, Georgia-Pacific, Greater Houston CVB, Honda, HSBC Bank Canada, IMG, ING-US, Jelly Belly, John G. Shedd Aquarium, JWT, Kentucky Derby Festival, Lee Brands, Live Nation, M&M Mars, Mall of America, MasterCard, McDonald's, Metro Parks Tacoma, Microsoft, MidFirst Bank, Miller Motorsports Park, MillerCoors, Museum of Fine Arts Boston, National Geographic Society, New Belgium Brewing Company, New England Aquarium, NFL, NHL, Nissan, Nokia, P&G, Pacific Northwest Ballet, PCMA, PGA, Phoenix Zoo, Principal Financial Group, QuikTrip, SAP AG, Scotiabank, Self Storage Assn., Siemens Medical Solutions, Sony, Southwest Airlines Company, Sprint Nextel, St. Louis Zoo, Stihl, Subaru, Susan G. Komen for the Cure, TD Bank, U.S. Army, U.S. Cellular, United Negro College Fund, USA Rugby, USA Triathlon, Visa, Volvo Ocean Race, Walt Disney, Wells Fargo

Get Your Message in the Hands of Sponsorship's Most Powerful Decision-Makers in IEG's Sponsorship Conference Workbook



Advertise in IEG's 27th Annual Conference Workbook and tie in with the most respected event in sponsorship.

Every year the limited advertising space in IEG's Annual Sponsorship Conference Workbook sells out. Why? Because sponsorship's best and brightest gather only once a year for the conference that shapes their marketing budgets for the coming year.

A Complete Marketing Package

Your investment delivers immediate and long-term benefits. With your ad placement, you'll receive:

- **Priority placement in the Conference Workbook:** The Workbook is an invaluable reference tool packed with a complete attendee list—sorted by last name and company—plus checklists, news and analysis, sample documents, promotional ideas and more.
- **Complete attendee list on CD-ROM:** Includes complete contact information, including names, companies, addresses, phone and fax numbers.
- **Featured listing on sponsorship.com:** Exclusively for advertisers, you'll receive year-round exposure in sponsorship.com's marketplace.

Reach sponsorship's top execs for less than 60¢ per attendee

Display Advertising: Deliver your message as you like by placing a display ad in the Conference Workbook. Display ads are available in four sizes and rates start from as little as \$690.

2010 Sponsorship Conference Workbook Advertising Contract

(Contract • Artwork • Payment) **Deadline:**

Name		Title	
Company			
Address, Suite			
City, State, Zip		Area Code + Telephone Number	Fax
E-mail Address		Website	

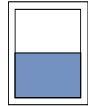
Ad Specifications

Conference WB

- 1/2 Page
 Full Page
 Tab Divider
 Inside Front Cover
 Inside Back Cover
 Back Cover
 Booth

Page bleed note:
Safety: 3/8" on binding edge

1/2 page



Size: 4 3/8" x 3 5/8"

Full Page



Size: 5 1/2" x 8 1/2"
Bleed: 5 3/4" x 8 3/4"

Tab Divider



Size: 5 1/2" x 8 1/2"
Bleed: 5 3/4" x 8 3/4"

Cover



Size: 5 3/4" x 8 1/2"
Bleed: 6" x 8 3/4"

Ad Placement

Conference WB

Check all that apply.

- Attendee Section (B&W)
 Agenda Section, Tabs & Covers (Color)

Advertising Rates & Specs

Prices quoted in U.S. dollars. Ads subject to contract terms.

Add Space	Attendee Rate	Standard Rate
1/2 Page	\$ 690	\$ 790
Full Page	\$ 950	\$ 1,150
Tab Divider	\$ 2,100	\$ 2,400
Back Cover	\$ 2,900	\$ 3,300
Inside Front Cover	\$ 2,750	\$ 3,150
Inside Back Cover	\$ 2,500	\$ 2,900
Scanning Fee*	\$ 100	\$ 100
Exhibit Booth (Limited)	\$ 8,800	\$ 8,800
Sponsorship Packages	call for rates	call for rates

*Fee applies to logos not submitted on disk or via email.

Payment Information

- Enclosed is my check payable to IEG, LLC
 Send invoice

Charge the following: Visa MC Discover AmEx

Credit card number	Expiration date	GRAND TOTAL	\$
Print name as it appears on card	Purchasing card code		
Signature	Date		

Mechanical Requirements

Display Ads and Logos: Submit 1200 dpi black-and-white line art or 400 dpi grayscale image as either an uncompressed TIFF (without LZW compression) or an EPS with Mac preview; other file formats (e.g., JPEG, GIF, PICT, BMP, WMF, etc.) are not acceptable. If you use Illustrator 9/10 or Photoshop 6/7, you must convert your images to the versions listed above prior to creating your proof. If providing an EPS, all fonts must be converted to outlines or curves; resident fonts will not be accepted. Final output size of logos will be no larger than 2-5/16" x 1".

Proof and Submission: Include a high-resolution proof with your ad on a 100 MB Zip disk or CD-ROM. Without a proof, IEG cannot be responsible for ad reproduction quality. If you email your ad to adv@sponsorship.com, include a PDF soft proof. Media will not be returned.

Advertising Terms and Conditions

1. Payment Terms. Payment must be received by material deadline date. If charges owed to IEG are not paid when due, IEG may collect such charges from advertiser, and advertiser shall also pay a \$100 late fee and all costs including legal fees associated with those collection efforts. IEG may also reject, in its sole discretion, any advertisement not fully paid by the appropriate material deadline date. Mechanical, reprint and artwork charges, if incurred, will be invoiced immediately and are payable on receipt. Payment must be made by credit card, check or money order in U.S. dollars only. Dishonored check fee is \$20 USD. Customers outside the U.S., please pay by credit card (or call for other instructions).

2. Cancellation. Booths, covers and divider pages may not be cancelled. Cancellations for all other ads will not be accepted after deadline date noted above. Notice must be received in writing. No portion of an ad package may be cancelled.

3. General Conditions. IEG reserves the right to approve or disapprove, in its sole discretion, any prospective advertiser and the content of any proposed advertisement. The deposit of an advertiser's check or a charge to an advertiser's credit card are automated processes that do not constitute approval or acceptance of the advertisement. Agency or advertiser shall indemnify publisher against any damages and related expenses (including legal fees) arising from the publication of the advertisement. Publisher's sole obligation as to any failure or default on its part shall be limited to a refund of advertising charges. Media will not be returned to advertiser. Advertiser will meet the Mechanical Requirements. Customers and their organizations agree to receive IEG account information and marketing offers via all methods of contact until they notify IEG to discontinue those communications. You may notify IEG at any time by mail, phone, e-mail or fax. The Advertiser agrees to use any material supplied as part of their purchase in accordance with all domestic and foreign copyright, trademark, communication and privacy laws, rules and regulations. The Advertiser understands that all lists are not opt-in lists and that IEG in no way warrants them as such. Advertiser may not give, sell or transfer the materials or any of the information contained in the materials to any affiliate or subsidiary of Advertiser or to any third party, or publish or disseminate any compilation of such information on the Internet or any other computer-networked site accessible by persons or entities other than Advertiser, whether now existing or thereafter created, or use such information for any mailing list, facsimile list, telemarketing list, other marketing or research aid or data compilation, or transfer any such information for any commercial purchase prohibited by law. Customer calls may be recorded for training or quality assessment.

I agree to the Terms and Conditions above:

Authorized Signature	Date
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Please return completed contract with full payment to: **IEG, LLC** 640 North LaSalle, Suite 450, Chicago, Illinois 60654-3186 U.S.A.
800/834-4850 (outside the U.S. and Canada, call 312/944-1727) Fax: 312/944-1897 adv@sponsorship.com www.sponsorship.com