

# LEAP

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HOW TOP BRANDS ARE TRANSFORMING  
SPONSORSHIP

IEG'S ANNUAL SPONSORSHIP CONFERENCE  
MARCH 18 - 21, 2012, CHICAGO



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# GROW YOUR PARTNERSHIPS & YOUR BUSINESS



**LAREN UKMAN**  
*CEO, IEG, LLC*

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We have one goal for IEG's annual conference in 2012: Helping you unlock the code to successful, twenty-first century partnerships. Our agenda features keynote presentations from C-level executives who have put sponsorship at the heart of their businesses, as well as panels, workshops and round tables led by innovators and influencers who are rewriting the rules and taking the industry to never-dreamed-of places.

This outstanding line-up is just one example of what makes the conference a must-attend. What differentiates IEG from every other industry conference is the people you will meet, the conversations you will have and the partnerships that will grow out of them.

IEG couples theory with practice, examples with advice, illuminating the way to growth for rightsholders and brands across categories and geographies.

Attend and learn how leader and challenger brands are engaging customers on multiple levels through integrated strategies and mutually beneficial platforms. You will see how pioneering rights-holders are changing the game for themselves and their partners.

With change so rapid and fundamental, everyone is hungry to understand how they can take advantage of the new landscape. Come to Chicago in March and stake your claim.

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## **FROM IEG**

IEG leads the way in sponsorship intelligence. With over 30 years providing insights, evaluation and guidance, our teams bring unparalleled perspective and proven methodology to every challenge.

We partner with top brands and properties to create fresh strategies, evaluate opportunities and maximize results. Our clients rise above competitors, meaningfully engage audiences and achieve lasting impact.

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# KEYNOTE SPEAKERS



**MARK WRIGHT**

*VP, Media Services  
& Sponsorships*



**JOHAN JERVOE**

*Vice President of Sales  
& Marketing, Director  
of Creative Services*



**WENDY CLARK**

*Senior Vice President  
of Integrated Marketing*



**LARRY SCOTT**

*Commissioner*



**JOHN SKIPPER**

*Executive Vice President  
Content*



**MARC PRITCHARD**

*Global Marketing &  
Brand Building Officer*



**JEAN-CLAUDE BIVER**

*CEO*



**MIKE HARRISON**

*Chief Brand Officer*



**LESA UKMAN**

*Chief Insights Officer*



**EDDY MORETTI**

*Executive Creative Director*

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# PRESENTERS



**CHRIS TRAEGER**  
SVP, Partnership  
Management



**MICHAEL ROBICHAUD**  
VP, Global Sponsorships



**SUZANNE HAMM**  
Director, Regional  
Marketing



**JOHN LEWICKI**  
Director of Global  
Alliances



**ETHAN GREEN**  
VP, Corporate  
Sponsorships & Marketing



Mercedes-Benz

**LISA HOLLADAY**  
Manager,  
Brand Experience  
Marketing



**HANS ERIK TUIJT**  
Global Manager  
Heineken Activation



**RICHARD HONG**  
VP, Global Brand  
& Marketing



**DREW IDDINGS**  
Senior Manager,  
Consumer Promotions



**AMY TAYLOR**  
VP, Marketing



**STEVE POWELL**  
Director, Sports  
Marketing



**STEPHEN CHRIS**  
Senior Director,  
Corporate Scale &  
Marketing Partnerships

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## WORKSHOP LEADERS

**MICHAEL AISNER**, Chief, The MDA Co.

**JORDAN BERKOWITZ**, Executive Director,  
Creative Technology & Innovation, Ogilvy  
& Mather

**KAREN CAGE**, Corporate Marketing,  
Hewlett-Packard Co.

**BILL COOPER**, Senior Partner,  
Twentyten Group

**TOM HOF**, VP of Business Development &  
Philanthropy, Columbus Zoo and Aquarium

**FREDDA HURWITZ**, Global VP, Strategic  
Planning, Marketing & Communications,  
Havas Sports & Entertainment

**RICK JONES**, Founder & Head Captain,  
FishBait Marketing

**MIKE KELNER**, Senior Director,  
Sponsorship Marketing, Fidelity Investments

**JED PEARSALL & Bill DOYLE**, Co-founders,  
Performance Research

**KEVIN THOMAS**, VP of Strategic Marketing,  
Rough Fenway Racing

**OSCAR UGAZ**, Director, Phantasia Worldwide

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## ROUND-TABLE LEADERS

Interactive, small-group discussion  
facilitators include decision-makers  
from the following companies:

ASICS  
AMERICA

PRINCIPAL  
FINANCIAL

AT&T

RADIOSHACK

BMW GROUP  
CANADA

SASKTEL

CENTURYLINK

SCOTIABANK

CLOROX

SUBARU

HARLEY-DAVIDSON

SWEDBANK

T. ROWE PRICE

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# HOW TOP BRANDS ARE TRANSFORMING SPONSORSHIP

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In a world where protests against greed are breaking out all over, where post-recession consumers are replacing mindless consumption with mindful purchasing, and where the power of shared media is in the hands of a public impatient with marketing, sponsorship is being transformed.

**MEANING REPLACES SCREAMING.** Brands that mean more make more. Procter & Gamble put moms at the center of its Olympic partnership, increasing favorability of its brands by 10 percentage points and driving more than \$100 million in incremental sales.

**TRIALOGUES REPLACE DIALOGUES.** Give great content to fans and they will spread the word for you. Google search results for Coca-Cola/ FIFA World Cup returned nearly nine pages of consumer-generated content for every one page of brand-originated content.

**CREATING REPLACES DICTATING.** There is a cause-and-effect relationship between financial performance and innovation. Intel brings The Creators Project, a vast collection of artists, designers, musicians and filmmakers to the Coachella Valley Music and Arts Festival to re-imagine the festival experience for the next generation.

**GOOD REPLACES SHOULD.** Infusing good into brand stories is not a responsibility but an opportunity. Hublot, which is changing the sports sponsorship playbook, and Timberland, which taps the pull of social advocacy by backing movements rather than campaigns, show values now count as much as value.

Tough times and hard questions demand radical shifts in how we think and how we work. Sponsorship's new role is being spearheaded by CEOs and CMOs. They recognize that any need for brand beacons is exceeded by the need to team with partners and stakeholders to create a better future together—to change not just the conversation, but the world.

The 2012 IEG Conference brings these path-breakers together. The diversity of their portfolios reflects the diversity of their businesses. But what they all have in common is moving beyond marketing to enhancing lives, while building brands, loyalty, share and premiums... even in turbulent times.

# AGENDA

<b>SUNDAY MARCH 18</b>	
1 pm	<b>REGISTRATION OPENS</b>
2 – 3 pm	<b>HEAD-START WORKSHOPS</b> SESSIONS LED BY IEG SENIOR EXECUTIVES AND CONSULTANTS
<i>Choose one session to attend</i>	<b>Collaborating on Relevant, Impactful Activation</b>
	<b>Meaningful Sponsorship Measurement and Evaluation</b>
	<b>Sponsorship Essentials</b>
	<b>Taking Association Sponsorships to the Next Level</b>
3:30 – 4:30 pm	<b>HEAD-START WORKSHOPS</b> SESSIONS LED BY IEG SENIOR EXECUTIVES AND CONSULTANTS
<i>Choose one session to attend</i>	<b>Valuation: Determining the True Worth of Sponsorships</b>
	<b>Revealed: Sponsorship Trends Critical For Growth</b>
	<b>Sponsorship-fueled Social Media and Digital Interaction</b>
	<b>Taking Nonprofit and Cause Partnerships to the Next Level</b>
5 – 6:30 pm	<b>WELCOME RECEPTION</b>
<b>MONDAY MARCH 19</b>	
7am	<b>REGISTRATION OPENS</b>
7:30 – 9:30 am	<b>CONTINENTAL BREAKFAST, ROUND TABLES, SPECIAL INTEREST GROUP MEETINGS</b>
9:45 – 10:15 am	<b>OPENING ADDRESS</b>
	<p><b>Tapping the Intersection of Content, Co-Creation, Analytics and Brands to Grow Your Partnerships</b>  <i>Lesa Ukman, Chief Insights Officer, IEG, LLC</i></p> <p>Connecting with people through their emotions fast-tracks growth. By engaging through relevant sports, arts, entertainment, events and causes, sponsors bypass the brain and go straight to the heart. When combined with the social and location-based technologies that turbocharge people’s ability to rip, mash and redistribute content across networks, the emotional investment a customer has in a brand is strengthened. Participation and co-creation accurately predict customer loyalty and future performance. The fusion of technology, content and the tidal wave of data generated by participation is moving sponsorship from nice-to-have to must-have, unlocking loyalty and opening new markets, talent pools and white space.</p>

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VISIT [WWW.IEG2012.COM](http://WWW.IEG2012.COM)

**MONDAY MARCH 19 (CONT.)**

10:15 – 11 am

**KEYNOTE ADDRESS**

**The Primacy of Networked Consumers and the Power of Partnerships to Reach Them**

*Wendy Clark, Senior Vice President of Integrated Marketing, The Coca-Cola Co.*

Clark, the architect of Coke's "liquid and linked" philosophy, will explain why marketing must be both liquid—flowing to the furthest communication point—and linked—coupled to the overall brand strategy and to each message communicated. She will show how this is driven by partnerships that tell compelling stories and involve consumers, such as Coke's global "Wavin' Flag" promotion around FIFA World Cup and its collaborations that are bringing consumers into the music creation process with bands like Maroon 5.

11:15 am –  
12:15 pm

**PANEL DISCUSSION**

*Choose one session to attend*

**Expressions over Impressions: Engaging with In-control Consumers**

*Ethan Green, Vice President, Corporate Sponsorships & Marketing, Citi*

*Hans Erik Tuijt, Global Manager, Heineken Activation, Heineken N.V.*

*John Lewicki, Director of Global Alliances, McDonald's Corp.*

The panel will delve into how marketers are fueling conversations with consumers when their brands no longer dictate the message. Discussion will focus on the roles that social media and digital communication play in sponsorship activation. The panelists are involved in everything from rewarding Citi customers through mobile-phone-enabled VIP concert upgrades to social games such as Heineken's UEFA-connected Star Player to grassroots extensions of McDonald's global sponsorships.

**WORKSHOPS**

**Repurpose: Successfully Applying Sports Sponsorship Sales Practices to a Nonprofit Property**

*Tom Hof, Vice President of Business Development and Philanthropy, Columbus Zoo and Aquarium*

**Taking Association Partnerships to the Next Level**

*IEG Senior Executives and Consultants*

**Architecture & Engineering: Building the Perfect Partnership between Property and Sponsor**

*Rick Jones, Founder and Head Captain, FishBait Marketing*

AGENDA CONTINUED ON NEXT PAGE

# AGENDA

<b>MONDAY MARCH 19 (CONT.)</b>	
12:30 – 1:30 pm	<b>NETWORKING LUNCH</b>
1:30 – 2:30 pm	<b>KEYNOTE ADDRESS</b>
	<p><b>The Unequivocal Case for Purpose-based Brand Building</b>  <i>Marc Pritchard, Global Marketing &amp; Brand Building Officer, The Procter &amp; Gamble Co.</i></p> <p>Pritchard urges companies to rethink outdated marketing concepts and build brands that directly improve the lives of the people they serve. This will create communities of people who care about a brand, not just consume it—producing more sustainable business results. He will demonstrate how brand purpose has guided the development of big ideas for P&amp;G—whether the Olympic salute to moms or Tide Loads of Hope—and generated unprecedented consumer engagement and undeniable bottom-line impact.</p>
2:45 – 3:45 pm	<b>SPONSORS-ONLY DISCUSSION</b>
Choose one session to attend	<p><b>Putting All the Pieces of the Puzzle Together</b>  <i>Rob Norman, CEO, GroupM North America</i></p> <p>This session, exclusively for client-side marketers, will explore the most pressing and topical issues facing sponsors, including 1) how partnerships can obtain a seat at the strategic planning table and become fully integrated; 2) owning vs. renting—is it better to develop proprietary programs you can control or tap the valuable equity of rightsholders? 3) optimal ways to harness resources and manage partnerships.</p>
	<b>WORKSHOPS</b>
	<p><b>Exploiting Your Property’s Digital Assets for Maximum Value</b>  <i>Oscar Ugatz, Director, Phantasia Worldwide</i></p>
	<p><b>The Latest Insights and Newest Developments in Audience Research</b>  <i>Jed Pearsall and Bill Doyle, Co-founders, Performance Research</i></p>
	<p><b>Valuation: Determining the True Worth of Sponsorships</b>  <i>IEG Senior Executives and Consultants</i></p>

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**MONDAY MARCH 19 (CONT.)**

4 – 5 pm

**KEYNOTE ADDRESS**

**Facing the Future: Positioning Properties and Partnerships for Greatness**

*Larry Scott, Commissioner, Pac-12 Conference*

As the former head of the WTA and now the Pac-12's leader, Scott is giving an entirely new meaning to the term "game changer." Having reinvigorated a nearly century-old organization and reinvented the role of collegiate athletic conferences, he will offer his perspective on how rightsholders looking to make similar bold moves should assess change, examine risk vs. reward and prepare themselves to deliver the next big product or innovation to partners—including sponsors, broadcasters and fans.

7 pm

**EVENING RECEPTION**

**TUESDAY MARCH 20**

7:30 –  
9:30 am

**CONTINENTAL BREAKFAST, ROUND TABLES, SPECIAL INTEREST GROUP MEETINGS**

9:45 –  
10:45 am

**KEYNOTE ADDRESS**

**Brands and Media: Cooperation or Collision at the Content Crossroads**

*Mark Wright, Vice President, Media Services & Sponsorships, AT&T, and John Skipper, Executive Vice President, Content, ESPN*

With sponsors demanding access to their property partners' content, brands have morphed into media outlets. This puts them in competition with broadcasters, who they otherwise must work with as advertising platforms. How do the two reach a place where everyone feels their needs are met? And what role should the rightsholders in the middle play? Wright—who has pioneered the use of content as a sponsorship decision-maker at Anheuser-Busch and AT&T—and Skipper, one of ESPN's top execs, will discuss the changing media rights ecosystem.

**AGENDA CONTINUED ON NEXT PAGE**

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# AGENDA

<b>TUESDAY MARCH 20 (CONT.)</b>	
<b>11 am– Noon</b>	<b>PANEL DISCUSSION</b>
Choose one session to attend	<b>Taking Partnerships to New Places and Driving Better Results</b> <i>Chris Traeger, Senior Vice President, Partnership Management, Bank of America Corp.</i> <i>Lisa Holladay, Manager, Brand Experience Marketing, Mercedes-Benz USA, LLC</i> <i>Richard Hong, Vice President, Global Brand &amp; Marketing, MetLife, Inc.</i>  Three experienced sponsors who oversee portfolios that include longtime relationships and traditional deals—naming rights, league official status, etc.—will address what they are doing to keep these partnerships fresh, current, relevant and delivering against business objectives. Among the sponsorships the panelists are responsible for are deals with MLB, NASCAR, Fashion Week, PGA of America and MetLife Stadium.
	<b>WORKSHOPS</b>
	<b>Building Measurement into the Sponsorship Sales Process</b> <i>Kevin Thomas, Vice President of Strategic Marketing, Roush Fenway Racing</i>
	<b>Perfect Pitch: Decision-maker and Crowd Feedback on Partnership Concepts</b> <i>Mike Kelner, Senior Director, Sponsorship Marketing, Fidelity Investments, and Karen Cage, Corporate Marketing, Hewlett-Packard Co.</i>
	<b>Sponsorship-fueled Social Media and Digital Interaction</b> <i>IEG Senior Executives and Consultants</i>
<b>12:15 – 1:15 pm</b>	<b>NETWORKING LUNCH</b>

“VERY INSPIRING, MET GREAT DYNAMIC PEOPLE AND LEARNED FROM LEADERS IN THE INDUSTRY.”

— RUTH BURSHEIN, SCOTIABANK

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**TUESDAY MARCH 20 (CONT.)**

1:15 –  
2:15 pm

**KEYNOTE ADDRESS**

**Less Badging, More Values, Bigger Bang**

*Jean-Claude Biver, CEO, Hublot SA*

The story of an international brand making a big investment in sponsorship is not unique. But luxury watchmaker Hublot's series of high-profile deals go far beyond writing checks. The brand and its pioneering leader have introduced more new ideas than any other sponsor, including tapping the reach of sport to promote social change. By embedding values into its partnerships, Hublot has catapulted itself over deeper-pocketed cosponsors and earned major gains in brand equity, reputation and market share.

2:30 –  
3:30 pm

**PANEL DISCUSSION**

*Choose one session to attend*

**Rising Above: Doing Well by Injecting Meaning into Partnerships**

*Suzanne Hamm, Director, Regional Marketing, Capital One, N.A.*

*Stephen Chriss, Senior Director, Corporate Scale & Marketing Partnerships, Kraft Foods North America*

*Michael Robichaud, Vice President, Global Sponsorships, MasterCard Inc.*

Expressing company values and forging emotional connections with consumers is no longer the sole domain of philanthropy and cause partnerships. Hybrid approaches blend the best of commercially driven sponsorships with thoughtfully selected charitable efforts and community initiatives. The panelists—who oversee programs such as the Kraft Fight Hunger Bowl and Major League Baseball/Stand Up To Cancer—will show how diverse brands are charting new courses to demonstrate their values.

**WORKSHOPS**

**Don't Be Designer Roadkill: Essential Tools for Properties in a New Era**

*Michael D. Aisner, Chief, The MDA Co.*

**Meaningful Sponsorship Measurement and Evaluation**

*IEG Senior Executives and Consultants*

**Protecting Sponsors' Rights: Managing Expectations and Fulfilling Obligations**

*Bill Cooper, Senior Partner, Twentyten Group*

**AGENDA CONTINUED ON NEXT PAGE**

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# AGENDA

TUESDAY MARCH 20 (CONT.)	
4 – 5 pm	<b>KEYNOTE ADDRESS</b>
	<p><b>Doing Good: More than a Responsibility, an Opportunity</b> <i>Mike Harrison, Chief Brand Officer, The Timberland Co.</i></p> <p>Timberland's experience in marketing sustainable products and promoting its commitment to the environment challenges conventional wisdom and provides an invaluable roadmap for other brands and nonprofit partners. Among Harrison's unexpected takeaways from the launch of its Earthkeepers line: Don't miss the opportunity to "talk the talk" as well as "walk the walk" and make sure communications are not too earnest, lest you turn away consumers who care but are not fanatical.</p>
5 pm	<b>COCKTAIL RECEPTION</b>

WEDNESDAY MARCH 21	
7:30 – 9:30 am	<b>CONTINENTAL BREAKFAST, ROUND TABLES, SPECIAL INTEREST GROUP MEETINGS</b>
9:45 – 10:30 am	<b>KEYNOTE ADDRESS</b>
	<p><b>Partnerships of Tomorrow: Innovation as a Competitive Differentiator</b> <i>Johan Jervoe, Vice President of Sales &amp; Marketing, Director of Creative Services, Intel Corp., and Eddy Moretti, Executive Creative Director, Vice Media, Inc.</i></p> <p>Intel and Vice, the collaborators behind The Creators Project—a groundbreaking use of digital technology to disseminate the work of artists and foster new content creation and expression—are disrupting the notion of traditional arts and festival sponsorships. Jervoe and Moretti will discuss how becoming a co-curator or "creative partner" with artists and events such as the Coachella festival puts Intel at the center of the conversation, not as the speaker, but the one being spoken about.</p>

“REALLY APPRECIATE THE ABILITY TO CONNECT WITH SPONSORS AND OTHER LIKE ORGANIZATIONS.”

— BRIAN ANNIS, FORD'S THEATRE SOCIETY

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**WEDNESDAY MARCH 21 (CONT.)**

10:45 –  
11:45 am

**PANEL DISCUSSION**

Choose one  
session to  
attend

**Now vs. Next: Managing Today's Partnerships while Planning for Tomorrow's**

*Steve Powell, Director, Sports Marketing, Eastman Kodak Corp.*

*Drew Iddings, Senior Manager, Consumer Promotions, The Hershey Co.*

*Amy Taylor, Vice President, Marketing, Red Bull North America*

The panelists represent major sponsors with vastly different perspectives, objectives and approaches to partnerships. The discussion will include how they are addressing current challenges in driving growth from B2B, trade and B2C target markets, as well as how their brands are positioned to adapt to the changing marketplace.

**WORKSHOPS**

**Incorporating Activation and Engagement into B2B Partnerships**

*Jordan Berkowitz, Executive Director, Creative Technology & Innovation, Ogilvy & Mather*

**How Entertainment Consumers Feel about Sponsorship and What It Means To Properties and Brands**

*Fredda Hurwitz, Global Vice President, Strategic Planning, Marketing & Communications, Havas Sports & Entertainment*

**Taking Nonprofit and Cause Partnerships to the Next Level**

*IEG Senior Executives and Consultants*

Noon –  
12:30 pm

**GENERAL SESSION: CONFERENCE WRAP-UP AND TAKEAWAYS**

“GREAT NETWORKING, VAST ARRAY OF LEARNING OPPORTUNITIES THROUGH WORKSHOP SESSIONS, PANEL DISCUSSIONS AND KEYNOTES ACROSS ALL INDUSTRIES.”

— KEIA CLARKE, NBA

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# YOUR IEG EXPERIENCE

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## WHY ATTEND?

Your conference experience will be unlike any you have had. For starters, IEG is the only event that covers the entire spectrum of partnerships: sports, entertainment, festivals, events, arts, causes and associations.

You will come away smarter, more connected, better able to tackle partnership challenges and equipped to answer the tough questions from senior leadership, partners and clients (both external and internal).

## DON'T TAKE OUR WORD FOR IT

- 97 percent of attendees said the 2011 IEG Conference delivered everything promised
- 98 percent said they made contacts that would help them in the future
- See which companies attend the conference and read what they had to say at [www.IEG2012.com](http://www.IEG2012.com)

## ADMISSION TO ALL SESSIONS

- Multiple learning formats including keynotes, panel discussions, interactive workshops and small-group round tables
- Opening reception Sunday evening, off-site party Monday night and cocktail reception Tuesday evening
- Topic- and industry-specific networking luncheons Monday and Tuesday
- Membership in industry-based Special Interest Groups (SIGs) and access to group activities
- Continental breakfast Monday through Wednesday

## CONTINUED NETWORKING AND EDUCATION AFTER YOU DEPART

- Conference dashboard, an attendee-only password-protected section of [sponsorship.com](http://sponsorship.com)
  - **All sessions are recorded.** You will have access to all recorded sessions for three months
  - All session documentation, handouts and editorial coverage
  - Delegate roster with complete contact information for all attendees
- Conference workbook with session information and a delegate roster

## LOCATION: SHERATON CHICAGO HOTEL & TOWERS

The Sheraton Chicago has reserved a block of rooms at preferential rates of \$185 per night. Rooms go fast, so book early. Call the hotel at 312.464.1000 and request the IEG Conference rate or visit [www.IEG2012.com](http://www.IEG2012.com) and click the "Travel & Registration" link.

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# REGISTER NOW!

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**FAX:** 312.944.1897

**EMAIL:** ieg@sponsorship.com

**MAIL:** IEG, LLC, 14498 Collections Center Drive, Chicago, IL 60693 U.S.A.

## CONFERENCE REGISTRATION RATES

- \$1,995 for one registration
- \$1,795 per person for 2 to 5 registrations
- \$1,595 per person for 6 or more registrations

The deposit of checks and credit cards are automated processes and do not constitute acceptance of the order. IEG, LLC reserves the right to refuse admission and refund registrations. Customers and their organizations agree to receive IEG account information and offers via all methods of contact until they notify IEG to discontinue such communications. You may notify IEG at any time by mail, phone, email or fax. Calls may be recorded for training or quality assessment. Read about our Corporate Social Responsibility policies at [www.sponsorship.com/codeofconduct](http://www.sponsorship.com/codeofconduct).

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PRINT NAME EXACTLY AS IT APPEARS ON CARD	PURCHASE CARD CODE (IF APPLICABLE)
SIGNATURE	DATE

**CANCELLATION:** Full refunds will be sent for written cancellations postmarked by March 2, 2012. Conference Workbook plus 50-percent refund will be sent for written cancellations postmarked between March 3 and March 9. There will be no refunds on registrations or cancellations made after March 9.

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**"DELIVERED ON NETWORKING,  
INFORMATION AND INSPIRATION,  
MAKING IT VERY WORTHWHILE."**

— KAREN CAGE, HP

