

IEG's 27th Annual Sponsorship Conference

March 21–24, 2010 | Chicago

Produced by IEG, LLC, publisher of *IEG Sponsorship Report*®



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Sponsors, rightsholders and consumers are all coming unbound from the confines of traditional roles. Brands are not merely sponsors but increasingly the creators, curators and distributors of entertainment. Fan communities are not just supporters of a team, cause or property but powerful social networks that can affect change for good and forever. And live events are now shared productions with the people who alter and spread versions of their own across devices of their choosing. The unbound landscape favors expressions over impressions and delivers platforms for the new products, services and applications people actually want. What's it all mean? We are in far bigger terrain as **sponsorship becomes open source, fulfilling not just a marketing function but a significant role in driving business.**

Unbound is your blueprint for growing when markets are contracting and growing even more when they are not. Join 1,200 engaged delegates from around the world in Chicago March 21–24, 2010 and experience the convergence of the industry's most powerful ideas and most profitable network. Strategies crystallize, inspiration flies, partnerships hatch. **Register Now.**

Read more about *Unbound* and register at www.IEG2010.com or call 800.834.4850

Hear Innovators, Influencers, Change Agents, Thought Leaders and Icons who Inform and Inspire

AAA's Matthew Haas reveals the hidden value in local deals

AT&T's Tim McGhee prescribes a fast course of reinvention as the antidote for budget cuts

AT&T's Hestia Lei and Digital Kitchen's Don McNeil untether sponsorship content from marketing and create a new revenue stream

Bacardi's Giles Woodyer shows what's possible when push, awareness and reach are replaced by pull, credit and relevance

BIC's Jamie Kistner proves sponsorship's edge with youth and at retail

Frito-Lay's Rudy Wilson wins big with innovation and participation

General Motors' Steve Tihanyi reinvents the role of partnerships for a company in transition

Green Mountain Coffee Roasters' Michael Dupee links corporate profits to advocacy and social justice

Hasbro's Karen Davis and Allison & Partners' Scott Pansky meld philanthropy and marketing

IEG's Lesa Ukman on thriving in a world where traditional boundaries have collapsed

Milwaukee Journal's Dave Wise revamps media partnerships

- **American Academy of Family Physicians'** Craig Doane; **AIGA**—The Professional Assn. for Design's Rose Adkins; **Career Sports'** Mark Lazarus; **Chicago Bears'** Chris Hibbs; **Essence Music Festival's** Joy Collins; **Harlem Ambassadors'** Dale Moss; **Houston CVB's** Michael Heckman; **Rethink Breast Cancer's** Alison Gordon; **Skip Barber's** Charles Kim; and **TriplePundit's** Ryan Mickle.
- **IEG Sessions.** Many delegates say these solution-rich talks are alone worth the price of admission. Larry Albus, Jim Andrews, Bill Chipps, Stacey Goldberg, Vinu Joseph, Rebecca Joslin, Diane Knoepke, Dan Kowitz, Mark Ordning, Emily Rogers and IEG CEO Laren Ukman prepare you for the year ahead

Beam Global Spirits & Wine's

Antonio Portillo powers performance with emotion

BMO's Sandy Bourne counters the critics, linking sponsorship directly to customer acquisition and retention

Charles Schwab's Teri Felix creates a whole bigger than the sum of its parts

Clorox's Drew McGowan makes the case for expanding partnerships in times of contraction

Fender Musical Instruments' Richard McDonald balances heritage with innovation and endorsements with authenticity

Performance Research's Jed Pearsall and Bill Doyle on what consumers really think about partnership

QuikTrip's Chris Cadieux and Blueview's Dan Winders share their model for screening digital opportunities

Skandia's Niklas Birgetz replaces short-term tactics with long-term strategies

Sprint Nextel's Bob Stohrer walks the talk, building partnerships for the age of screens, social media, customer control and user-generated everything

State Farm's Todd Fischer raises the bar, linking sponsorship directly to consumer behavior

Stihl's Roger Phelps slays misconceptions around B2B partnerships

Sponsors In Residence

More than 40 active sponsors meet with delegates each morning. Register by Feb. 24 to lock in your one-on-one.

Accenture, Steve Leland

Allstate, Pam Hollander and Karen Uhler

ASICS, Bill Logee

AutoTrader.com, Carol Ashby

Bank of America, Tim Hadzima

Barefoot Wine, Erica Brandler

BlueCross BlueShield, Terry Keigher

BMO Financial Group, Joanna Marcovici

BMW Canada, Stephen Lester

Canadian National Railway, Carole Michelucci

Coca-Cola

Gatorade, Scott Paddock

Harris Bank, Gillian Fraser

ING Financial, Adam Ragsdale

Liberty Mutual, Mary Keough-Anderson

Mercedes-Benz, Lisa Holladay

MillerCoors, Tom Crawford

Principal Financial, Christine Riedel-King

Sharp Electronics, Judah Zeigler

Southwest Airlines, Sally Harbeson

Stanley Works, Ted Lund

Your IEG Experience

A Conference You Will Use, Not Just Attend

Unbound – IEG’s 27th annual conference on sports, arts, events, entertainment, nonprofit, cause and affinity marketing – is the original unconference. No dog-and-pony shows, no sales pitches from the podium. From Sunday through Wednesday, you will be immersed in strategic innovation, sophisticated, real-world training and the unconventional that inspires. Whether you are a sponsor, rightsholder or agency, public or private, local or global, IEG is your best investment in growth.

Don’t take our word for it.

Follow the money, read the reviews, see who attends:

- IEG sells out every year. Before we announced any speakers, nearly half the 1,200 spots were already sold
- More than 65 percent of attendees are alumni
- A full 98 percent of attendees said the 2009 IEG Conference delivered everything promised
- And 97 percent said they made contacts that would help them in the future
- Read the reviews for yourself and see which companies were at the 2009 conference: www.IEG2010.com

Pre-conference Seminar:

Good for Business: Nonprofit Partnerships that Build Social and Financial Value (\$399)

The convergence of consumer activism, corporate social responsibility and strategic philanthropy is creating newer and better opportunities to build financial, social and human capital. This pre-conference seminar guides companies and nonprofits on profitably harnessing the power of each other’s assets. Complete information with speakers and topics at www.IEG2010.com

Your registration includes:

- Admission to all sessions and receptions Sunday, March 21 through Wednesday, March 24
- Conference Workbook with session notes and speaker documentation and Delegate Roster with full contact details
- Access to password-protected area on IEG’s Web site with all session takeaways, handouts and editorial coverage
- Receptions Sunday, Monday and Tuesday nights
- Special-interest networking luncheons Monday and Tuesday
- Membership in industry-specific Special Interest Groups (SIGs) and access to group activities
- Continental breakfast Monday through Wednesday
- Multiple learning formats including keynotes and presentations, interactive workshops and tutorials, and small-group round tables
- Customized agendas each day for sponsors, properties and agencies

Conference Hotel

Held at the landmark Hilton Chicago, 720 South Michigan Ave., we have reserved a block of rooms at preferential rates – singles: \$199 per night (military: \$163). Rooms go fast, so book early. Call the Hilton at 312.922.4400 and request IEG’s Conference rate or visit www.IEG2010.com and click the “Travel & Hotel” link.

Unbound Agenda at a Glance

Sunday

11 am – 4 pm

4:30 – 5:30 pm

5:30 pm

Monday

7:30 – 9:45 am

10 – 10:45 am

11 – Noon

12:15 – 2:45 pm

3 – 5:15 pm

7 pm

Tuesday

7:30 – 9:45 am

10 – 11 am

11:15 – 12:15 pm

12:30 – 2:30 pm

2:45 – 5 pm

5:30 pm

Wednesday

7:30 – 9:45 am

10 – 11 am

11:15 – 12:15 pm

12:30 – 1:15 pm

March 21

Pre-conference Seminar (\$399)
Good for Business: Nonprofit Partnerships that Build Social and Financial Value

Early Bird Conference Workshops (select 1 of 3)

Opening Reception

March 22

Breakfast, Sponsors In Residence, Tutorials & Round Tables (select 2 of 20)

Keynote

Presentations (select 1 of 4)

Lunch and Keynote

Workshops (select 2 of 8)

Reception

March 23

Breakfast, Sponsors In Residence, Tutorials & Round Tables (select 2 of 20)

Presentations (select 1 of 4)

Presentations (select 1 of 4)

Lunch and Keynote

Workshops (select 2 of 8)

Reception

March 24

Breakfast, Sponsors In Residence, Tutorials & Round Tables (select 2 of 20)

Presentations (select 1 of 4)

Presentations (select 1 of 4)

Plenary Session

Register Now

Delegates are accepted on a first-come basis.

For instant enrollment by credit card, register online at www.IEG2010.com or call 800.834.4850 (outside the U.S. and Canada, 1+312.944.1727).

You may also register by:

Fax: 312.944.1897; **Email:** ieg@sponsorship.com; or

Mail: IEG, LLC, 14498 Collections Center Drive, Chicago, Illinois 60693 U.S.A.

Unbound Conference rates

- \$1,695 for one registration (\$1,895 after Feb.1)
- \$1,495 each for 2 to 5 registrations (\$1,695 after Feb.1)
- \$1,295 each for 6 or more registrations (\$1,495 after Feb.1)

Sunday Pre-conference Seminar

- \$599 per person
- \$399 for *Unbound* attendees

Prices quoted in U.S. dollars. Customers outside the U.S., please pay by credit card or call for other options. For three or more delegates, please copy this form or enroll online, www.IEG2010.com.

- Enclosed is my check payable to IEG, LLC**
- Charge the following:**

- Visa
- MasterCard
- AmEx
- Discover

Name Title

Name Title

Company

Address, Suite

Telephone Fax

City, State, Zip, Country Email Address

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.

Credit card number

Expiration date

Print name exactly as it appears on card

Purchase card code (if applicable)

Signature

Date

Cancellation: Full refund will be sent for written cancellations postmarked by March 5, 2010. The Conference Workbook plus 50 percent refund sent for written cancellations postmarked between March 6 and March 12, 2010. No refunds on registrations or cancellations made after March 12, 2010.

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Comments from IEG Conference delegates attest to the kind of experience you can expect:

“Attending IEG with clients broadens horizons and opens doors for new initiatives and new media.”

Marge Navolio, mediaedge:cia

“I left exhausted but rich in ideas, contacts and actionable next steps.”

Dick Schmidt, Boy Scouts of America

“The best networking in the business.”

Betty Noreen Ippolito, Live Nation

“The place to go to get your finger on the pulse of what’s now and what’s next.”

Barbara Matthews, USA Today

“IEG shows us what to add, subtract and change to keep our offerings fresh, compelling and ahead of the curve.”

Ramsey Baker, U.S. Figure Skating Assn.

“A skill-building, horizon-broadening, career-enhancing experience.”

Juan Berjon, CIE Mexico

