

Encouraging Engagement

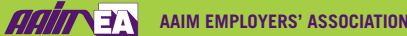
St. Louis, MO

Tuesday, October 18

Peoria, IL

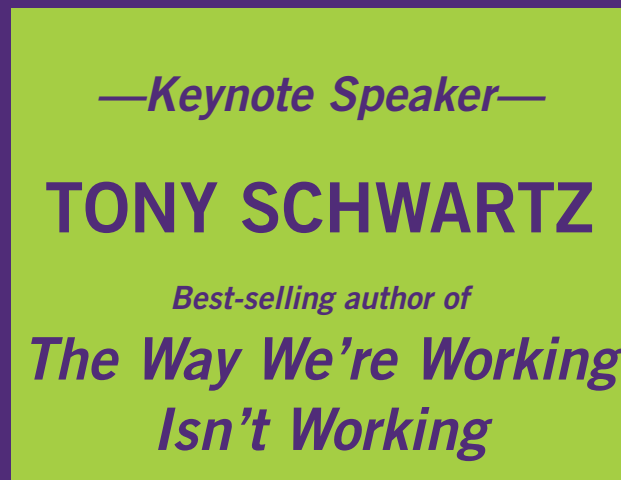
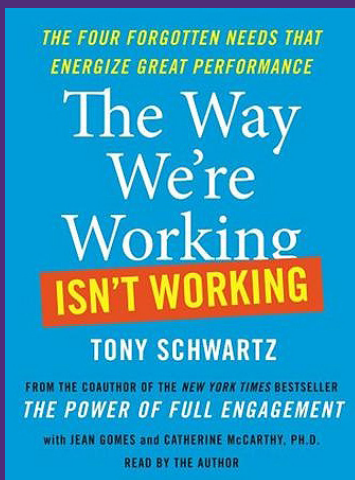
Wednesday, October 19

Sponsorship Opportunities



Why be a Sponsor?


1. Obtain **EXPOSURE** before the event to thousands of member companies through literature, digital media, and other marketing efforts
2. Expand your **BRAND AWARENESS** through name and logo recognition on marketing materials
3. Dynamic **KEYNOTE SPEAKER AND ADDRESS**



4. Choose your level of involvement in the conference among **7 SPONSORSHIP LEVELS**
5. Follow up with confidence using your list of registrant **CONTACT INFORMATION**





<p>Sponsorship Opportunities</p> <p>What you'll receive! </p>	<p>Recognition on all pre-conference promotional materials* - more than 40,000 impressions*</p>	<p>Recognition in conference guide</p>	<p>Recognition on conference website</p>	<p>Recognition in issues of monthly print newsletter*</p>	<p>6' skirted table to display your company's promotional materials.</p>	<p>Electronic list of registrants provided post-conference</p>	<p>Recognition on screen/verbal recognition during event*</p>	<p>Complimentary luncheon reservation (# indicated)</p>	<p>Reserved table with company name at luncheon</p>	<p>1-hour private session with keynote speaker</p>	<p>10 Minute special recognition during Lunch</p>	<p>5 Minute special recognition during Opening</p>
<p>Strategic + Sponsorship (\$10,000) One available per location</p> <ul style="list-style-type: none"> • Exclusive 1-hour with keynote speaker 	<p>40,000+ impressions w/ company name & logo</p>	<p>◆ w/ large logo</p>	<p>◆ w/ large logo & link to home-page</p>	<p>3x</p>	<p>◆</p>	<p>◆</p>	<p>Large logo</p>	<p>8</p>	<p>◆</p>	<p>◆</p>		
<p>Strategic Sponsorship (\$10,000) One available per location</p> <ul style="list-style-type: none"> • Exclusive 10-minute recognition during Lunch 	<p>40,000+ impressions w/ company name & logo</p>	<p>◆ w/ large logo</p>	<p>◆ w/ large logo & link to home-page</p>	<p>3x</p>	<p>◆</p>	<p>◆</p>	<p>Large logo</p>	<p>8</p>	<p>◆</p>		<p>◆</p>	
<p>Mission Sponsorships (\$5000) Two available per location</p> <ul style="list-style-type: none"> • Exclusive 5-minute recognition during Opening 	<p>40,000+ impressions w/ company name & logo</p>	<p>◆ w/ medium logo</p>	<p>◆ w/ medium logo & link to home-page</p>	<p>2x</p>	<p>◆</p>	<p>◆</p>	<p>Medium logo</p>	<p>5</p>				<p>◆</p>
<p>Vision Sponsorships (\$4000) Three available per location</p>	<p>40,000+ impressions w/ company name</p>	<p>◆ w/ small logo</p>	<p>◆ w/ small logo & link to home-page</p>	<p>2x</p>	<p>◆</p>	<p>◆</p>	<p>Small logo</p>	<p>4</p>				
<p>Goal Sponsorships (\$2000) Six available per location</p>	<p>20,000+ impressions w/ company name</p>	<p>◆</p>	<p>◆</p>	<p>2x</p>	<p>◆</p>	<p>◆</p>		<p>3</p>				
<p>Action Sponsorships (\$1000) Eight available per location</p>	<p>20,000+ impressions w/ company name</p>	<p>◆</p>	<p>◆</p>	<p>1x</p>	<p>◆</p>	<p>◆</p>		<p>1</p>				
<p>Table Sponsorships (\$750)</p>								<p>8</p>	<p>◆</p>			

*subject to print deadlines



2011 STRATEGIC DIRECTIONS CONFERENCE

< ENCOURAGING ENGAGEMENT >

Conference Sponsorship Registration

Our organization would like to become a Sponsor of the 2011 Strategic Directions Conference in the following location(s):

- Tuesday, October 18, 2011, Sheraton Westport Hotel, St. Louis MO
- Wednesday, October 19, 2011, Embassy Suites, East Peoria IL

Please indicate Sponsorship level(s):

- Strategic+ Sponsor (\$10,000).....1 each location Total \$ _____
 - Strategic Sponsor (\$10,000).....1 each location Total \$ _____
 - Mission Sponsor (\$5,000).....2 each location Total \$ _____
 - Vision Sponsor (\$4,000).....3 each location Total \$ _____
 - Goal Sponsor (\$2,000).....6 each location Total \$ _____
 - Action Sponsor (\$1,000).....8 each location Total \$ _____
 - Table Sponsor (\$750).....Total \$ _____
- Total \$ _____**

Your Organization's Information (please print legibly)

Contact Person.....

Organization.....

Address.....

City – State – Zip.....

Phone..... Email..... Website.....

Organization's Logo - Please submit your logo for use on promotional materials in EPS format to laura.shell@aaimea.org

Please Print Name(s) – Title(s) – Email(s) of those that will be attending using your complimentary luncheon tickets.

Name _____ Title _____ Email _____

Name _____ Title _____ Email _____

Name _____ Title _____ Email _____

Name _____ Title _____ Email _____

Name _____ Title _____ Email _____

Name _____ Title _____ Email _____

Name _____ Title _____ Email _____

Payment Information

Invoice Visa MC Amex Discover Card # _____

Exp Date _____ Security Code _____ Billing Zip Code _____

Name on Card _____ Signature _____

FAX 309.637.3300 or
 EMAIL teresa.bowen@aaimea.org or
 MAIL to AAIM Employers' Association, 401 NE Jefferson, Peoria IL 61603-3725