



2021 IEDC Annual Conference Sponsor and Exhibitor Opportunities October 3-6, 2021

The International Economic Development Council (IEDC) is holding its **2021 Annual Conference** in Nashville, Tennessee, October 3-6, 2021.

IEDC Annual Conference is the largest gathering of economic development professionals in the world, bringing together businesses, local governments, utilities, banks, consultants, organizations and economic development vendors to support the event each year.

In today's volatile marketplace, communities need to work together to encourage competition and advance economic growth, and Tennessee is an ideal setting for this **IEDC Annual Conference**. For decades, the state relied on its agricultural base, but global transformations energized the state and propelled it to develop a more diverse economy that today is driven by tourism, transportation-fueled industry, and tech innovation.

The **IEDC Annual Conference** allows participants to exchange ideas on how to build sustainable economies that support jobs and opportunities for all. With about 1,500 attendees, the main themes of the **2021 IEDC Annual Conference** are tourism, innovation, transportation, and the arts and entertainment.

Conference Sponsorship allows IEDC to provide world-class speakers, a dynamic and enlightening program, and a valuable networking forum at the event. **Sponsors and exhibitors** have direct access to the leading public and private sector decision makers, and local, state and federal government officials. Whether you are looking to market your services as an exhibitor or gain unparalleled exposure as an event sponsor, IEDC has the perfect opportunity for you, with a range of sponsorship packages and exhibit opportunities to fit any marketing budget.

This is a remarkable chance to gain exposure while also networking at the largest gathering of economic development professionals!

The following pages describe the various sponsorship levels and exhibitor opportunities available at the 2021 IEDC Annual Conference.

Please visit us on the web at www.iedconline.org to see conference updates and learn more about IEDC or contact Shari Nourick at snourick@iedconline.org

Co-Sponsor \$50,000

The Co-Sponsor Benefit Package offers highest recognition for the event, and premium advertising and exhibit placement at the event, solidifying your organization's leadership position in the Economic Development community.

- Invitation to participate in Annual Conference planning meetings with the host committee.
- Invitation to VIP receptions and recognition at all premier conference sessions and luncheons.
- Participation as a moderator/keynote introducer.

Conference Passes

- Ten (10) complimentary registrations.
- Complimentary registration for one (1) extra fee event/per day.

Recognition in All Conference Materials

- Exclusive display of company logo and description before and after conference general sessions.
- Company logo in the Annual Conference app. and guidebook
- Link and logo on the IEDC conference website.

Exclusive Opportunities

- Complimentary exhibit space.
- Free copy of the complete conference attendee list (excluding email addresses).
- Company logo and recognition in the Economic Development Journal.
- Complimentary one-year IEDC Membership.



Spotlight Sponsor \$35,000

The Spotlight Sponsor Benefit Package gives you exceptional access and recognition at the event, demonstrating your innovation and leadership in the Economic Development community.

- Invitation to VIP receptions and recognition at special events.
- Participation as a moderator/keynote introducer.

Conference Passes

- Nine (9) complimentary registrations.
- Complimentary registration for one (1) extra fee event/per day.

Recognition in All Conference Materials

- Company logo in the Annual Conference app and guidebook.
- Link and logo on the IEDC conference website.

Exclusive Opportunities

- Complimentary exhibit space.
- Free copy of the complete conference attendee list (excluding email addresses).
- Company logo and recognition in the Economic Development Journal.
- Complimentary one-year IEDC Membership.



Signature Sponsor \$25,000

The Signature Sponsor Benefit Package gives you unparalleled access and exposure to all attendees at the event, and demonstrates your firm's leadership position in the Economic Development community.

- Invitation to VIP receptions.
- Participation as a moderator/keynote introducer.

Conference Passes

- Eight (8) complimentary registrations.
- Complimentary registration for one (1) extra fee event/per day.

Recognition in All Conference Materials

- Company logo in the Annual Conference app. and guidebook.
- Link and logo on the IEDC conference website.

Exclusive Opportunities

- Complimentary exhibit space.
- Free copy of the complete conference attendee list (excluding email addresses).
- Company logo and recognition in the Economic Development Journal.
- Complimentary one-year IEDC Membership.



Diamond Sponsor \$15,000

The Diamond Sponsor Benefit Package is a powerful way to gain the mind share and market share of the Economic Development community.

- Invitation to VIP receptions.
- Participation as a moderator/keynote introducer.

Conference Passes

- Five (5) complimentary registrations.
- Complimentary registration for one (1) extra fee event/per day.

Recognition in All Conference Materials

- Company logo in the Annual Conference app. and guidebook.

Exclusive Opportunities

- Complimentary exhibit space.
- Link and logo on the IEDC conference website.
- Free copy of the complete conference attendee list (excluding email addresses).
- Company logo and recognition in the Economic Development Journal.
- Complimentary one-year IEDC Membership..

Platinum Sponsor \$10,000

The Platinum Sponsor Benefit Package is a sparkling way to raise awareness of your firm's services to a large audience of economic development professionals.

- Participation as a moderator/keynote introducer.

Conference Passes

- Four (4) complimentary registrations.

Recognition in All Conference Materials

- Listing in the conference app.
- Link and logo on the IEDC conference website.

Exclusive Opportunities

- Complimentary exhibit space.
- Free copy of the complete conference attendee list (excluding email addresses).
- Company logo and recognition in the Economic Development Journal.
- Complimentary one-year IEDC Membership.

Gold Sponsor \$7,500

The Gold level of sponsorship helps your organization stand out to attendees in a number of powerful ways. This is great value package at a mid-level contribution.

- Participation as a moderator.

Conference Passes

- Three (3) complimentary registrations.

Recognition in All Conference Materials

- Listing in the conference app.
- Link and logo on IEDC conference website.

Great Promotional Benefit

- 50% discount off of exhibit space.

Plus!

- Free copy of the complete conference attendee list (excluding email addresses).
- Company logo and recognition in the Economic Development Journal.
- 50% discount off one-year IEDC Membership.

Silver Sponsor \$5,000

Present your organization to IEDC Annual Conference attendees on a silver platter. At the Silver level of sponsorship, you are guaranteed solid exposure at the conference.

Conference Passes

- Two (2) complimentary registrations.

Recognition in All Conference Materials

- Listing in the conference app.
- Link and logo on the IEDC conference website.

Great Promotional Benefit

- 25% discount off of exhibit space.

Plus!

- Free copy of the complete conference attendee list (excluding email addresses).
- Company logo and recognition in the Economic Development Journal.
- 25% discount off one-year IEDC Membership.

Bronze Sponsor \$3,000

The Bronze package is our smallest sponsorship package, but still provides visibility and benefits to your organization.

Conference Pass

- One (1) complimentary registration.

Recognition in All Conference Materials

- Listing in the conference app.
- Link and logo on the IEDC conference website.

Plus!

- Free copy of the complete conference attendee list (excluding email addresses).
- Company logo and recognition in the Economic Development Journal.

Exhibitor Booths

Exhibiting organizations will have direct access to the leading public and private sector decision makers, and local, state, provincial, and federal government officials. This is an opportunity for you to market your products and services while networking at the largest gathering of economic development professionals anywhere! Exhibitor Benefits include:

Recognition in Conference Materials

- Booth location and company information in the onsite app.
- Link and logo on the IEDC conference website.

Exhibitor Passes

- Two (2) Complimentary Exhibitor Badges (includes access only to the exhibit hall).

Plus!

- Electronic copy of the complete conference attendee list prior to the conference (excluding email addresses).
- Participation in all networking and social functions in the exhibit hall.
- Opportunity to have a conference raffle/giveaway.
- Prime Locations, in direct flow of traffic.
- Access to full conference registrations at the early bird member rate, if desired.

Exhibit Hall Activities are held to increase attendee traffic and raise exposure for exhibitors! These events may include:

Chairman's Reception * Ice Cream Social * Silent Auction * Resource Center * Meet & Greet
Continental Breakfasts/Breaks * Refreshment Stations * Exhibitor Raffles/Giveaway

Standard Exhibitor Booth Sizes and Options

- The Standard booth is 10' x 10', and is offered for \$2,850.
- Two Standard size booths are offered for \$5,300.

Special Sponsorship Opportunities

Sponsored Sessions: \$5,000: LIMITED AVAILABILITY*

Would you like the opportunity to tell attendees about your company in a session atmosphere? Our Special Sessions provides you the opportunity to reach out to conference attendees in a meetings-style format. *(Please note: this opportunity is open only to Platinum Level Sponsors and above)*

With a special session, you will receive:

- Meeting space in a breakout session meeting room during the 6th Track of Sessions.
- 75-word description of session in the program portion of the conference app.
- Listing of speaker(s) and location in the program portion of the conference app.
- Free copy of the complete conference attendee list (excluding emails).
- 2 (two) Complimentary conference registrations.

Learning Lab: \$2,500: LIMITED AVAILABILITY*

The Learning Lab has been a popular addition to the IEDC Annual Conference. Located in the Exhibit Hall, the Learning Lab is the place to hear company profiles, vendor resources, tools and best practices for your community.

With a learning lab you will receive:

- 1 (one) hour presentation time slot at the Learning Lab in the Exhibit Hall.
- 75-word description of session in the program portion of the conference app.
- Listing of speaker(s) and location in the program portion of the conference app.
- Free copy of the complete conference attendee list (excluding emails).

*Guidelines for how to write a session description for **Special Sponsored Sessions and Learning Labs**:*

- ✓ Limit the session description to a paragraph of 100 words maximum
- ✓ (Optional) 2 to 3 short bullets on “What You Will Learn”, i.e., tangible takeaways that attendees will learn at your session

Conference Tote Bag Sponsor: \$6,500: Limited to one sponsor*

Company logo will be displayed on totes that each registrant will receive when they register for the event. This provides exposure at the conference and beyond. The Conference Bag sponsor will also receive:

- Recognition in All Conference Materials as the Conference Bag Sponsor.
- Listing in the conference app.
- Link and logo on IEDC conference website.
- 2 (two) Complimentary conference registrations.
- 25% discount off an exhibit booth (if desired).
- Free copy of the complete conference attendee list (excluding email addresses).
- Company logo and recognition in the Economic Development Journal.
- 50% discount off one-year IEDC Membership.

Conference Lanyard Sponsor: \$6,500: Limited to one sponsor*

Gain exposure around every attendee's neck with a custom lanyard that will be seen throughout the entire event! The Lanyard sponsor will also receive:

- Recognition in All Conference Materials as the Conference Bag Sponsor.
- Listing in the conference app.
- Link and logo on IEDC conference website.
- 2 (two) Complimentary conference registrations.
- 25% discount off an exhibit booth (if desired).
- Free copy of the complete conference attendee list (excluding email addresses).
- Company logo and recognition in the Economic Development Journal.
- 50% discount off one-year IEDC Membership.

Charging Station Sponsor: \$3,000: LIMITED AVAILABILITY*

Event attendees depend on their mobile devices to stay connected during conferences. Charging Stations allow you to gain exposure by offering much needed power to conference attendees. Located in the Exhibit Hall, sponsors of these Charging Stations will receive:

- Signage (your logo) over the charging station for 3 days of the conference.
- Link and logo on the IEDC conference website.
- Free copy of the complete conference attendee list (excluding email addresses).

**** *Contact IEDC for information about the special sponsorship offers***

2021 IEDC ANNUAL CONFERENCE SPONSORSHIP COMMITMENT FORM

PRIMARY CONTACT INFORMATION:

(Contact with authority to commit funds.)

Name _____
 Title _____
 Organization _____
 Address _____
 Telephone _____
 Email _____

SECONDARY CONTACT INFORMATION:

Contact for benefits delivery, if different. ie:
 Marketing Manager; Communications Director...

Name _____
 Title _____
 Organization _____
 Address _____
 Telephone _____
 Email _____

SPONSORSHIP LEVEL:

- | | | | | |
|-------------------------------------|----------|---------------------------------|---------|--|
| ☐ Co-Sponsor | \$50,000 | ☐ Gold | \$7,500 | ☐ Learning Lab \$2,500 |
| ☐ Signature | \$25,000 | ☐ Silver | \$5,000 | ☐ Sponsored Session \$5,000 |
| ☐ Diamond | \$15,000 | ☐ Bronze | \$3,000 | |
| ☐ Platinum | \$10,000 | | | |

PAYMENT INFORMATION:

☐ Check enclosed

☐ Please charge my credit card

☐ Visa ☐ MasterCard ☐ American Express

Card Number: _____ Expiration: _____

Name as Displayed on Card: _____

Signature: _____

☐ Please invoice me for Installment Payment(s) at a future date

(Date of final installment cannot exceed September 30, 2021. All payments must be fulfilled in order to attend the conference)

☐ One (1) Installment on _____

☐ Two (2) Installments of 50% each on _____ and _____

ACCEPTANCE & AGREEMENT:

We agree to the payment terms as listed above on this form:

Signature: _____ Date: _____

Name/Title (please print): _____

Who's Coming?

Please fill out the form below and send it to IEDC with page 1 of the commitment form to ensure that we have your badge ready to go upon arrival. Sponsorship packages designate the amount of complementary registrations available.¹

Company: _____
Name: _____
Title: _____
Address: _____
Phone: _____
Email: _____

Company: _____
Name: _____
Title: _____
Address: _____
Phone: _____
Email: _____

Company: _____
Name: _____
Title: _____
Address: _____
Phone: _____
Email: _____

Company: _____
Name: _____
Title: _____
Address: _____
Phone: _____
Email: _____

Please provide any additional names with appropriate titles that you wish to register.

Send completed form to: Shari Nourick at snourick@iedconline.org or Phil Goodwin at pgoodwin@iedconline.org

¹ Additional full conference registrations (beyond the complementary registrations offered through sponsorship) may be acquired at the member rate. Please contact IEDC with any inquiries.



INTERNATIONAL
ECONOMIC DEVELOPMENT
COUNCIL

2021 IEDC ANNUAL CONFERENCE EXHIBITOR COMMITMENT FORM

(2 PAGES)

PLEASE FILL OUT THE FORM BELOW AND SEND IT IN TO IEDC WITH PAYMENT AND CERTIFICATE INSURANCE TO:

Company Address and Contact information (For use in on-site program)

Company: _____
Primary Contact: _____
Title: _____
Street Address: _____
City: _____
State: _____
Zip: _____
Phone: _____
Fax: _____
Email: _____
Web: _____

COMPLIMENTARY REGISTRATION FORM:

Exhibitor Registration #1

Company: _____
Contact Name: _____
Title: _____
Street Address: _____
City: _____ State: _____ Zip: _____
Phone: _____ Fax: _____ Email: _____

Exhibitor Registration #2

Company: _____
Contact Name: _____
Title: _____
Street Address: _____
City: _____ State: _____ Zip: _____
Phone: _____ Fax: _____ Email: _____

Additional Exhibitor Staff: \$150 per person-----

Additional Staff #1

Contact Name/Title: _____
Phone: _____ Fax: _____ Email: _____

Additional Staff #2

Primary Contact Name/Title: _____
Phone: _____ Fax: _____ Email: _____

EXHIBITOR LEVEL & BOOTH SIZE:

- ☐ **Standard** \$2,850
☐ **Double Standard** \$5,300

BOOTH LOCATION:

My top three choices are:

1. _____ 2. _____ 3. _____

If possible, we would prefer NOT to be located near the following companies:

PAYMENT INFORMATION: Full payment **MUST** accompany this form in order to secure your space as a sponsor and exhibitor.

FEES:

Exhibit Fee: \$_____

☐ Additional Staff:
Quantity ____ x \$150 = \$_____

TOTAL = \$_____

☐ Check enclosed

☐ Please charge my credit card

☐ Visa ☐ Mastercard ☐ American Express

Card Number: _____ Expiration: _____

Name as Displayed on Card: _____

Signature: _____

ACCEPTANCE & AGREEMENT:

We agree to the **Participation Agreement** and **payment** terms as listed above on this form:

EXHIBITOR:

Signature: _____

Date: _____

Name (please print): _____

Title (please print): _____