

# SPONSOR IEDC AND REACH THE WORLD'S LARGEST ECONOMIC DEVELOPMENT MARKET



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INTERNATIONAL  
ECONOMIC DEVELOPMENT  
COUNCIL



THE YEAR OF  
THE ECONOMIC  
DEVELOPER

# International Economic Development Council

## ABOUT INTERNATIONAL ECONOMIC DEVELOPMENT COUNCIL

The International Economic Development Council (IEDC) is a non-profit, non-partisan membership organization serving economic developers. With more than 4,700 members, IEDC is the largest organization of its kind.

### Who Are IEDC's Members?

- City, County, Regional and State Economic Development Organizations
- Chambers of Commerce and Other Business Support Agencies
- Community and Neighborhood Development Organizations
- Technology Development Agencies
- Utility Companies
- Educational Institutions
- Workforce Development Boards and Agencies

### What Will Sponsoring An IEDC Event Allows You To Do:

- Build relationships with economic development professionals from around the world
- Create greater awareness for your company's strategic and business priorities
- Increase brand awareness among your peers for your commitment to and leadership in the economic development community

### IEDC Members Buy or Influence the Purchasing Decisions of:

- Advertising, Marketing, and Public Relations Services
- Subscription Database Services
- Consulting Services
- Fundraising Services
- Software-GIS, Customer Relationship Management (CRM)

# SPONSORSHIP & EXHIBITING PACKAGES

“ Atlas Advertising and Community Systems are proud to be a High Performance Economic Development Marketing Partner of IEDC and a Chairman’s Club sponsor. ”

Ben Wright - CEO, Atlas Advertising



IEDC offers a range of sponsorship packages and exhibit opportunities to fit any marketing budget. Your sponsorship allows us to provide world-class speakers, a dynamic and enlightening conference program, and a valuable networking forum for economic development professionals. Whether you are looking to market your services as an exhibitor or gain unparalleled exposure as an event sponsor, we have the perfect opportunity for you.

## SPONSORSHIP PACKAGES

(\$1,500 - \$50,000+)

All Sponsorship Packages Include:

- Recognition in all conference marketing materials (reaching more than 30,000 contacts)
- Profile on the conference website and the conference app
- Receipt of the conference attendee list prior to the conference for advanced marketing opportunities
- Conference registrations
- Additional benefits based on sponsorship level

## CHAIRMAN’S CLUB SPONSOR PACKAGE (\$25,000)

Chairman’s Club Partnership agreement with year round benefits that include:

- High-level recognition at all four conferences during the calendar year
- Premium exhibit space at each conference
- Opportunity to introduce a keynote speaker or moderate a panel at each conference
- Full conference registrations and exhibitor registrations to use throughout the year
- Banner advertisement in the Annual Conference app and listing in the app for other IEDC conferences
- Custom contracts to fit your needs

For more information, please contact Shari Nourick at (202) 223-7800 or [snourick@iedconline.org](mailto:snourick@iedconline.org)

## ADDITIONAL SPONSORSHIP OPPORTUNITIES

- Tote Bag Sponsorship (inquire for pricing) - Prominently display your organization’s logo on the Annual Conference tote bag that is given to all of our 1,400+ attendees
- Sponsored Sessions - Provide a 1.5 hour presentation to Annual Conference attendees during the concurrent session tracks
- Sponsored Learning Lab - Provide a 1 hour presentation to conference attendees in the Learning Lab located in the Exhibit Hall
- Charging Stations (inquire for pricing) - Highlight your organization’s support of the Annual Conference by sponsoring charging stations. Stations will be located throughout the Exhibit Hall floor.
- Additional opportunities are offered based on the conference

## EXHIBITOR PACKAGES

### LEADERSHIP SUMMIT, FED FORUM, OR ECONOMIC FUTURE FORUM (\$1,000)

- Tabletop displays provide a great opportunity to network with conference attendees
- Tables are always located in main conference area to ensure high traffic

## ANNUAL CONFERENCE

(\$2,200 - \$4,500+)

- Full pipe and drape 10x10 booths available in the exhibit hall at the Annual Conference
- IEDC draws attendees to the floor with a variety of events

## IEDC CONFERENCES

IEDC’s conferences are a unique vehicle to develop your professional relationships with economic development leaders and decision makers through sponsorship and exhibiting opportunities. Join us at one of IEDC’s four yearly events.

### LEADERSHIP SUMMIT

- Held in January of each year, the IEDC Leadership Summit is an experience of high level networking, professional development opportunities, and interactive discussions on the topics and issues effecting development leaders today
- Expected Attendance: 500+
- Highlighted Profiles: Senior executive economic development organizations and Certified Economic Developers (CEcDs)

### FEDERAL ECONOMIC DEVELOPMENT FORUM

- Held in Washington D.C. each spring, Fed Forum is the only comprehensive federal economic development annual experience
- Expected Attendance: 200+
- Highlighted Profiles: Economic developers focused on federal policy and federal, state, and local government officials and policymakers

### ECONOMIC FUTURE FORUM

- A forward-looking early-summer conference that explores industry trends and the partnerships needed to grow, attract, retain, and expand companies in established and emerging industries
- Expected Attendance: 300+
- Highlighted Profiles: Local Elected officials, city and county managers, economic developers, entrepreneurial support organizations, regional boards of trade, and ad hoc cluster organizations

### ANNUAL CONFERENCE

- As the world’s largest meeting of economic developers, the Annual Conference is the must-attend event for the economic development industry
- Expected Attendance: 1,400+
- Conference sessions cover the newest trends in economic development and are complemented by educational tours, networking events, and an extensive exhibit hall with opportunities to display your organization’s products and services

## OTHER WAYS TO REACH IEDC’S ECONOMIC DEVELOPER MEMBERS

### MEDIA PARTNERSHIPS

- Limited to media organizations, IEDC customizes packages to give media partners the opportunity to receive similar benefits to traditional sponsors.  
[Contact Akia \(Garnett\) Ashmond Brew at \(202\) 545-7323 or agbrew@iedconline.org for more information.](mailto:agbrew@iedconline.org)

### ADVERTISEMENTS

- \$750 for full-page ad and \$500 for a half-page ad
- Advertisements are available for purchase in the conference program book that IEDC distributes to all attendees at each conference, as well as in the quarterly Economic Development Journal.  
[Contact Akia \(Garnett\) Ashmond Brew at \(202\) 545-7323 or agbrew@iedconline.org for more information.](mailto:agbrew@iedconline.org)

### CONSULTANT DIRECTORY

- \$250 per year for IEDC Members and \$350 per year for Non-Members
- Market your consulting firm to thousands of economic development professionals through our online consultant database.  
[Contact Phil Goodwin at \(202\) 639-9106 or pgoodwin@iedconline.org for more information.](mailto:pgoodwin@iedconline.org)

### MAILING LIST RENTAL

- \$140 per 1,000 Names – IEDC Active Members
- \$125 per 1,000 Names – Prospects
- IEDC members and affiliates are proven to respond to mail marketing campaigns. Many custom select options are available.  
[Contact Cherrika Gordon at \(202\) 942-9463 or cgordon@iedconline.org for more information.](mailto:cgordon@iedconline.org)

For more information, please visit: [iedconline.org/sponsor](http://iedconline.org/sponsor)



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COUNCIL



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**REACH**  
THE WORLD'S LARGEST  
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