



Sponsorship, Advertising and Exhibition Policy

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Sponsorships, Advertising and Exhibition Policies

The policies described in this document represent the principals and objectives the Middle Tennessee Chapter of the IIBA. Contributions secured through advertising, sponsorship and exhibitions will be used to improve regional meetings and support the membership.

Sponsorship

The Middle Tennessee IIBA Chapter offers a variety of sponsorship plans, including chapter sponsorships and event sponsorships.

Chapter Sponsorships

Platinum Sponsor

- See Benefits Table
- Maximum of 2 Platinum Sponsors per Calendar year

Gold Sponsor

- See Benefits Table
- Maximum of 3 Gold Sponsors per Calendar Year

Silver Sponsor

- See Benefits Table

Annual Sponsorship Benefits	Platinum	Gold	Silver
Website Presence			
Exposure on Middle Tennessee IIBA Chapter Website	Click through logo on home page	Logo on home page	Logo on sponsors page
Prominent Display on Sponsors Page	√	√	
Chapter Event Presence			
Presentation Opportunities	2 Opportunities	1 Opportunity	1 Opportunity
Table Drop Privilege	√		
Ability to make brief announcement	√	√	
Recognition of support	√	√	√
Table space to display material	√	√	√
Middle Tennessee IIBA Chapter Event Registration			
Complimentary chapter event registration	6	4	2

Event Sponsorship

Luncheon or Education Event Sponsorships

- The Middle TN IIBA will allow no more than 2 sponsors for a luncheon or 1 sponsor for an education event.
- The Middle TN IIBA Board of Directors and the Sponsor will agree on a meeting date when the Sponsor(s) can be in attendance.
- Education events may be locally hosted or virtual.
- The Sponsor(s) logo with a website link will be included in all event communications and publications.
- The Sponsor(s) logo with a website link will be included on the chapter event page of the chapter website for the duration of the event publication.
- The event host will announce the Sponsor(s) at the event.
- The Sponsor(s) will have a slide at the luncheon/event to promote their company.
- The Sponsor(s) will have the opportunity to introduce their company and give a brief (no more than 5 minutes) overview of their product or service.
- The Sponsor may conduct drawings or promotions to include interaction with attendees. The results of the drawings will be announced at the end of the meeting.
- The Sponsor may set up a display of their product or service for 30 minutes prior to and after the meeting. This item is subject to the venue policy and availability. The Vice President of Events will designate where the display may be set.

Networking Event Sponsorships

- The Middle TN IIBA will allow no more than 2 sponsors for a networking event.
- The Middle TN IIBA Board of Directors and the Sponsor will agree on a date when the Sponsor(s) can be in attendance.
- The Sponsor(s) logo with a website link will be included in all event communications and publications.
- The Sponsor(s) logo with a website link will be included on the chapter event page of the chapter website for the duration of the event publication.
- The event host will announce the Sponsor(s) at the event.
- The Sponsor(s) will have the opportunity to introduce their company and give a brief (no more than 5 minutes) overview of their product or service.
- The Sponsor may conduct drawings or promotions to include interaction with attendees. The results of the drawings will be announced at the end of the event.
- The Sponsor may set up a display of their product or service. The Vice President of Events will designate where the display may be set.

Venue Sponsorship

- Sponsor(s) may provide use of their facilities at no cost to Middle TN IIBA for chapter events.
- Sponsor may choose to provide a short welcome at the beginning of the event.
- The Sponsor(s) logo with a website link will be included in all event communications and publications.
- The Sponsor(s) logo with a website link will be included on the chapter event page of the chapter website for the duration of the event publication.
- Sponsoring organization will be thanked at the beginning and the end of the event.

<i>Sponsorship Rates 2014</i>	
Chapter Sponsorship	
Platinum Sponsorship	\$2500/year
Gold Sponsorship	\$1500/year
Silver Sponsorship	\$750/year
Event Sponsorship	
Luncheon Sponsorship	\$400/event
Education Event Sponsorship	\$350/event
Networking Event	\$400/event

Advertising

Advertising Governance

- All advertising items submitted are subject to editorial review by two members of the board. One of the two board members must be the VP of Marketing, the VP of Communication or the President.
- Advertisements should focus on products and services related to business analysis or business analysts.

Website

- Company Logo and website link on Middle TN Chapter Home page for 30 days
- Advertising page - allow advertisers to have specific information event, course or product information on a page labeled as advertisement.
- Two options/levels of advertisement placement on home page
 - Premium – upper right
 - Standard - bottom

<i>Advertising Rates 2014</i>	
Website	
Premium - home page top right placement	\$200 for 30 days
Standard - home page bottom of page placement	\$125 for 30 days

Convenient Prepay Opportunity

Companies or individuals may choose to prepay for events (luncheon, education and networking) on an annual basis.

Benefits of this prepay opportunity include:

- Guaranteed reservation for events with limited capacity
- No more missing deadlines (deadline will still apply for special meal requests)
- No more pay more at the door
- One expense report
- Transferrable

Corporate Prepay

A corporate prepay account is not tied to a specific attendee. For each prepay account one attendee may participate in an event. Refunds will not be provided unless the event is canceled. A corporation may purchase as many prepay accounts as needed.

Individual Prepay

A prepay account for an individual will allow for substitution for the individual if the person who purchased it is not able to attend. Refunds will only be provided if the event is cancelled.

<i>Prepay Rates 2014</i>	
Prepay Option	
8 events per year at an average of \$20 per event	\$160 per year