

LEAP

HOW TOP BRANDS ARE TRANSFORMING SPONSORSHIP



IEG'S ANNUAL SPONSORSHIP CONFERENCE, MARCH 18 - 21, 2012, CHICAGO

Book Now – and Take Advantage of Special Rates for the IFEA

As a member of IFEA, **you receive a \$400 discount** on your registration to IEG's Annual Sponsorship Conference if you register before December 31 (after December 31, you save \$300). To register now and take advantage of these rates, visit www.IEG2012.com and use special order code "AC2012IFEA". Or call Penny Perrey at 312/725-5117 or email him at penny.perrey@sponsorship.com.

About the Conference

More than 1,200 marketers from around the globe will come together in Chicago March 18-21 for IEG's **29th Annual Sponsorship Conference** — the world's largest and most important meeting for sponsorship and partnership professionals.

No other conference you can attend offers the opportunity to learn from and network with the quality or quantity of partnership decision-makers and thought-leaders that IEG does.

Your Registration Includes:

- **Admission to all sessions**, including keynotes, panel discussions, workshops, round tables
- **Admission to all networking events**, including Sunday Opening Reception, Monday Reception at the Museum of Modern Art, Tuesday Cocktail Reception
- **Luncheons** on Monday and Tuesday, and **Breakfasts** on Monday, Tuesday and Wednesday
- **Membership in Special Interest Groups (SIGs)**
- **Conference Workbook** with session documentation and a delegate roster
- **Online Conference Dashboard**: Gives you complete access to all session materials, and **all sessions are recorded** – so, if you miss something, or want to watch a session again, you'll have up to three months after the conference to view all sessions

Who You'll Hear From:

- Marc Pritchard, Global Marketing & Brand Building Officer, Procter & Gamble
- Jean-Claude Biver, CEO, Hublot
- Wendy Clark, SVP, Integrated Marketing Communications, Coca-Cola
- Mike Harrison, Chief Brand Officer, Timberland
- John Skipper, EVP, Content, ESPN
- Mark Wright, VP, Media Services & Sponsorships, AT&T
- Johan Jervoe, VP, Sales & Marketing/Director, Creative Services/Digital Marketing, Intel
- Eddy Moretti, Founder, Vice Media
- Larry Scott, Commissioner, Pac-12 Conference
- Lesa Ukman, Chairman, IEG, LLC

Plus you'll interact with panelists and workshop and round-table leaders from:

ASICS, AT&T, Bank of America, Bell Aliant, BMW Canada, CenturyLink, Clorox, Columbus Zoo & Aquarium, Fidelity Investments, Harley-Davidson, Hershey, Heineken, Hewlett-Packard, Kraft, Mercedes-Benz, MetLife, Ogilvy & Mather, Performance Research, Principal Financial, RadioShack, Red Bull, Roush Racing, SaskTel, Scotiabank, Subaru, Swedbank, T. Rowe Price, and others.

Register Now
Use Coupon Code "AC2012IFEA"

Book Now to Save

Full Rate: \$1,995
IFEA Rate: \$1,595
(save \$400 before Dec. 31!);
\$1,695 (save \$300 after Dec. 31!)
Coupon Code: AC2012IFEA

Need more info?

Contact Penny Perrey at
312/725-5117 or email
penny.perrey@sponsorship.com

"An excellent opportunity to network and build relationships."
Maritza Villegas, The Recording Academy / The Grammys

"There's not a minute wasted in the jam-packed 3.5-day event. A great place to meet colleagues from around the globe or across town to share ideas and outcomes."
Danyl Vavreck, Minnesota State Fair

"Great networking, good idea sharing, fuels creative thought."
Brett Gorrell, Festivals Inc.

"The single best place for helping me do my job while introducing me to the newest trends in sponsorship and a wide variety of decision-makers."
Austin White, National High School Rodeo Assn.

IFEA and IEG have partnered to bring you targeted information on the sponsorship industry.



International Festivals & Events Association