



IFEA Bottom Line Benefits at a Glance

IFEA Logo Placement



Build credibility by aligning your organization with the top festivals, events and suppliers, worldwide. Use that commitment and alliance to your advantage by incorporating the IFEA Member Logo into your promotional materials and website by linking the IFEA website to yours.



Professional Products, Programs & Services

Responding to the changing marketplace that those in our industry now do business within, the IFEA has created a menu of cost-effective new programs and resources that can help your event or organization succeed even in turbulent times. With unique access to the top professionals in our field, the IFEA has created programs to assist with your challenges and needs at any budget.

- CFE FastTrack Certification Program
- Sponsor Forums
- Success Series Training Seminars
- Materials Review
- Phone Consultation
- On-Site Consultation/Project Teams
- Professional Facilitation Services
- Training Presentations



IFEA's Online Marketplace

Our on-line vendor search engine is designed to assist festival and event professionals with easy access to the many vendors & suppliers in the industry. The Event Resource Marketplace enables users to conveniently perform targeted searches for industry-related products and services. Check out the Event Resource Marketplace and start searching for Vendors/Suppliers in your area today!

IFEA Template Section

Need examples of how to write a contract? Interested in what other festival volunteer handbooks include? Curious about how your organization's operations and marketing materials compare with others in the industry?



IFEA's Event Insider

Delivered to your inbox every Thursday, the IFEA's Event Insider is your location for up to date news stories, issues and trends around the world in the festivals & events industry. To insure delivery to your inbox, please add ifea@multibriefs.com to your email address book or safe send list.

IFEA Job Bank Brings Great People together with Great Careers

Looking for an experienced employee to fill that vital job position? Interested in a career or wanting to advance yourself in the festivals and events field? Want to be sure that you target the top people in the festivals and events industry and ensure that your organization doesn't miss the most qualified candidate available? IFEA's job bank can help.



TRIPinfo.com

Take advantage of this opportunity to expose your festival or event to 60,000 meeting planners, travel agents, tour operators and group leaders, at discounted IFEA member pricing with TRIPinfo.com at www.TRIPinfo.com



Admagination Has Members Singing

Admagination is offering IFEA members up to 50% discounts off normal custom audio jingle packages and production song prices with no cost over-runs guaranteed.

IFEA Mailing Lists - Reach the leaders of the industry with your product and/or services. Custom design your mailing list targeting geographical locations and/or exact organizations. For more information contact Beth Petersen at 208-433-0950 Ext 1 or beth@ifea.com.



K&K Insurance Directors & Officers Liability Insurance

IFEA is proud to announce a tremendous cost savings to our members, with a plan through K & K Insurance which offers D & O Insurance coverage, including Employment Practices Liability. The program also includes a \$10,000 limit for medical payments for directors and officers working during a covered program. Higher limits are available at additional premiums.



IEG Benefits and Discounts

Knowing and understanding the latest sponsorship trends can mean the difference between gaining that top sponsor or losing them to a technicality. The IFEA has

developed a series of unprecedented discounts on IEG services, available only to IFEA members.



SESAC Music Licensing

The only licensing organization currently a member of the IFEA, offers a special 15% discount to IFEA members only, on this legally required obligation by any event/organization using copyrighted musical performance/playback as part of their programming.



FedEx, UPS and Yellow Shipping Savings Through IFEA's Partnership with Meridian One, members are eligible

for special association member pricing across the state, across the country or around the world.

Publications & Resources



"ie: The Business of International Events"

As a member, you'll receive "ie," the IFEA's quarterly magazine created especially for the business of international events. "ie" covers the news, issues, trends and other pertinent industry information that can help keep your event on track in today's changing world.

• **"ie" Additional Subscriptions** - As a special benefit to IFEA members only, we are pleased to provide you with a special opportunity to use this resource to your advantage as the perfect gift, benefit, educational tool and /or professional resource for your board members, sponsors, suppliers, vendors, key volunteers, city leaders and others, at the special price of just \$25 per subscription, normally a \$50 value.

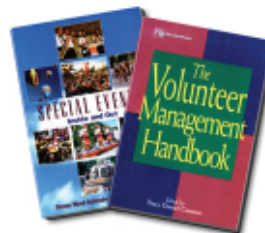
• IFEA Weekly Update & Events

The IFEA E-Newsletter, sent out each Tuesday, combines all the latest IFEA news on upcoming seminars, new benefit options and important deadlines in one easy to read format. The Member-to-Member Question is an invaluable feature of the IFEA Weekly Update and provides a place where members can take advantage of the knowledge and backgrounds of their peers by submitting questions on items they're looking for help with. Share your questions, give your input and experience this valuable resource.

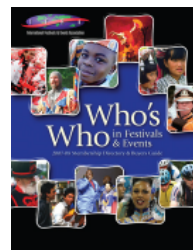
• IFEA Member Event Calendar

Post your event's information on the IFEA Event Calendar quickly and easily. In a matter of minutes, your information is up-to-date, and online. You can even create an email from your event listing that will automatically send to any customized groups you choose to notify of your event.

IFEA's Bookstore and Resource Center



One of the best places to find the latest information and publications in the Festivals and Events Industry at a minimum 20% discount to IFEA members only.



"Who's Who in Festival & Events," IFEA Membership Directory

The directory contains complete contact information including name, address, phone, fax and e-mail in addition to sponsor information, other important data, plus a marketplace section of the top vendors/suppliers in the festivals and events industry.



IFEA Advertising Opportunities

The IFEA helps you target your company's advertising needs directly to thousand of festival and event

decision makers through a variety of vehicles, including print publications; the internet; conference and seminar opportunities; expo booths and more, all at a discounted member rate.

Education & Professional Development

- **IFEA Webinar Series** - IFEA's online education seminars covering a wide variety of topics important to your organization's success. View seminars live or watch the recorded version at a later date.
- **IFEA Convention & Seminars** - IFEA's convention and seminars provide the largest gatherings of event professionals, sponsors and suppliers, with access to critical networking opportunities for the latest ideas, "how - tos," trends and answers.
- **IFEA Foundation Convention Scholarship Program** - The Foundation provides individual scholarships to a limited number of deserving applicants to support the payment of registration fees to the IFEA's Annual Convention & Expo Experience.

C F E E

CERTIFIED FESTIVAL AND EVENT EXECUTIVE

IFEA Professional Certification:
The Certified Festival & Event Executive (CFEE) Sponsored by K & K Insurance

Achieve the highest designation in the special events industry and be identified with a distinguished group that has demonstrated the experience and determination to be the top of their field.

Industry Honors

Join the IFEA each year as we recognize outstanding members of our industry through our many Awards programs:

- **The IFEA Hall of Fame** honors association professionals that have demonstrated a lifetime of excellence and achievement.

- **The IFEA / Zambelli Fireworks Internationale Volunteer of the Year Award** recognizes individuals who have given unselfish and dedicated service to a member festival or event, mirroring the commitment to success in our professional ranks.

- **The IFEA/Haas & Wilkerson Pinnacle Awards** competition honors the many outstanding promotional and media initiatives striving for the highest quality in festival and special event promotions. In doing so, the standards and quality of media and marketing promotions have been raised to new heights, industry-wide.

- **The IFEA/Festival Media Corporation Sponsorship Success Award** recognizes the highest level of creativity, execution, follow-through and sponsorship success by a festival or event.

Bottom-Line Impact

IFEA "Bottom-Line Benefits" provide value from all directions, including cash budget savings worth many times the membership investment. The more you use them, the higher your return. The IFEA is, without question, the most valuable investment you can make in the future success of your event and professional career.

Typical Example of Annual IFEA Membership Savings:

Member-Get-A-Member Free Membership.....	\$ 160
Organizational Membership Savings.....	\$ 250
Annual IFEA Convention Discount Savings.....	\$ 200
"ie" Sub. Savings for Board, Sponsors, etc.	
(10 Add'l. Sub.)	\$ 250
D&O Insurance Savings (Low end).....	\$ 435
Library Resource 20% Savings (3 books avg.).....	\$ 25
IEG Sponsorship Report Subscription Savings..	\$ 150
Webinar Series.....	\$ 160
Discount Savings (Average).....	\$ 1630*

**Note: Savings will vary by use of benefits. The above is meant as an example only.*

For more information, please contact:

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