

2024



ADVERTISING & MARKETING

SOLUTIONS

Position your product or service in front of the leading festival and event professionals in our global community and establish a presence that keeps your brand familiar and easy to recall for these key decision makers.



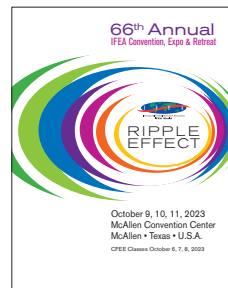
ie: the business of international events (digital magazine)

The IFEA's premier publication, emailed to over 8,500 readers per issue, worldwide, four times a year.

Each issue is also featured on the IFEA website for 90 days, before joining all past issues online as an ongoing resource within our members-only pages.

All advertising has click-through links and the option to include video as well.

Features include the latest issues and trends, event and professional profiles, regional and international perspectives, resource reviews, and much more!



Annual Convention & Expo Program (print publication)

Provided to each attendee at the IFEA Annual Convention & Expo, the Convention Program is the complete reference guide for this annual face-to-face favorite, containing detailed daily session

schedules and descriptions, hotel and city maps/layouts, CFEE program information, Expo floor maps and vendor listings. Attendees use it cover to cover and access it repeatedly during their stay.



Annual Expo

A leading feature of the IFEA's Annual Convention and one of the top trade shows in our industry for bringing together the creative products and services of our vendors with festival and event

leadership from around the world. Exhibitors enjoy unopposed show time and inclusion in the IFEA's online Virtual Trade Show.

To view the current issue visit:

<https://www.ifea.com/p/resources/iemagazine/currentissue>

[For additional Expo details, click here.](#)

Reserve your ad space online at [ifea.com/p/resources/advertisingopportunities](https://www.ifea.com/p/resources/advertisingopportunities) or contact: Carrie Ring, CFEE, Director of Partnerships & Programs, carrie@ifea.com, ext 8120

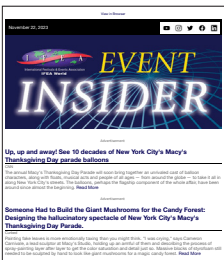
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International Festivals & Events Association

ADVERTISING & MARKETING

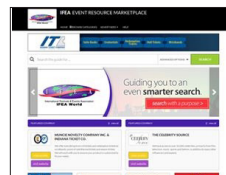
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IFEA EVENT INSIDER

A weekly digital news brief. Focused on current news events along with relevant topics and issues that impact festival and event professionals and their programs. Gathered from sources like the Associated Press, The New York

Times, Financial Times and other leading industry publications.



IFEA EVENT RESOURCE MARKETPLACE

A convenient, one-stop resource that lists festival and event specific products and services in one easy to search from

location. From insurance to inflatables, ticketing to website creation, entertainment, equipment rentals and more -- if you can think of it, you'll likely find it here!



IFEA UPDATE & EVENTS BANNER AD

A monthly digital association news brief. Focused on association updates, upcoming events such as conventions and webinars, and other important program and benefits information including awards competitions

and product and service discounts.

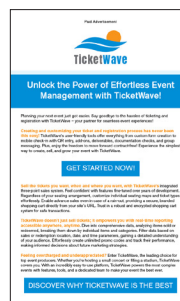


IFEA.COM BOX AD

Prominently positioned toward the footer of IFEA's home page and also featured run of site. These four box format ads rotate frequently, have click-through links, and offer exceptional visibility on the most visited pages of ifea.com. Limited quantity available.

Increase your visibility among industry leaders by featuring your message prominently in our highly regarded IFEA Update & News newsletter. Reaching a diverse audience of professionals in the events and festivals industry, this publication reaches 2,200 members, with an additional 5,700 non-members who receive our email communications. Those emails have a 51% and a 34% open rate, respectively. Amplify your marketing impact and stay ahead of the curve by securing your space in our newsletter's banner ads section today! Limited space available.

[CLICK HERE](#)



ONE-TIME TARGET EMAIL BLAST

Elevate your marketing strategy by delivering a laser-focused message directly to your desired audience's inboxes. With this customizable and efficient solution, seize the opportunity to make a powerful impact with a single, carefully crafted email, ensuring

maximum engagement and results for your brand. Don't miss out on the chance to captivate your audience like never before—try our One-Time Target Email Blast today and watch your message soar to new heights! Limited spots available!

Reserve your ad space online at ifea.com/p/resources/advertisingopportunities or contact: Carrie Ring, CFEE, Director of Partnerships & Programs, carrie@ifea.com, ext 8120