



International Festivals & Events Association

# 2024 ADVERTISING RATES



## i.e.: the business of international events

Up to 3 changes / updates per issue, provided by Client per IFEA specifications

DEADLINES	ISSUE 1	ISSUE 2	ISSUE 3	ISSUE 4
Reserve Space By:	Mon. Dec. 12, 2023	Mon. Mar. 27, 2024	Mon. Jun. 26, 2024	Mon. Sep. 25, 2024
Art to IFEA By:	Mon. Jan. 9, 2024	Mon. Apr. 3, 2024	Mon. Jul. 10, 2024	Mon. Oct. 16, 2024

Price is Per Issue	1 ISSUE		2 ISSUES		4 ISSUES	
	MEMBER	NON-MEMBER	MEMBER	NON-MEMBER	MEMBER	NON-MEMBER
<b>Magazine Sponsor</b> (incl. Logo Recognition on Front Cover, plus One Full Page)	SOLD	SOLD	SOLD	SOLD	SOLD	SOLD
<b>Inside Cover &amp; First Page</b>	SOLD	SOLD	SOLD	SOLD	SOLD	SOLD
<b>First Views (first 7 pages)</b>	\$1,570	\$1,890	\$1,425	\$1,710	\$1,295	\$1,560
<b>Back Page</b>	\$1,425	\$1,715	\$1,295	\$1,555	\$1,175	\$1,415
<b>Full Page</b>	\$1,150	\$1,375	\$1,045	\$1,255	\$950	\$1,145
<b>1/2 Page</b>	\$785	\$945	\$715	\$855	\$650	\$785
<b>1/4 Page</b>	\$545	\$654	\$495	\$595	\$450	\$545



## IFEA UPDATE & NEWS BANNER AD

Dimensions 2000 px X 278 px

### TOTAL COST

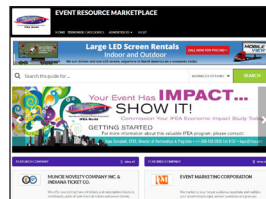
- 3 consecutive months
- 6 consecutive months
- 9 consecutive months

	MEMBER	NON-MEMBER
3 consecutive months	\$945	\$1285
6 consecutive months	\$1896	\$2236
9 consecutive months	\$2835	\$3175



## ONE-TIME TARGET EMAIL BLAST

The cost is \$795 (IFEA member rate), and \$1135 (IFEA non-member rate) per month, one email per month.



## WEBSITE (Event Resource Marketplace & Box Ads)

Visit [eventresourcemarketplace.com](http://eventresourcemarketplace.com) for more details or contact IFEA Sales Partner MultiView at 972-402-7070 or [salesinquiries@multiview.com](mailto:salesinquiries@multiview.com).



## IFEA EVENT INSIDER

For IFEA Event Insider details visit [mk.multibriefs.com/](http://mk.multibriefs.com/) MediaKit/Audience/IFEA or contact IFEA Sales Partner MultiView at 972-402-7070 or [salesinquiries@multiview.com](mailto:salesinquiries@multiview.com)

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



# 2024 EXPO PACKAGES AND ADVERTISING OPPORTUNITIES

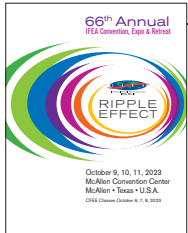
EXHIBITOR	FULL EXPERIENCE	INCLUDES:
1 Exhibitor + 1 Booth Worker	1 Full Convention Registration + 1 Booth Worker	One 8'x10' Booth space (uncarpeted). Includes 8' backwall, 3' high side wall drapes and ID sign. Full Experience Package includes one 6' skirted table, two standard chairs and a waste basket.
N/A	●	3-Day Convention Registration INCLUDES: All Educational Sessions during the main convention; All Coffee Breaks at Connections Cafe; Entrance to the DFEST® Hospitality Suite; Entrance to the IFEA Awards Luncheon & Pinnacle Awards Presentation; Entrance to the IFEA Expo in addition to the Lunches at the Expo and IFEA Foundation Auction Night Event
1/4 Page	Full Page	Black & White Advertisement in Convention Program
Standard	Enhanced	Exhibitor Listing in Convention Program (Enhanced Listing includes: company name, logo, overview (150 words or less), contact information, and highlighted booth numbers.)
●	●	Inclusion in IFEA's Online Virtual Trade Show
●	●	Pre-Convention & Post Convention Mailing Lists
●	●	IFEA Expo Lunches (2)
●	●	Entrance to the DFEST® Hospitality Suite
●	●	Entrance to the IFEA Foundation Night Party & Auction
N/A	●	Full Page Exhibitor Spotlight feature in IFEA's "ie" Magazine (Based on IFEA Questionnaire provided on sign-up) Exhibitor Spotlight feature will be included within "ie" Magazine in one of the pre-convention issues in 2024 (April or July). Exhibitor is responsible for submitting requested information for Spotlight by issue deadlines. If not received by these dates, this specific benefit for this package will be forfeited and is non-refundable.
N/A	●	Exhibitor Spotlight Listing in the <i>IFEA Update Newsletter</i> (company logo, tagline and link to your website)
\$895 \$1235	\$1495 \$1835	<b>Early Bird Rate by May 4, 2024</b> IFEA MEMBER RATE NON-MEMBER RATE
\$995 \$1335	\$1595 \$1935	<b>Rates After May 4, 2024</b> IFEA MEMBER RATE NON-MEMBER RATE

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



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# 2024 EXPO PACKAGES AND ADVERTISING OPPORTUNITIES



## CONVENTION PROGRAM

Reserve Space by: Fri., Aug. 30, 2024  
Art to IFEA by: Mon., Sept. 9, 2024

	MEMBER	NON-MEMBER
Covers, Full Page - Color	\$1,600	\$1,925
Prime Tab, Full Page	\$1,400	\$1,685
Prime Tab, Half Page	\$645	\$775
Full Page - B&W	\$575	\$695
1/2 Page - B&W	\$425	\$515
1/4 Page - B&W	\$275	\$335

## CONVENTION ATTENDEE BAG INSERT

Confirmation Participation by: Fri., Aug. 30, 2024  
Item to IFEA by: Mon. Sept. 9, 2024



	MEMBER	NON-MEMBER
	\$500	\$750

## PACKAGE ADD-ONS

	MEMBER	NON-MEMBER
Prime Booth Location	\$175	\$275
Additional Booth Workers <i>Primary &amp; First Worker already included with package</i>	\$150	\$250
Additional Convention Registrations <i>Available with Full Experience Package Purchase Only (Beyond Convention Registration already Included for Primary Registrant)</i>	\$495	\$695
One-Time 'Featured Exhibitor' Target Email Blast	\$795	\$1135

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