

PARTNER & HOST INFORMATION



2024
ENGAGE

IASB CONVENTION

WWW.IASBWEB.ORG



2024 PARTNER / HOST INFORMATION

Advance your brand and build meaningful relationships at **ENGAGE**, IASB's Signature Experience for the **Speakers Bureau Community** as a Partner or Host. Our packages are thoughtfully designed to maximize engagement and create experiences that help build valued relationships with our members. **They sell out quickly!** Contact Marie today +1 480-839-1423 or evp@iasbweb.org to discuss your engagement objectives, budget and check availability.

ABOUT IASB

The International Association of Speakers Bureaus (IASB) is a USA-based, not-for-profit trade organization with members located in 20+ countries. Founded in 1986, IASB provides leadership to the speaker representation industry through education, professional standards, resources and partnerships. **IASB Members are companies that operate as a speakers bureau, agency or speaker management company.**
Learn more: www.IASBweb.org

ABOUT THE EVENT

ENGAGE, is the signature event of the International Association of Speakers Bureaus (IASB) and is **the largest gathering of speaker bureau, agency and speaker management professionals in the world.** This *invitation-only** event features 2.5-days of educational programming, industry and roundtable discussions, robust networking opportunities, the Annual Industry Awards and the IASB*talks* Speaker Showcase Program.

2024 ENGAGE will be held November 7-9 in Montréal, Québec CANADA

www.IASBweb.org/24ENGAGE

WHO ATTENDS

The 150+ attendees are owners, agents and other employees from IASB Member Companies which are speakers bureaus, agencies and other entities that book and/or represent professional speakers, trainers and celebrities.

Non-member companies that meet the current membership criteria (Prospective Members) are also eligible to apply to attend.*

The core audience is bureau owners, senior leadership and booking agents.

50% of attendees have 11+ years of experience in the industry operating in North America and other major markets around the globe. About 20% of the on-site audience is based outside North America.

WAYS TO ENGAGE WITH US

Enjoy special value and brand visibility options with one of our **Partner or Host Packages**. **Advertising** and **Package Enhancements** are also available. Refer to the opportunities listings on the next pages for more info or contact Marie in the IASB office at +1 (480) 839-1423 or evp@iasbweb.org.

Note: Packages include display space in our pre-function community area or at a hosted function. Stand-alone exhibit space (booths, tables, etc.) is not available.

Returning Sponsors who upgrade receive 10% off the price of the new package.

ELIGIBILITY & REQUIREMENTS

IASB is committed to providing a safe, productive, and welcoming environment for all program participants, including our partners. **Our programs are branded to highlight the value that being involved in our community brings** and are designed to increase connections and collaboration in the global speakers bureau community. Due to the unique aspects of our industry and our signature program, ENGAGE, we have established eligibility criteria for individuals and companies that are not eligible to be a member of IASB but desire to partner with us and support our programming.

- **IASB Members** are eligible to purchase any packages or advertising — *some packages have extra Members Only benefits!*
- **Prospective Members** (entities that appear to meet the Membership Criteria available [online](#)) are eligible to purchase any packages or advertising.
*The IASB Membership Committee is responsible for determining if potential partners/hosts meet the membership criteria.
- **Speakers not selected to be a part of the program as an invited speaker** or **Vendors** that provide products or services to the speaker bureau industry are eligible to apply* to be a Non-Member Partner/Host.
*The IASB Executive Committee is responsible for reviewing/approving non-member partners/hosts.

The terms and conditions for the packages and advertising are indicated on the application form. Additionally, all participants in IASB Programs, including Partners, Hosts and Guests are required to agree to abide by the [IASB Program Policies](#) including the [IASB Program Code of Conduct](#).

Packages Sell Out Quickly!

Check Availability & Reserve Yours Today!

Partner Level Packages Enhanced visibility for your brand onsite and <i>throughout the year</i> in connection with our signature event with these packages.	Platinum EXCLUSIVE! LIMITED TO ONE \$20,000	Diamond LIMITED TO THREE ONE PER FUNCTION \$10,000	Gold LIMITED TO FIVE ONE PER FUNCTION \$6,000	Silver LIMITED TO FOUR ONE PER SESSION \$4,000
Exclusive Host of Event (Meal or Session): Signage at hosted session/function; reserved seating; distribution opportunity of sponsor-provided, branded* item at Hosted function.	Sat Dinner & Awards Program	Thu: Reception Buyout Fri: Lunch Sat: Lunch	Fri: AM or PM Break Sat: AM or PM Break Sat: Reception	Fri or Sat: Concurrent Session
Live Remarks (or Video) on stage at session indicated (<i>max 3 minutes</i>).	(Opening Plenary; Dinner) <i>May be combined.</i>	(Plenary that Occurs Prior to Hosted Meal)	(Plenary that Occurs Prior or Post Hosted Meal)	(During Hosted Session) <i>May also introduce session.</i>
Registration: Attendee Pass** (full pass). Non-Members receive a VIP Guest Pass*** plus Meal Pass	8 Passes	4 Passes	2 Passes	1 Pass
Event App Advertising*: Digital Ad plus Push* about hosted function.	2 (each day; total of 6)	2 (day of function)	1 (day of function)	1 (day of session)
Display Space** in Plenary pre-function area or hosted function.	4 Spaces	2 Spaces	1 Space	
Special Appearance by Exclusive/Managed Speaker at hosted function. (Function Guest Pass*** plus Meal Ticket). <i>Available to IASB Members only.</i>	5	3	2	
Website Advertising: Home Side Box* & Subpage Banner*	1 Year	4 Months	2 Months	
Brand Activation: on-site activity+ designed to showcase your brand.	2 (one at meal function)	1 (at meal function)		
Exclusive Facebook Live Event+ hosted by IASB; streamed in IASB Members Only Social Media Groups and available on-demand.	2	1		
Custom eBlast* to entire Membership (priceless!)	4 (1 Pre + 3 Post Event)	2 (Post Event)		
Room Delivery of sponsor-provided, branded* item to group block.	Exclusive (Saturday)			
IASB co-branded Badge/Lanyard* attendees wear onsite.	Exclusive			
Comped Package Add-ons: choose from the list on the next page.	4	2	1	

Networking Host Packages The #1 Reason Members attend ENGAGE is the Networking! Ensure your brand is "top of mind" as an exclusive host of one these high-impact connection opportunities at the convention.	Wi-Fi EXCLUSIVE! LIMITED TO ONE \$5,000	Event App EXCLUSIVE! LIMITED TO ONE \$5,000	ENGAGE Lounge EXCLUSIVE! LIMITED TO ONE \$7,500
	<i>Exclusive Sponsor of Wi-Fi (Internet access) for convention areas.</i>	<i>Enjoy exposure with our event app used by on-site attendees.</i>	<i>Welcoming spot for attendees to relax and connect (Fri & Sat).</i>
Live Remarks (or Video) on stage during session indicated (<i>max 3 minutes</i>).	(Opening Plenary)	(Opening Plenary)	(Plenary)
Convention Registration: Attendee Pass** Non-Members receive a VIP Guest Pass*** plus Meal Pass.	2 Passes	2 Passes	2 Passes
Event App Advertising*: Digital Ad plus Push* about hosted function.	3 (one each day)	3 (one each day)	2 (Friday & Saturday)
Display Space** in Plenary Session pre-function area.	1 Space	1 Space	1 Space
Special Appearance by Exclusive/Managed Speaker in Lounge. (Function Guest Pass*** plus Meal Ticket). <i>Available to IASB Members only.</i>			2 per day
Signage with Logo Plus Logo/Company Name with access instructions.	(Sign at Reg Desk)	(Logo-App Banner; Sign at reg desk)	(Sign located in Lounge)
Comped Package Add-ons: choose from the list on the next page.	1	1	1

All Packages include: Stage Acknowledgement/Logo on screen at Opening Session; Logo on event webpage/App, Logo in marketing literature, Logo on Signage and Program Sponsor Listing.

*Ads, Branded items and other creative materials are subject to prior approval; web advertising to be scheduled in advance (refer to Advertising Order Form for more details).

**Registration Passes may only be used by Owners/Employees of a Member Company or a Prospective Member Company. IASB Members may exchange display space for a Registration Pass.

***VIP Guest Passes permit access to the convention community areas but not the concurrent sessions and do not include a meal pass or meal ticket (must be purchased separately).

*Facebook Live Events are up to 10 minutes in length and are hosted by a member of the IASB Communications Team; require advance scheduling; Activation activity costs are responsibility of partner; require advance planning and approval by IASB and hotel/venue.

<p>Special Events Host Packages Enhanced visibility for your brand onsite as an exclusive or shared Host of one these high-touch special events. <i>Make it Exclusive!</i> When bought-out, Benefits revert to the Diamond Package plus additional perks marked with ** are included.</p>	<p>IASB Masterclass EXCLUSIVE! LIMITED TO ONE \$5,000</p>	<p>Friday Experience LIMITED TO FOUR \$5,000 MAKE IT EXCLUSIVE! \$20,000**</p>	<p>Board Dinner or Volunteer Lunch EXCLUSIVE! LIMITED TO ONE EACH \$5,000</p>	<p>Welcome Reception LIMITED TO THREE \$3,500 MAKE IT EXCLUSIVE! \$10,000**</p>
	<p><i>This interactive workshop is an Attendee favorite (Thu).</i></p>	<p><i>Locally-inspired Off-site Reception with hors d'oeuvres, hosted beverages & entertainment (Fri).</i></p>	<p><i>Volunteer leaders are invited to this special off-site dinner (Wed) or on-site luncheon (Thu).</i></p>	<p><i>On-site Opening Reception for everyone featuring hors d'oeuvres & hosted beverages (Thu).</i></p>
<p>Live Remarks during session indicated or Video shown on stage during plenary (<i>max 3 minutes</i>).</p>	(During Masterclass)	(During Reception) **Special Presentation at event with Buyout	(During Luncheon)	**Available with Buyout
<p>Registration: Attendee Pass** Non-Members receive a VIP Guest Pass*** plus Meal Pass.</p>	2 Passes	2 Passes **6 with Buyout	2 Passes	1 Pass **4 with Buyout
<p>Appearance by Exclusive/Managed Speaker at hosted function (Function Guest Pass*** plus Meal Ticket). <i>Available to IASB Members only.</i></p>		1 **4 with Buyout	1	1 **3 with Buyout
<p>Event App Advertising*: Digital Ad plus Push* about hosted function.</p>	1 (Friday)	1 (Shared Push) **2 with Buyout	1 (Thursday)	1 (Thursday) **2 with Buyout
<p>Display Space** in Plenary Session pre-function area.</p>	1 Space	1 Space **2 with Buyout	1 Space	**2 with Buyout
<p>Room Delivery of sponsor-provided, branded* item to attendee's hotel room on day of function.</p>		**Friday Available with Buyout		
<p>Comped Package Add-ons: choose from list below.</p>	1	1 **3 with Buyout	1	1 **2 with Buyout

Package Add-ons

Enhance your package with one or more of these special add-ons. *Only available with purchase of a package.*

<p>Main Stage Video* Promo \$1,500 LIMITED TO TWO (ONE EACH DAY)</p>	<p>Your Video* (max 2 minutes) presented on the Main Stage during a Plenary Session; does NOT include a Stage Opportunity.</p>
<p>Facebook Live Event+ \$1,000</p>	<p>Hosted by IASB (live streamed in the IASB Members Only Social Media Group and recorded for on-demand viewing).</p>
<p>All Channel Ad* Campaign \$1,000</p>	<p>Includes Ad* Placement in IASB's Event App, Social Media; Member Publication and Website.</p>
<p>On-Demand Video Ad (2 minutes) \$1,000 LIMITED TO ONE PER SESSION</p>	<p>Your Video* shown before an On-Demand Session (available in the IASB Learning Library throughout the year).</p>
<p>Attendee Package Insert* \$1,000</p>	<p>Branded Insert* in Packet attendees receive at onsite check-in.</p>

Advertising

Digital Advertising is available in all of our channels throughout the year. *Purchase individually or add to a package and save 20% off the rates noted below.*

<p>Event App Ad* \$200</p>	<p>Digital Display Ad* that appears in on-site Event App at a scheduled time. Includes a hyperlink and CTA (button that links to a website, video or other internet-based content).</p>
<p>Social Media Ad*/Post* \$500</p>	<p>Display Ad* and/or Post* that appears on the IASB Facebook Page. <i>May be used to link to a website, speaker video or other internet-based content.</i></p>
<p>Website Ad \$100-\$3,000</p>	<p>Available on our website (www.iasbweb.org). Several Ad* sizes, placements and durations available. Includes a hyperlink. <i>May be used to link to a website, speaker/company video or other internet-based content.</i></p>
<p>Publication eAd \$100-\$1,000</p>	<p>Available in our Members Only digital publications. Several Ad* sizes, placements and durations available; includes a hyperlink. <i>May be used to link to a website, speaker/company video or other internet-based content.</i></p>

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This form is for reserving a package or advertising for the IASB Convention—complete and email to evp@iasbweb.org or call +1 480-839-1423 to apply/reserve. **Prior to completing the form, please check availability of your preferred package by contacting the IASB office.**

The Application & Artwork Deadline is October 1st

Type: IASB Member Prospective Member Speaker Vendor Other: _____

Company or Speaker Name: _____

Contact Name: _____ **Phone:** _____

Contact Email: _____

Please indicate the information to display in the Partner & Host Directory:

Website (URL): _____ **Phone:** _____

Payment Method:

- Credit Card (IASB will email a link to pay online)
 Check (US Funds only; refer to invoice for address)
 ACH (US Only) or Wire (refer to instructions)

Partner/Host Upgrade (10% discount): -\$ _____

Total Amount Due: \$ _____

Select a Package Contact us to inquire about availability or to place a hold. Note: in the event a package you have selected is part of a buyout; you will be provided with an opportunity to choose another similar priced package or receive a refund.

- Platinum Partner \$20,000** **Fri Reception Host Buy-Out \$15,000**
- Diamond Partner \$10,000** Preference: Thu Reception Buyout Fri Lunch Sat Lunch
- Lounge Host \$7,500** **Gold Partner \$6,000** Preference: Fri Break Sat Break Sat Reception
- Thu Masterclass Host \$5,000** **Networking Host \$5,000** Preference: Wi-Fi Event App
- Wed Board Dinner \$5,000** **Thu Volunteer Lunch \$5,000** **Fri Reception Host \$5,000**
- Silver Partner \$4,000** Session Preference: Fri Sat **Thu Reception Host \$3,500**

Package Add-Ons Refer to your package for number of complimentary Add-ons. Additional selections may be purchased at the price indicated.

- Main Stage Video* \$1,500** Preference: Fri Sat
- All Channel Ad Package \$1,000**
- Podcast Guest Host \$1,000**
- On-Demand Video Ad \$1,000**
- Attendee Package Insert \$1,000**
- Facebook Live Event+ \$1,000**
- (Note: already included in Platinum/Diamond Packages—additional events may be added)

Advertising: **Digital Ad (Event App)** \$200 **Social Media Post** \$500 **Web Ad** \$300/mo. \$3,000/year **eAd** Box \$100/issue Banner \$200/issue

ACKNOWLEDGEMENT—SIGN & DATE

I, the undersigned, am authorized to act on behalf of the above entity and wish to purchase the checked items above. I understand that packages/items are awarded on a first-paid, available basis and IASB reserves the right to refuse us including our creative items (artwork, videos, etc.) for any reason. I hereby acknowledge that I have read and agree to the Terms & Conditions below and agree that I and my representatives participating in the program have read and agree to abide by the IASB Program Policies & Waivers (available online www.iasbweb.org/ProgramPolicies-Waivers).

Printed Name: _____ **Signature:** _____ **Date:** _____

TERMS & CONDITIONS

Packages, Add-ons and Advertising are sold on a first-paid basis.

Packages/Items that are reserved (unpaid), are held on a 48-hour courtesy basis.

Advertising: All logo placement is at sole discretion of IASB including order/rotation where applicable. Refer to the policies available online about [Advertising](#).

Approval: Entities and all Artwork, Branded Items, Activations and other creative materials are subject to prior approval and may be rejected for any reason. Where priced individually, rejected items are eligible for a full refund.

Artwork: Note firm deadline for artwork. All artwork, including logos must meet the specifications; IASB reserves the right to resize/center artwork as needed.

Brand Activation: IASB will work with Partner to identify activity; subject to venue approval where applicable; Partner is responsible for associated third-party costs.

Cancellations/Refunds: Cancellations accepted by email to info@iasbweb.org and acknowledged by IASB. Packages cancelled prior to the Deadline will receive a refund less a \$500 admin fee. Credit not be provided for unused Passes/package benefits.

Copyright/Use License/Indemnification: All creative items provided to IASB and/or displayed by sponsor are licensed to IASB to use as described. All content within artwork/videos must be used with permission, with the appropriate rights obtained including any royalties paid. You are indemnifying IASB against any claims, including third-party actions relating to the use of the items.

Display Space: Advise by Deadline if not be utilizing this benefit and/or trading out for passes, where available. Space is suitable for a floor banner/display—a small table will be provided upon request. A Space Agreement will be emailed for signature/return by the Deadline. Additional information and conditions are in the agreement.

Force Majeure: If IASB is unable to hold the program as planned, Partners/Hosts will have the option of a refund or transfer of package/funds to the next program.

Function Hosts/Branded Items/Room Deliveries: IASB selects the menu for all functions. Branded/Gift items must arrive in the Convention Office by Noon, Thu. Plan on 80-100 items. Shipping & Handling is at Partner/Host's expense. Multiples must be in a single package (i.e. inside a gift bag); one per person—please advise if you need space to assemble the packages. IASB Staff will distribute at the hosted meal function or provide to hotel for room delivery. Excess items will be held for pick-up by Partner/Host until 10PM, Sat; remaining items will be disposed at IASB's discretion.

Passes: VIP Guest Passes permit access to the community areas **but not** the sessions and do not include a meal pass/ticket (unless included in package or purchased).

Signage/Event Webpage: Your logo or company name will be included on promotional materials (both print and digital), signage and on the IASB website.

Additional Important information is available on the Partner Checklist online: www.iasbweb.org/CONV-Partner-Checklist

ARTWORK & VIDEO SPECIFICATIONS



ARTWORK & VIDEO FILE DEADLINE IS OCTOBER 1st

Send artwork via file-share service LINK to info@iasbweb.org; we will acknowledge receipt.

Important information including the specifications are available on the Partner Checklist online <https://www.iasbweb.org/CONV-Partner-Checklist>.