

IASB's Signature Experience for the Global Speaking Industry

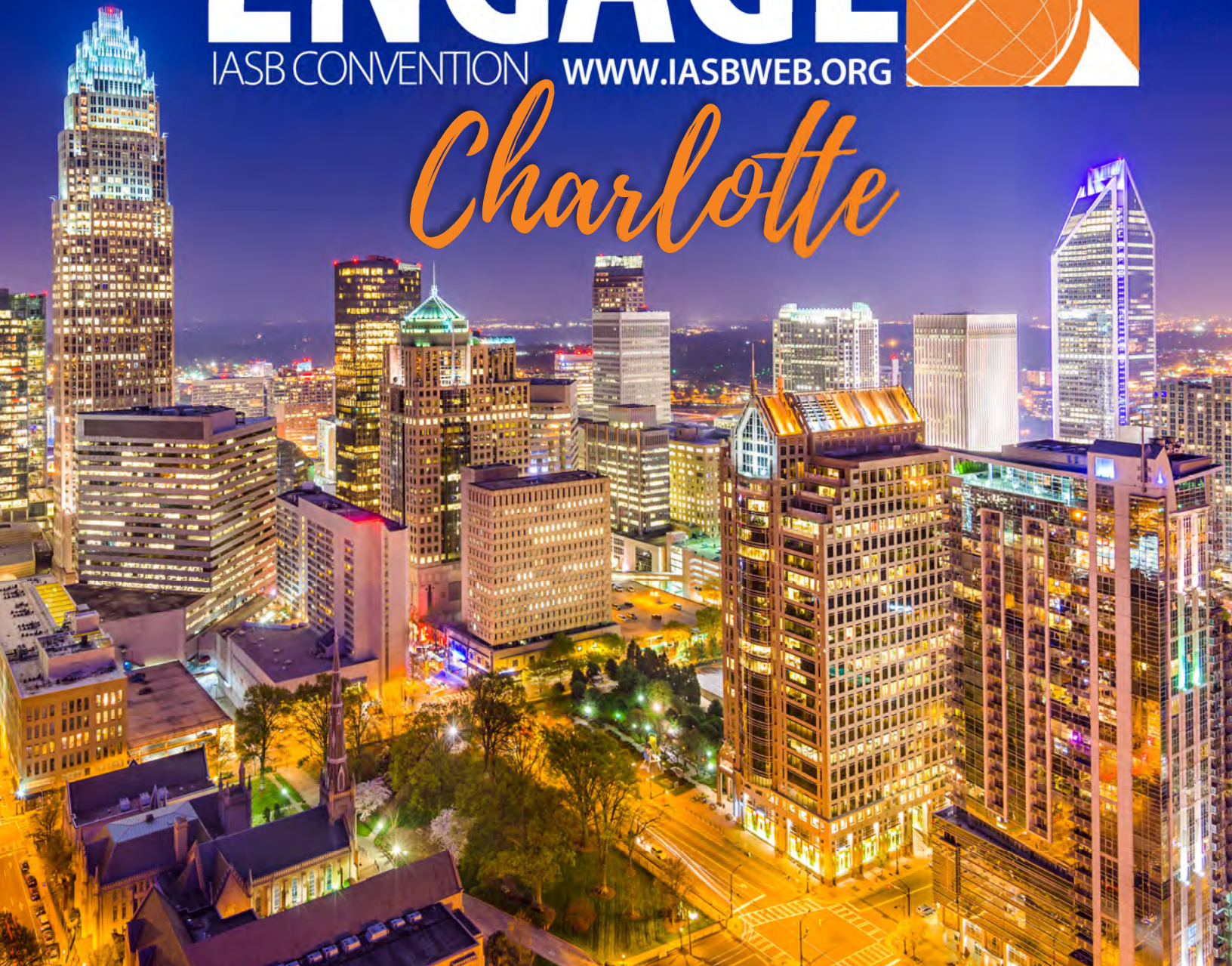
2025

ENGAGE

IASB CONVENTION WWW.IASBWEB.ORG



Charlotte



PARTNER INFORMATION



Advance your brand and build meaningful relationships at **ENGAGE**, IASB's Signature Experience for the **Speakers Bureau and Management Community** as a Partner.

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.

2025 ENGAGE will be held November 13-15 in Charlotte, North Carolina USA

www.IASBweb.org/ENGAGE

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 Packages**. **Advertising** is 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 community area or at a hosted function. Stand-alone exhibit space (booths, tables, etc.) is not available.

Returning Partners 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 are for Members Only or 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 prospective members 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.
*The IASB Executive Committee is responsible for reviewing/approving speakers and vendors as non-member partners.

The terms and conditions for the packages and advertising are indicated on the application form. Additionally, all participants in IASB Programs, including Partners 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 Packages

Enjoy enhanced visibility for your brand **onsite** and **throughout the year** in connection with our signature event with one of our Partner Packages.

<p><i>Packages Sell Out Quickly!</i> Check Availability & Reserve Yours Today!</p> <p>Returning Partners that Upgrade receive 10% off!</p>	Diamond LIMITED TO TWO ⁺⁺ \$20,000	Platinum LIMITED TO THREE ⁺⁺ \$10,000	Gold LIMITED TO EIGHT \$7,500	Silver LIMITED TO FIVE \$6,000 MEMBERS ONLY
	<p>Remarks: on plenary stage (time indicated is exclusive of intro by Emcee).</p> <p>Registration Passes: number and type of pass are dependent on the entity.</p>	<p>5 Minutes Live Remarks and/or Video</p>	<p>3 Minutes Live Remarks and/or Video</p>	<p>2 Minutes Video Only</p>
<p>Members: Attendee Pass**</p>	4	3	2	1
<p>Vendors: VIP Guest Pass*** plus Meal Pass.</p>	3	2	1	N/A
<p>Speakers: VIP Guest Pass*** plus Meal Pass.</p>	2	1 (2-day Pass: Fri & Sat)	1 (1-day Pass: Fri or Sat)	N/A
<p>Event App Partner Profile: dedicated digital space in Event App Showcase your brand, products/services to attendees with opportunities for direct engagement.</p>	✓	✓	✓	✓
<p>Event App Advertising*: Digital Ad* with CTA. (CTA is a button that links to a website, video or other internet-based content).</p>	3 (Thu, Fri & Sat)	2 (Fri & Sat)	1 (Fri or Sat)	1 (Fri or Sat)
<p>Interactive Display Space** in Plenary pre-function area.</p>	4 Spaces	2 Spaces	1 Space	1 Space
<p>Custom eBlast* to entire Membership.</p>	4 (1 Pre + 3 Post Event)	2 (Post Event)	1 (Post Event)	1 (Post Event)
<p>On-Demand Video Ad : 1-minute video* will be shown before a Session in the IASB Learning Library for 1 year. LIMITED TO ONE AD PER SESSION.</p>	4	2	1	1
<p>Website Advertising: Home Side Box* & Subpage Banner*</p>	1 Year	4 Months	2 Months	
<p>Brand Activation: on-site activity+ designed to showcase your brand.</p>	2	1		
<p>Hosted Interview* pre-record, played in IASB <i>Members Only</i> Social Groups.</p>	2	1		
<p>Branded Item* or Insert*: in Attendee Packet or provided at check-in.</p>	✓	✓		
<p>Room Delivery: of sponsor-provided, branded* item to group block.</p>	Exclusive (Fri or Sat)			
<p>IASB co-branded Badge/Lanyard* attendees wear onsite.</p>	Exclusive			
<p>Featured Listing Ad: available on IASB website; includes ad+link. Members are featured in Planner Resources section; Vendors/Speakers are featured in Member Resources.</p>	✓	✓	✓	✓
<p>Brand Package: Stage Acknowledgement (verbal) plus Logo on screen at Opening Session, Scrolling Linked Logo on website home page; Linked Logo on digital promotional items; Logo on Signage placed onsite.</p>	✓	✓	✓	✓

Advertising Add-Ons *Add to a package and save 20% off the published rates.*

Use to link to a website, speaker video or other internet-based content.

<p>Event App Ad* \$200</p>	<p>Digital Ad* that appears in on-site Event App at a scheduled time. Includes a hyperlink and CTA (link).</p>
<p>Social Media Ad*/Post* \$500</p>	<p>Display Ad* and/or Post* that appears on the public IASB Facebook/Linked Pages. Advance notice required as these are scheduled throughout the year not in conjunction with the convention.</p>
<p>Website Ad \$100-\$3,000</p>	<p>Available on our website (www.iasbweb.org). Several Ad* sizes, placements and cycles/durations available. Advance notice required as these are scheduled throughout the year not in conjunction with the convention. Includes a link.</p>

Notations: refer to the Terms & Conditions on the Application/Agreement for more information.

*Ads, branded items, content/copy, videos and other creative materials are subject to prior approval; web advertising and custom eblasts must 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 for an individual who is an owner or employee of the company. Refer to the Program Policies for more information: <https://www.iasbweb.org/ProgramPolicies-Waivers>.

***VIP Guest Passes permit access to the convention community areas, opening/closing plenaries and Speaker Showcase—all other sessions are restricted to Attendees. Meal Passes are for the functions indicated.

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

††Eligibility and Attendance Restrictions: Only one of the Sponsors may be a Speaker; refer to package for restrictions on attendance restrictions.

Reserve a package online here: <https://www.iasbweb.org/ENGAGE-PartnerWithIASB> or complete and return this form by email to evp@iasbweb.org.

Check availability of your preferred package by contacting Marie in the IASB office +1 480-839-1423.

The Application, Payment & 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 Directory:

Website (URL): _____ Phone: _____

Payment Method:

Credit Card (IASB will email a link to pay online)

Check/ACH (US Funds only) or Wire

(all amounts are US Dollars)

Package Amount: \$ _____

Upgrading Partner (10% discount) less \$ _____

Non-refundable Deposit DUE TODAY less **\$500**

Total Amount Due by October 1st \$ _____

Select a Package and Preferences

In the event a package and/or benefit preference you have selected is not available, you will be provided with an opportunity to select another package or benefit preference where available.

1 st Choice	2 nd Choice	Package	Room Delivery	1-day Pass	Event App Ad	Display Space
<input type="checkbox"/>	<input type="checkbox"/>	Diamond \$20,000	Select one: <input type="checkbox"/> Fri <input type="checkbox"/> Sat <input type="checkbox"/> Either			Number of Spaces: <input type="checkbox"/> 0 <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 Members Only: <input type="checkbox"/> Exchange for Attendee Pass(es)
<input type="checkbox"/>	<input type="checkbox"/>	Platinum \$10,000				Number of Spaces: <input type="checkbox"/> 0 <input type="checkbox"/> 1 <input type="checkbox"/> 2 Members Only: <input type="checkbox"/> Exchange for Attendee Pass(es)
<input type="checkbox"/>	<input type="checkbox"/>	Gold \$7,500		Select one: <input type="checkbox"/> Fri <input type="checkbox"/> Sat	Select one: <input type="checkbox"/> Fri <input type="checkbox"/> Sat <input type="checkbox"/> Either	Number of Spaces: <input type="checkbox"/> 0 <input type="checkbox"/> 1 Members Only: <input type="checkbox"/> Exchange for Attendee Pass
<input type="checkbox"/>	<input type="checkbox"/>	Silver \$6,000 (Members Only)			Select one: <input type="checkbox"/> Fri <input type="checkbox"/> Sat <input type="checkbox"/> Either	Number of Spaces: <input type="checkbox"/> 0 <input type="checkbox"/> 1 Members Only: <input type="checkbox"/> Exchange for Attendee Pass

Advertising: Digital Ad (Event App) \$200 Social Post \$500 Preferred Run Date: _____ Web Ad \$300/mo. X _____ months \$3,000/year Preferred Start Date: _____

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 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: Applicants and all Artwork, Branded Items, Activations and other creative materials are subject to 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 Deadline will receive a refund less the \$500 deposit. Credit will 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 and chair will be provided upon request. A signed Space Agreement must be returned by the Deadline. Additional information and conditions are in the agreement.

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

Branded Items/Room Deliveries: Branded/Gift items must arrive in the Convention Office by Noon, Thu. Plan on 125-150 items. Shipping & Handling is at Partner'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. If the branded item does not fit inside the Attendee Packet (9"x12"x1") it will be provided at check-in at the registration desk. Excess items will be held for pick-up by Partner 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>.