



Dear Valued IBBA Partner,

Enclosed is IBBA's 2011 Fall Conference Sponsorship Kit, which is "*the resource*" to maximize your exposure to the most influential business brokers and intermediaries - those most engaged in the profession and committed to enhancing their businesses for the long term.

As a valued participant, the International Business Brokers Association (IBBA) invites you to participate in its 2011 Fall Conference Sponsorship Program, which provides several opportunities for you and your company to gain exposure to the business brokers and intermediaries attending the conference.

The following pages outline the various sponsorship opportunities offered, their levels, as well as the terms and conditions. We encourage you to read through the information to become familiar with the benefits available to you as an IBBA sponsor.

Affiliation with the IBBA provides invaluable professional networking opportunities and exposure for companies that service within the business broker arena. Being an IBBA sponsor allows your company to meet new brokers and intermediaries, and introduce your products and services to them in an educational and professional setting that is mutually beneficial. Without such opportunities, relationship building would take more time, energy and expense to develop.

We encourage you to become a sponsor of the 2011 Fall Conference. Demonstrate to brokers and intermediaries that you support them as well as their professional association!

As always, we value your commitment to IBBA and we thank you for your continued support of our organization. Contact me directly at 312.673.4805 should you have any specific questions about sponsorship or the Fall Conference. Also, feel free to pass this information onto others who might benefit from sponsoring their products or services at the IBBA Fall Conference, November 14-19 in Phoenix, Arizona.

Best regards,

A handwritten signature in black ink that reads "Steve P. Bova".

Steve Bova, CAE
Executive Director

IBBA Sponsor Program

Choices to Enhance Your Exposure

November 14-19, 2011 • Phoenix, Arizona



Thursday Evening Networking Reception - **SOLD**

Sponsorship Level: \$6,500

Sponsorship of this premier social event will leave a lasting impression on attendees.

Additional Benefits:

- Distribute an IBBA-approved promotional item
- Reception signage
- Recognition in the pocket program schedule

Massage Station - **SOLD**

Sponsorship Level: \$3,000

Everyone loves a massage - especially if it's free! Sponsor a 10-minute massage for conference attendees during The M&A Source Middle Market expo hours on Wednesday. You'll be the hit of the event

Additional Benefits:

- Company logo on massage station signage

Internet Cafe - **SOLD**

Sponsorship Level: \$3,000

The Internet Cafe is a vital tool for attendees to keep abreast of deals and business going on back at the office. Be the company that supports their business inside and outside of the Trade Fair.

Additional Benefits:

- Company logo on Internet Cafe signage

Lanyards

Sponsorship Level: \$3,000

Attendees must wear their badges throughout the conference to access convention events. Gain extra visibility for your company by placing your company logo on convention lanyards.

Friday General Session Keynote Speaker

Sponsorship Level: \$3,000

Make a great impression. Sponsor the opening keynote speaker and get incredible corporate exposure to hundreds of attendees. High attendance at the general session provides the opportunity to target attendees interested in your company.

Conference Tote Bags

Sponsorship Level: \$2,500

Place your company logo, along with the IBBA logo, on a tote bag that is provided to all conference attendees when they arrive onsite. This item will continue giving your company exposure long after the conference!

Additional Benefits:

- One IBBA-approved flyer to be included in the bag (sponsor to provide materials two weeks prior to conference)

Note Pads

Sponsorship Level: \$2,500

Have your company logo in the forefront of all attendees throughout the conference. Sponsor note pads that will be included in the conference registration bags.

Trade Fair Coffee Station - **SOLD**

Sponsorship Level: \$1,500

Attendees enjoy the opportunity to network during the well-attended daily coffee breaks

Additional Benefits:

- Sponsorship logo on signage at coffee breaks

Keynote Session Chair Drop

Sponsorship Level: \$1,500

Take advantage of a captive audience. Reach IBBA attendees at the general session by dropping a flyer at their seats. A great opportunity to invite attendees to your company's booth and/or promote a new product or service. Please note: Content subject to approval by the IBBA.

One-time Member Email Message

Sponsorship Level: \$1,000

Send a personalized message to IBBA attendees via email. The IBBA will distribute the sponsor's message to the entire membership list. Limit to one-time use.

Registration Bag Insert

Sponsorship Level: \$750

Include one IBBA-approved piece of company literature or promotional flier into each attendee's registration bag. (sponsor to provide materials two weeks prior to conference).

IBBA Educational Webinar

Sponsorship Level: \$550

Sponsor an educational webinar for IBBA member. Webinars are held at least twice a month and attract at least 100 participants.

Pens

Sponsorship Level: \$550

Have your company logo in the hands of all attendees. Sponsor pens that will be included in the conference registration bags.

Fall 2011 IBBA Conference
 Sponsorship Application & Contract
 November 14-19, 2011 • Phoenix, Arizona



Complete all sections of this application and return with full payment to: IBBA Headquarters, 8305 Solutions Center, Chicago, IL 60677-8003; Fax: 312.245.1082. If you need additional information, please contact IBBA Headquarters Staff at sales@ibba.org. Please print exactly as you wish your information to appear on signage and printed material.

Company Name _____

Contact Name _____ Title _____

Company Address _____

City _____ Province/State _____ Zip Code _____ Country _____

Phone _____ Fax _____

Email _____ Website _____

Sponsorship Opportunities

- Thursday Evening Network Reception - **SOLD** \$6,500
- Massage Station - **SOLD** \$3,000
- Internet Cafe - **SOLD** \$3,000
- Lanyards \$3,000
- Friday General Session Keynote Speaker \$3,000
- Conference Tote Bags \$2,500
- Note Pads \$2,500
- Trade Fair Coffee Station - **SOLD** \$1,500
- General Session Chair Drop \$1,500
- One-time Member Email Message \$1,000
- Registration Bag Insert \$750
- IBBA Educational Webinar \$550
- Pens \$550

Payment Information

Return this application with full payment to:
 IBBA, 8305 Solutions Center, Chicago, IL 60677-8003
 Credit card payments may be sent via fax to 312.245.1082;
 Attn: IBBA Sales

Check (Made payable to IBBA)

Visa MasterCard American Express

Credit Card # _____

Exp. Date _____ Amount Due \$ _____

Signature _____ Date _____

IMPORTANT NOTICE

The Rules & Regulations apply to all activities related to the Fall 2011 Conference exhibit and sponsorship commitment. Upon signing of this Application & Contract, the Sponsor acknowledges that they have read, understood and will abide by the Rules & Regulations for the Fall 2011 Conference, which is a part of this contract and will comply with all conditions under which the event space at the event facility is leased to IBBA. Sponsors may not cancel sponsorships after acceptance by IBBA, except for breach of this contract by IBBA. A 100% cancellation fee applies to cancelled sponsorship. All cancellations must be directed in writing to: IBBA, 401 North Michigan Avenue, suite 2200, Chicago, Illinois, 60611; email sales@ibba.org.

Signature _____ Date _____