



2013 Ice Arena Conference and Trade Show Sponsorship  
May 28-31  
Las Vegas

On May 28-31 at Caesars Palace, industry leaders will gather to expand their knowledge and familiarize themselves with brands like yours. This year's conference will open up new channels of information as ice arena owners, operators, skating and hockey directors and instructors, and builder/suppliers have access to a wide variety of educational seminars, open labs and on-ice sessions. In addition, there will be social receptions, awards ceremonies and a two-day trade show (May 30-31) where builders/suppliers showcase their products and services, answer questions and have valuable time to interact with customers.

The attached explain the benefits you will receive when you become a sponsor of:

- Attendee Gift
- Educational Seminars
- President's Reception
- ISI Awards Lunch
- Opening Keynote Address
- Breakfast Roundtables
- Trade Show Reception
- Trade Show Buffet Lunch
- Bonus Distribution of Promotional Products

We're looking forward to your sponsorship of the 2013 Ice Arena Conference and Trade Show, as we educate the upcoming talented leaders of the ice skating industry. Please contact Carol Jackson at [cjackson@skateisi.org](mailto:cjackson@skateisi.org) or (972) 735-8800 to reserve your sponsorship today!



## 2013 Ice Arena Conference and Trade Show Sponsorship

### Attendee Gift

The conference and trade show registration package includes a gift from ISI to every conference attendee. As the sponsor of the Attendee Gift, you will promote your company to more of the industry's decision-makers than ever before.

#### **Benefits:**

##### ***Company Logo on Registration Gift***

##### ***Discounts and Passes:***

- 2 complimentary conference registrations to be used by sponsor *or their current/potential clients*
- 2 complimentary trade show passes

##### ***Media/Editorial Coverage:***

- Full-page black/white ad and logo in conference program book (upgrade to color at additional price)
- Editorial coverage promoting sponsor's products (provided by sponsor) and logo on ISI web site (conference and trade show web page) with link to sponsor's web site
- Sponsor listing in *2014 ISI Membership Directory*
- Sponsor logo in the post-conference issue of *ISI EDGE* magazine

##### ***Other Sponsor Recognition:***

- Opportunity to insert one-page printed flyer/product (supplied by sponsor) in conference attendee registration packets

##### ***Promotional Investment***

\$2,000 for Exclusive Sponsorship



## 2013 Ice Arena Conference and Trade Show Sponsorship

### Educational Seminars

The Educational Seminars are known for their high-quality informative content. Over 70 sessions will be presented at this year's conference, and as a sponsor, your company's name will be associated with each session, reinforcing your commitment to furthering the education of industry professionals.

#### **Benefits:**

##### ***Discounts and Passes:***

- 2 complimentary conference registrations (Exclusive Sponsorship) to be used by sponsor *or their current/potential clients*; or 1 complimentary conference registration (each Shared Sponsorship)
- 2 complimentary trade show passes (Exclusive Sponsorship); or 1 complimentary pass (each Shared Sponsorship)

##### ***Media/Editorial Coverage:***

- Full-page black/white ad and logo in conference program book (upgrade to color at additional price)
- Editorial coverage promoting sponsor's products (provided by sponsor) and logo on ISI web site (conference and trade show web page) with link to sponsor's web site
- Sponsor listing in *2014 ISI Membership Directory*
- Sponsor logo in the post-conference issue of *ISI EDGE* magazine

##### ***Other Sponsor Recognition:***

- Sponsor logo on all conference session signs placed at the entrance to each room
- Opportunity to insert one-page printed flyer/product (supplied by sponsor) in conference attendee registration packets

##### ***Promotional Investment***

\$2,000 for Exclusive Sponsorship

or

\$1,500 each for Shared Sponsorship\*

\* All tickets, registrations, signage, etc. will be shared among multiple sponsors



## 2013 Ice Arena Conference and Trade Show Sponsorship

### ISI President's Reception Tuesday May 28

The President's Reception will be held Tuesday evening. Cocktails and hors d'oeuvres will be served as people reconnect with their peers and network with those who are first-time attendees. As a sponsor, this is a great opportunity to gain name recognition as a supporter of this fun-filled event that attendees look forward to.

#### **Benefits:**

##### ***Discounts and Passes:***

- 2 complimentary conference registrations (Exclusive Sponsorship) to be used by sponsor *or their current/potential clients*; or 1 complimentary conference registration (each Shared Sponsorship)
- 2 complimentary tickets to sponsored event (Exclusive Sponsorship); or 1 complimentary ticket (each Shared Sponsorship)
- 2 complimentary trade show passes (Exclusive Sponsorship); or 1 complimentary pass (each Shared Sponsorship)

##### ***Media/Editorial Coverage:***

- Full-page black/white ad and logo in conference program book (upgrade to color at additional price)
- Editorial coverage promoting sponsor's products (provided by sponsor) and logo on ISI web site (conference and trade show web page) with link to sponsor's web site
- Sponsor listing in *2014 ISI Membership Directory*
- Sponsor logo in the post-conference issue of *ISI EDGE* magazine

##### ***Other Sponsor Recognition:***

- 2 sponsor signs placed at the entrance to room
- 1 large banner (provided by sponsor)
- Cocktail napkins with sponsor logo
- Opportunity to insert one-page printed flyer/product (supplied by sponsor) in conference attendee registration packets
- Sponsor recognition/thank you public announcement

##### ***Promotional Investment***

\$2,500 for Exclusive Sponsorship

or

\$1,750 each for Shared Sponsorship\*

\* All tickets, registrations, signage, etc. will be shared among multiple sponsors



## 2013 Ice Arena Conference and Trade Show Sponsorship

### ISI Awards Luncheon Wednesday May 29

This year's ISI Awards Luncheon will be held on Wednesday to honor outstanding individuals who have made significant contributions to the ice skating industry during the past year or throughout their professional career. As a sponsor, your company will be associated with recognizing outstanding achievements in the industry.

#### **Benefits:**

##### ***Discounts and Passes:***

- 2 complimentary conference registrations (Exclusive Sponsorship) to be used by sponsor *or their current/potential clients*; or 1 complimentary conference registration (each Shared Sponsorship)
- 2 complimentary tickets to sponsored event (Exclusive Sponsorship); or 1 complimentary ticket (each Shared Sponsorship)
- 2 complimentary trade show passes (Exclusive Sponsorship); or 1 complimentary pass (each Shared Sponsorship)

##### ***Media/Editorial Coverage:***

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- Sponsor listing in *2014 ISI Membership Directory*
- Sponsor logo in the post-conference issue of *ISI EDGE* magazine

##### ***Other Sponsor Recognition:***

- 2 sponsor signs placed at the entrance to room
- Opportunity to insert one-page printed flyer/product (supplied by sponsor) in conference attendee registration packets
- Sponsor recognition/thank you public announcement

##### ***Promotional Investment***

\$2,000 for Exclusive Sponsorship  
or  
\$1,500 each for Shared Sponsorship\*

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## 2013 Ice Arena Conference and Trade Show Sponsorship

### Opening Keynote Address “Everyday Leadership” - Joan Fox Tuesday May 28

Recognized as a customer service and leadership expert, Joan Fox helps companies and associations increase their capacity to compete and win by challenging them to think in innovative ways. She believes that learning is facilitated by involvement, interaction and having fun! In the light of both cultural and business dynamics, Joan presents what it really takes to be a leader.

#### **Benefits:**

##### ***Discounts and Passes:***

- 2 complimentary conference registrations (Exclusive Sponsorship) to be used by sponsor *or their current/potential clients*; or 1 complimentary conference registration (each Shared Sponsorship)
- 2 complimentary trade show passes (Exclusive Sponsorship); or 1 complimentary pass (each Shared Sponsorship)

##### ***Media/Editorial Coverage:***

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- Editorial coverage promoting sponsor's products (provided by sponsor) and logo on ISI web site (conference and trade show web page) with link to sponsor's web site
- Sponsor listing in *2014 ISI Membership Directory*
- Sponsor logo in the post-conference issue of *ISI EDGE* magazine

##### ***Other Sponsor Recognition:***

- 2 sponsor signs placed at the entrance to room
- Opportunity to insert one-page printed flyer/product (supplied by sponsor) in conference attendee registration packets
- Sponsor recognition/thank you public announcement

##### ***Promotional Investment***

\$2,000 for Exclusive Sponsorship

or

\$1,500 each for Shared Sponsorship\*

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## 2013 Ice Arena Conference and Trade Show Sponsorship

### Roundtable Discussions and Breakfast Wednesday May 29

All conference attendees are invited to attend the roundtable discussions on Wednesday at 8 a.m. Breakfast will be served as attendees gather to network and discuss the hot topics in the ice arena industry. As a sponsor, your logo will be displayed prominently on the signage on each round table and at the entrance door.

#### **Benefits:**

##### ***Discounts and Passes:***

- 2 complimentary conference registrations (Exclusive Sponsorship) to be used by sponsor *or their current/potential clients*; or 1 complimentary conference registration (each Shared Sponsorship)
- 2 complimentary trade show passes (Exclusive Sponsorship); or 1 complimentary pass (each Shared Sponsorship)

##### ***Media/Editorial Coverage:***

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- Editorial coverage promoting sponsor's products (provided by sponsor) and logo on ISI web site (conference and trade show web page) with link to sponsor's web site
- Sponsor listing in *2014 ISI Membership Directory*
- Sponsor logo in the post-conference issue of *ISI EDGE* magazine

##### ***Other Sponsor Recognition:***

- Sponsor signs placed at the entrance to room and sponsor logo on signage on each table
- Opportunity to insert one-page printed flyer/product (supplied by sponsor) in conference attendee registration packets
- Sponsor recognition/thank you public announcement

##### ***Promotional Investment***

\$2,000 for Exclusive Sponsorship

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\$1,500 each for Shared Sponsorship\*

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## 2013 Ice Arena Conference and Trade Show Sponsorship

Trade Show Reception  
Thursday  
May 30

The trade show will showcase the industry's premier display of ice arena and ice skating products and services. Thursday evening's reception will signal the opening of the trade show, where avid show attendees will search for solutions to their everyday needs. As a sponsor, your company will gain increased exposure for your booth, while aiding your buyers to find the products they require.

### **Benefits:**

#### ***Discounts and Passes:***

- 2 complimentary conference registrations (Exclusive Sponsorship) to be used by sponsor *or their current/potential clients*; or 1 complimentary conference registration (each Shared Sponsorship)
- 2 complimentary trade show passes (Exclusive Sponsorship); or 1 complimentary pass (each Shared Sponsorship)

#### ***Media/Editorial Coverage:***

- Full-page black/white ad and logo in conference program book (upgrade to color at additional price)
- Editorial coverage promoting sponsor's products (provided by sponsor) and logo on ISI web site (conference and trade show web page) with link to sponsor's web site
- Sponsor listing in *2014 ISI Membership Directory*
- Sponsor logo in the post-conference issue of *ISI EDGE* magazine

#### ***Other Sponsor Recognition:***

- Sponsor signs placed at beverage stations and in lounge area
- Cocktail napkins with sponsor logo
- Opportunity to insert one-page printed flyer/product (supplied by sponsor) in conference attendee registration packets
- Sponsor recognition/thank you public announcement

#### ***Promotional Investment***

\$2,000 for Exclusive Sponsorship  
or  
\$1,500 each for Shared Sponsorship\*

\* All tickets, registrations, signage, etc. will be shared among multiple sponsors





## 2013 Ice Arena Conference and Trade Show Sponsorship

### Trade Show Buffet Lunch Friday May 31

The trade show will showcase the industry's outstanding display of ice arena and ice skating products and services. On Friday, eager show attendees will search for solutions to their everyday needs. As a sponsor of the Trade Show Buffet Lunch, your company will gain increased exposure for your booth, while aiding your buyers to find the products they require.

#### **Benefits:**

##### ***Discounts and Passes:***

- 2 complimentary conference registrations (Exclusive Sponsorship) to be used by sponsor *or their current/potential clients*; or 1 complimentary conference registration (each Shared Sponsorship)
- 2 complimentary trade show passes (Exclusive Sponsorship); or 1 complimentary pass (each Shared Sponsorship)

##### ***Media/Editorial Coverage:***

- Full-page black/white ad and logo in conference program book (upgrade to color at additional price)
- Editorial coverage promoting sponsor's products (provided by sponsor) and logo on ISI web site (conference and trade show web page) with link to sponsor's web site
- Sponsor listing in *2014 ISI Membership Directory*
- Sponsor logo in the post-conference issue of *ISI EDGE* magazine

##### ***Other Sponsor Recognition:***

- 2 sponsor signs placed at luncheon station
- Opportunity to insert one-page printed flyer/product (supplied by sponsor) in conference attendee registration packets
- Sponsor recognition/thank you public announcement

##### ***Promotional Investment***

\$2,000 for Exclusive Sponsorship

or

\$1,500 each for Shared Sponsorship\*

\* All tickets, registrations, signage, etc. will be shared among multiple sponsors



## 2013 Ice Arena Conference and Trade Show

### Bonus Distribution of Promotional Products by Exhibitors

Each conference and trade show exhibitor has the opportunity to distribute one promotional product in all conference attendee registration bags. Some options include pens or notepads with your company's logo, promotional flyer, attendee registration bags, or any other product regularly distributed as a free gift by your company. Your company will be responsible for the production and cost of the promotional products.

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<b><i>Promotional Investment</i></b>	\$500 each event
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2013 Ice Arena Conference and Trade Show Sponsorship  
May 28-31  
Las Vegas

Sponsorship Agreement

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Web site: \_\_\_\_\_

Sponsorship Opportunity (1st Choice): \_\_\_\_\_ Fee: \$ \_\_\_\_\_

Sponsorship Opportunity (2nd Choice): \_\_\_\_\_ Fee: \$ \_\_\_\_\_

Sponsorship Opportunity (3rd Choice): \_\_\_\_\_ Fee: \$ \_\_\_\_\_

- Prior year's sponsors will be given first-right-of-refusal for same sponsorship
- Sponsorship will be awarded based on date and time agreement is received by ISI
- Member's account will be invoiced for sponsorship amount

Accepted by: \_\_\_\_\_ Title: \_\_\_\_\_  
(Signature)

\_\_\_\_\_ Date: \_\_\_\_\_  
(Print)