



2012 IHEA Annual Conference
“Show-Me The Way”
May 30 – June 2, 2012
Kansas City, MO

Exhibitor, Partner & Sponsor Information

The IHEA is seeking exhibitors, partners and sponsors for our Annual Conference, **May 30 – June 2, 2012** in Kansas City, Missouri at the Intercontinental Kansas City (at the Plaza). Your organization’s/company’s information, products or services are of great interest to the more than 200 state/provincial hunter education administrators, officials and instructors who are expected to attend the conference. (These are the official state/provincial employees who are responsible for the coordination and delivery of hunter education in their respective state and province.) Conferees look for the latest tools and technologies to use in the delivery of hunter education training to nearly **650,000 students annually**. Our conference participants are eager to learn about new products and resources available to hunters and hunter educators.

There are many IHEA conference sponsorships and partnership opportunities (see agenda). For example, on Thursday May 31, *and* Friday June 1, 2012 (yes two times this year) we will have our annual trade show exhibitors. Exhibitor booths can be reserved using the reservation form below. Friday, June 1st will be a “Field Day.” The entire group will spend the day at the Lake City Shooting Range & Outdoor Education Center, taking part in hands on field exercises and shooting events. Possibly your company would like to show and demonstrate your new 2012 products at this event. Sponsorships can be made available for this day.

Lastly, the most anticipated event of the Annual Conference is the IHEA Banquet and Auction that is slated for Saturday, June 2nd. Donations for the silent and live auctions are very much appreciated. *Donations should be sent directly to Tony Legg, Hunter Education and Range Coordinator, Missouri Dept. of Conservation, 2901 West Truman Blvd., Jefferson City, MO 65102.*

Upon registration, conference attendees receive a conference information packet and “goodie bag” with samples, products, coupons and/or discounts, and are much appreciated by attendees. If you’d like to include something in the goodie bags from your respective company, please make sure you send your items to the address above in plenty time to get them stuffed in the bags.

Information about the conference can be obtained by contacting IHEA Executive Director Wayne East at (303) 430-7233 (exdir@ihea.com) or Tony Legg, Hunter Education and Range Coordinator, Missouri Dept. of Conservation, phone 573-522-4115 Ext 3364, or email tony.legg@mdc.mo.gov.

Sponsorship Levels

| Level | Cash/Product Donation/ Contribution Amount | Benefits |
|-----------------------------|--|--|
| Sponsor of Conference Event | \$25,000 (and above) | Official sponsor of the event designation; full page back cover advertisement in conference program and an additional internal full page ad in program, three tables (the largest booth space of any vendor); will get first pick for the location of tables at Vendor's Reception; notice of sponsorship at top of page on IHEA website; one year free rotating banner ad on IHEA website (\$5,000 value); company logo and official sponsorship designation on all event communications – a) Print- event programs, mailers b) Signage-Aisle signs, welcome signs, hotel key cards (if allowed by hotel), event bags, badge holders (items listed in a and b above to be furnished by company and are not included as in-kind toward the \$25,000 level.) c) Digital-Event emails, website, social media with links to company's website; recognition during the event from the podium; 24 full conference registrations with three reserved tables of eight at front of room for Saturday evening banquet; opening day (Wednesday) lunch sponsorship and comments; time slot during Saturday evening banquet to speak to the audience; first right of refusal for next year's conference to come on as Official Event Sponsor; other benefits are negotiable. |
| Gold | \$15,000 to \$24,999 | Full page back cover advertisement in conference program; two tables at Vendor's reception, 15 full conference registrations; notice of sponsorship near top of page on IHEA website; six months free rotating banner ad on IHEA website (\$3,000 value). |
| Silver | \$10,000 to \$14,999 | Two full page advertisement (your choice of inside front or inside back cover and one additional internal ad) in conference program; two tables at Vendor's reception; 10 full conference registrations; notice of sponsorship near top of page on IHEA website; three months free rotating banner ad on IHEA website (\$1,500 value). |

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| Bronze | \$5,000 to \$9,999 | Full page advertisement (inside front or inside back cover) in conference program; table at Vendor's reception; 6 full conference registrations; notice of sponsorship near top of page on IHEA website. |
| Big Horn Sheep | \$2,500 (or in-kind auction merchandise) | Full page advertisement in conference program; table at the Vendors Reception; three full conference registrations; notice of sponsorship on the IHEA website. |
| Bear | \$1,000 to \$2,499 (or in-kind match) | ½ page advertisement in conference program; table at Vendors Reception; two full conference registrations; notice of sponsorship on the IHEA website. |
| Elk | \$500 to \$999 (or in-kind match) | ¼ page advertisement in conference program; table at Vendors Reception; one full conference registration; notice of sponsorship on the IHEA website. |
| Deer | \$250 to \$499 (or in-kind match) | Notice of sponsorship on the IHEA website, and name listed in conference program. |
| Pronghorn | \$100 to \$249 (or in-kind match) | Name listed in conference program. |

Meal Sponsorships are available. Meal sponsorships cost \$2,000 plus the cost of the meal. A meal sponsor will receive all of the benefits of the Big Horn Sheep, \$2,500 sponsor and will also include all AV rental charges for the meal presentation and signage outside of the meal/meeting room. The meal sponsor will work directly with hotel staff to select the entrée of their choice. The meal sponsor is able to invite select attendees or open the meal to all conference attendees. This sponsorship opportunity grants the sponsor one hour during the meal to make any presentations they wish to make. This is an excellent opportunity to address all conference attendees (or just the ones you invite) about your products and services.

If needed, additional passes can be purchased for the events:

- Full Guest pass - \$150 includes all open meals, breaks, IHEA Banquet & Auction
- Limited Guest pass - \$50 includes IHEA Banquet & Auction ONLY

Sponsorship Information

Program Ads: If more than one sponsor registration is received at the same \$ level and at the same time, a random drawing will determine which sponsor has first choice of available ad space in conference program. If higher sponsorship level registration is received after desired ad space is taken, that space will not be available for the higher sponsor level. So get your sponsorships locked in as soon as possible!

Vendor Tables: The highest sponsor level received will have first choice of vendor table space. All other sponsors will be assigned a table space as determined by IHEA.

Policies and Procedures

All sponsor levels listed above are for cash or cash/in-kind combination. If only doing in-kind, then the in-kind donation must be mutually beneficial. If a company donates product for the auction, then the IHEA will be raising revenue from the donation, and therefore the in-kind donation will count toward the above sponsor levels.

The \$10,000 and higher sponsor levels must include at least half in cash.

Hosting a hospitality suite, or donating products for the goodie bags, does not create revenue for the IHEA and therefore will not receive the above benefits.

All sponsors must allow potential competitors to have a presence at the conference.

Exhibitor/Sponsor Registration Form

Organization/Company Name: _____

Attendee's Name & Title: _____

Guest Name & Title: _____

Address: _____

City: _____ State/Province _____

Zip/Postal Code: _____ Phone: _____

E-mail: _____ Web Address: _____

Sponsor Amount \$ _____ Additional Guests \$ _____

Additional Guests Names: _____

Payment Method: Check # _____ (Please make check payable to IHEA)

Purchase Order # _____

CREDIT CARDS:

Visa MasterCard Am Ex Discover

Card # _____ Exp. Date _____

PRINT NAME as shown on card _____

Please send this registration & payment to: *IHEA*
2727 W. 92nd Ave., Suite 103
Federal Heights, Colorado 80260

If you have any questions, please contact the IHEA at (303) 430-7233.

Thank you very much!!
We sincerely appreciate your support!!