



AFFILIATE SPONSORSHIP



KANSAS CITY

ST. LOUIS

ATLANTA

HOUSTON

RALEIGH

DALLAS

IMS - Affiliate Sponsorship Overview:

As a board member of the Business Marketing Association for over 6 years in Kansas City, two of which I served as president, I tried to create an affiliate sponsorship program that addressed five primary needs of every marketing organization;

1. **Awareness** - By providing affiliates with an exhibit booth at our event, we hope to drive increased awareness to your organization
2. **Increase Membership** - By providing your organization with discounted passes to our events that results in 50-80 dollars savings to members, we hope this will help drive new membership and or increase renewal rates.
3. **Revenue** - By providing 10% referral fee for each registration your organization drives, we are providing additional revenue streams for your organization.
4. **Program Resource** - IMS has an extensive speaker bureau that grows each month. The person in charge of your monthly programs (Programs Chair) is free to access any of our speakers in our network. Our web site and our free iPhone application has a list all of our speakers, their bios and their contact information for anyone to reach out to directly.
5. **Thought Leadership** - IMS tries to provide nonprofit organizations with limited budgets access to the nation's foremost experts on Integrated Marketing and Best Practices.

This program is free to join. Below are some of the benefits your organization will receive.

IMS Provides Affiliate Sponsors

1. **Event Passes** - IMS provides 3 free passes to the event that can be distributed anyway you wish or used by anyone you like. Simply register your passes using the unique discount code provided to your organization.
2. **Exhibit Booth** - IMS provides a 6ft skirted table at the event to help promote membership to the affiliate organizations. Location at the event to be determined. Paid Sponsors have first right to booth location, then location is opened up to affiliates on first come, first serve basis. All booths will be visible to the entire audience of IMS attendees throughout the day, during registration and the networking event.
3. **Booth Set Up** - Table Booths must be set up by 7:30 (Prior to Registration) We don't want people setting up booths during registration. It leaves a bad or unprepared impression with the attendees. Any tables not set up by 7:30am will be removed from the event.
4. **Member Discounts** - We offer all affiliates 20% discount on registrations for both the IMS event and the next day, half day IMS workshops. This is only for affiliate members. Please make sure not to promote this to non- members. It is a good idea to use this discount offer to entice new memberships. In effect IMS savings can help supplement membership to your organization.
5. **Referral Fees** - IMS agrees to pay a 10% referral fee for each person that registered using that organization's unique discount code. We have the ability to track each and every discount code registered down the individual. Payment will be issued immediately following an IMS event. A full report of the number of registrations and their contact information will be provided to each affiliate for complete transparency. If there are any questions regarding this topic, please contact me at 913-962-1016 or via email at shawn@IntegratedMarketingSummit.com.
6. **Marketing Exposure** - On average IMS markets their event to over 25,000 people in any given city. We will promote this event to all applicable social media groups in the area, send 6 emails, one a week to over 25,000 people or 150,000 impressions, launch a couple of radio spots (when applicable) and in some cases send up to 3,500 direct mail pieces to a targeted marketers at various corporations in the area. We also promote the event to over 50,000 marketers around the U.S. If you elect to participate as an affiliate sponsor IMS may elect to include your logo in our promotional materials.

DENVER

MINNEAPOLIS

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Affiliate Obligations

- 1. Event Promotions** - IMS requires affiliates to send out at least two emails to their members promoting the event as an affiliate sponsor. We also require our event to be posted on your web site at least 4 weeks prior to the event.

Please include Shawn@IntegratedMarketingSummit.com and Chris@IntegratedMarketingSummit.com in your email distribution list. If you fail to do so IMS may elect to remove you as an affiliate from our event, web site, email communications, event signage and programs. IMS may also deactivate your discount codes to the event.
- 2. Event Registration** - PLEASE make sure to register your free passes on the IMS web site prior to the event. If you fail to do this, there will not be a badge waiting for you or your guests at the event. This causes us the most pain so please do your best to help.
- 3. Exhibit Booths** - PLEASE notify IMS that you will indeed need a table/booth at the event. It is your obligation to man this booth and to set it up prior to registration which is (7:30am). We will provide one additional registration if you care to have a booth at the event. This is to be used by the person manning the booth i.e. VP of Membership etc.

Please contact Chris Harris, Director of Event Marketing and Sales at 913-634-2295 or via email at Chris@IntegratedMarketingSummit.com if you have any questions or concerns regarding this program.

To execute this agreement simply sign, scan and fax/email this document back to IMS at Chris@IntegratedMarketingSummit.com or fax to (913) 273-0300

Warmest Regards,

Shawn Elledge

CEO - Integrated Marketing Summit

913-962-1016 Office 816-729-4405 Cell

Shawn@IntegratedMarketingSummit.com

P.S. Reference of past affiliates available upon request.

Name: _____

Title: _____

Signature: _____

Date: _____



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