



Sponsorship & Marketing Opportunities

Facility Fusion 2012

Sheraton Chicago Hotel & Towers, Chicago, IL

April 11-12, 2012

Attendee Badge-Recycling Bins | US\$1,000 | Exclusive!

Show your commitment to the environment!

As attendees conclude their Facility Fusion experience, they will be encouraged to drop their badges into badge-recycling bins. Sponsor the badge-recycling bins and receive recognition on the Facility Fusion website, on-site signage, in the *Facility Management Journal* and other event collateral.

Attendee Bags Sponsorship | US\$5,000 | Exclusive! SOLD

One of the most highly visible advertising vehicles!

Your company name and logo will be carried from room-to-room and booth-to-booth throughout the event. A much-appreciated conference souvenir, the complimentary bag is given to registered attendees at check-in. Sponsorship recognition on the Facility Fusion website, on-site signage, in the *Facility Management Journal* and other event collateral.

Attendee Bag Inserts | US\$500/each | Limited Availability

A great way to reach your target audience!

Insert a promotional item or a piece of literature in the bags attendees carry with them throughout the conference.

Attendee Broadcast E-mails | US\$500/each | Limited Availability

Drive traffic to your booth or follow-up with prospects!

Send an e-mail to the registered attendees either prior to or following Facility Fusion. It's a great way to let attendees know you'll be there or to thank them for visiting your booth. Can't make it to Boston? Reach attendees without leaving your office!

Attendee Lanyard Sponsorship | US\$3,500 | Exclusive!

Make a (fashion) statement!

As the exclusive lanyard sponsor, your company name/logo will be visible among all Facility Fusion attendees.

Attendee Updates | US\$750/each | Limited Availability

Sponsor need-to-know info for attendees!

Leading up to the show, IFMA will e-mail event updates to all registered attendees, which will contain program information, travel tips, etc. Each e-mail update will feature "sponsored by" recognition, including your company name and logo, and a banner ad that links directly to your website.

Breakfast Sponsorship | US\$500/each

Help attendees greet the day!

Join IFMA in saying "good morning" to attendees by sponsoring daily complimentary continental breakfasts. Sponsorship recognition on the Facility Fusion website, on-site signage, in the *Facility Management Journal* and other event collateral.

Conference Notepad Sponsorship | US\$1,500 | Exclusive!

Attendees will "make note" of you!

Placed at the registration desk and in the attendee bags, these complimentary notepads for attendees will feature your company logo. Sponsorship recognition on the Facility Fusion website, on-site signage, in the *Facility Management Journal* and other event collateral.

Conference Pens Sponsorship | US\$2,000 | Exclusive!

Your company logo has the “write” stuff!

Complimentary attendee pens featuring your company logo will be placed at the registration desk and in various session rooms. Sponsorship recognition on the Facility Fusion website, on-site signage, in the *Facility Management Journal* and other event collateral.

Expo Aisle Signs | US\$1,000 | Limited Availability!

Own the aisle where your booth is located!

Your company logo will be placed on a carpet sign/banner sign (determined by facility logistics per aisle) at the beginning of your selected aisle. Sponsorship recognition on the Facility Fusion website, on-site signage, in the *Facility Management Journal* and other event collateral.

Hotel Keycard Sponsorship - \$2,500 – Exclusive!

Get your company noticed when attendees check in!

Keycards will be imprinted with your company logo and message. Sponsorship recognition on the Facility Fusion website, on-site signage, in the *Facility Management Journal* and other event collateral.

Lunch Sponsorship (Expo) | US\$1,500 | Exclusive!

Attendees need fuel to walk the expo floor!

Lunch will be provided to attendees on Thursday in the expo. Sponsorship includes signage in the lunch area, recognition on the Facility Fusion website and in other event collateral.

Networking Breaks Sponsorship | US\$1,000/each

Support the attendees’ networking experience!

As one of the two sponsors of the refreshments provided during daily networking breaks, your contribution will be much appreciated by attendees. Sponsorship recognition on the Facility Fusion website, on-site signage, in the *Facility Management Journal* and other event collateral.

Opening Keynote/Lunch Sponsorship | US\$3,000 | Exclusive!

Grab this high-profile opportunity!

The opening keynote address doubles as Thursday’s attendee luncheon. The exclusive sponsor of this event will receive one Full Event registration. You also have the opportunity to present information about your company in a PowerPoint slideshow as attendees are seated for lunch. Sponsorship recognition on the Facility Fusion website, on-site signage, in the *Facility Management Journal* and other event collateral.

Power Speakers | US\$1,500/each | Only 2 Available!

One of our most well-attended activities!

Extend your company’s presence from the expo floor to the educational program by sponsoring one of these dynamic presentations. Select one of two presenters—first-come, first-served. Sponsorship recognition on the Facility Fusion website, on-site signage, in the *Facility Management Journal* and other event collateral.

Prize Card Sponsorship | US\$750 | Limited Availability!

You’re a winner when attendees play the Prize Card game!

Every registered attendee receives a game card featuring your company name and logo. As part of the game, they must stop by your booth to receive a stamp. Once the game card is complete, it is placed in a drawing for prizes. Sponsorship recognition on the Facility Fusion website, in the *Facility Management Journal* and other event collateral.

Prize Donation | Only 4 Available!

Add to the attendees' fun and excitement!

Donate a prize for a drawing held at the end of the Facility Fusion expo. Use this opportunity to showcase your company. Let's discuss your ideas! Sponsorship recognition on the Facility Fusion website, on-site signage, in the *Facility Management Journal* and other event collateral.

Registration Sponsorship | US\$2,000 | Exclusive!

The first impression is always a lasting impression!

Your company name greets attendees and guests as they walk up to register or pick up their conference badges.

Solutions Arena Informational Sessions | US\$2,000 | ~~3~~ Now Only 2 Available!

Add to the attendees' learning experience!

If you have a presentation geared toward elevating the knowledge, skills or professional competencies of facility managers and other workplace-related practitioners, consider becoming a session presenter at this year's Facility Fusion expo – choose from one on Wednesday, **April 11, 4:30 p.m. – 5:30 p.m.**; or two on Thursday, **April 12, ~~10:30 a.m. – 11:30 a.m.~~ SOLD or 12:30 p.m. – 1:30 p.m.** Sponsorship recognition on the Facility Fusion website, on-site signage, in the *Facility Management Journal* and other event collateral.

Welcome Reception Title Sponsorship | US\$5,000 | Exclusive!

Your company name will be a welcome sight!

Facility Fusion kicks off on Wednesday evening, April 11, on the expo floor. Sponsor will receive two Full Event registrations. Sponsorship recognition includes your logo throughout the venue, on the Facility Fusion website, on-site signage, in the *Facility Management Journal* and other event collateral.

Individual sponsorships also available:

- Beer and Wine Sponsors | US\$500 | Limited Availability
- Hors D' Oeuvres Sponsors | US\$500 | Limited Availability

NOTE: This information is subject to change. Please contact IFMA's corporate connections department at +1-713-623-4362 for up-to-the-minute details. Think of something not here? Let us know your ideas!