



ommunication In Concert

2003 IABC U.S. District 5 Conference

October 1 - 3, 2003

**Austin, Texas -- Live Music Capital of the World
Hyatt Regency on Town Lake**

Sponsorship Program

Let's get rock'n in Austin.

Become a sponsor and expand your customer base, strengthen your reputation and increase visibility among communicators across a six-state region: Texas, Oklahoma, Arizona, Colorado, Kansas and Missouri.

The International Association of Business Communicators (IABC) is the world's leading resource for effective communication. With more than 13,000 members worldwide, IABC provides services, information and networking opportunities that help people and organizations achieve excellence in communication management.

For more details or to sign on as a sponsor, contact:
Diana Hyland (512) 402-9697 hylandinc@austin.rr.com

Need a good reason to be a sponsor?

- 1) Reach senior-level marketing, communications and public relations executives from Texas and surrounding states with your corporate message.
- 2) Strengthen your reputation as a company that supports quality communications.
- 3) Build visibility for your communications-related products or services.
- 4) Support ethical communications throughout the business community.

Reach Decision-makers

IABC members include corporate, government, non-profit and agency professionals across a wide range of disciplines from employee communications to public relations, investor relations and marketing.

Members:

- are decision-makers, responsible for developing and executing strategic internal and external communications plans.
- represent a broad range of specialized talent -- writing, design, photography, sales, strategy, media, research and all forms of electronic communications.
- have buying power – they often oversee budgetary spending for their company or department.
- have influence, representing some of the most prestigious organizations in the region, including Dell, Motorola, LCRA, BMC, ExxonMobil, Williams Companies, Southwest Airlines, the University of Texas and Hallmark Cards.

District 5: The Best of IABC

US District 5, in the southwestern United States, is recognized as the most vital district within IABC. The district includes 14 chapters in six states: Texas, Oklahoma, Arizona, Colorado, Kansas and Missouri.

The Draw of Austin

IABC has big plans to WOW attendees with Austin's famous scenic views, nights on the town and a dynamic line-up of presentations and events -- including a riverboat cruise, notable keynotes and a look into what's ahead in the communications field.

Terrific Values:

To encourage participation, we've increased sponsor benefits at all levels -- including **one free conference pass at Superstar and Headliner levels**. We even provide a **skirted display table** in our "backstage" exhibit hall for anyone at the \$1000+ level. Plus, **25% off the registration free for you or a designated employee**. Our goal is to put on a great conference -- one that benefits our members and the many resources that support our business economy. The sooner you commit the more publicity you'll enjoy, as we love to promote and give praise to our generous underwriters.

The IABC/USD5 Conference: A Great Opportunity

The USD5 conference draws approximately 200 communicators from the six-state area --- professionals with typically 10 to 15 years of experience who look to advance their careers through professional development and networking. Participants come to learn and gather new knowledge, tools and resources to take back to their organizations.

This year's conference will be held **October 1 - 3 at the Hyatt Regency on Town Lake in Austin**. The conference location rotates among the 14 chapters in the district – so this opportunity will not be available again in Austin within this decade.

The **three-day conference** format includes a mix of large-group sessions, small breakouts and in-depth workshops designed to appeal to mid- to senior-level communicators.

The theme for this year's conference, **Communication in Concert**, looks to the future with growing optimism. Like the live music Austin is famous for, effective business communication demands that professionals with many different talents work together to carefully craft a message that achieves a specific goal. We'll focus on ways that communicators work in concert with other business functions to contribute to organizational success.

Confirmed **keynote speakers** include: Elizabeth Allen, VP of Corporate Communications at Dell Computer Corporation, and Ginger Hardage, VP of communications at Southwest Airlines.

In between, there will be a choice of 22 concurrent sessions on a variety of topics, presented by professionals from across the nation and as far away as South Africa. A complete program will soon be posted at www.iabcaustin.com, so check there for more information as it becomes available.

**IABC D5 CONFERENCE 2003
Sponsor Opportunities**

SUPER STAR -- Grand Sponsor & Underwriter

Exclusive

\$5,000 - \$10,000

Title Sponsorship

Promotional introduction at 1st keynote session
Two free passes to conference and all associated events (\$ value)
Free skirted table in exhibit area during conference hours (\$700 value)
Logo on easel near entrance of keynote session*
Large banner behind lectern at keynote session*
Top listing - on-site sponsor board & all publicity*
Name in all news releases*
Featured area in conference brochure and printed materials
Name on email publicity
Opportunity to distribute promotional items or materials at tables and/or in conference packet.
Web site sponsor listing for life of D5 Conference Web listing
Link to your company from D5 Conference Web listing
Promotional mention at all IABC Austin lunches -- now through Oct.

HEADLINERS

\$2500

Promotional introduction at one of the following:
1) Wed. reception
2) Thurs. Silver Quill luncheon
3) Friday morning keynote
4) Friday luncheon and closing session
Free skirted table in exhibit area during conference hours (\$700 value)
Name in conference brochure and printed materials
Web site sponsor listing for life of D5 Conference Web listing
Link to your company from D5 Conference Web listing
On-site sponsor board listing*
Promotional mention at July, Aug. and Sept. IABC Austin lunches
Name in news releases
Opportunity to distribute promotional items at table
Opportunity to display your printed banner and signage

CHART TOPPERS - Limited **\$1000**

Break sponsors (1 Wed., 2 Thurs., 1 Friday)

- Name in conference schedule (distributed on site)
- Promotional mention prior to break
- Opportunity to distribute promotional material to attendees
- Web site sponsor listing for life of D5 Conference Web site
- Link to your company from D5 Conference Web listing
- On-site sponsor board listing
- Listing in brochure
- Your logo & signage in break area*
- Skirted table in exhibit area during conference hours (\$700 value)

Breakfast sponsors (1 Thurs., 1 Friday) **\$1500**

- Name in conference schedule (distributed on site)
- Promotional mention prior to break
- Opportunity to distribute promotional material to attendees
- Web site sponsor listing for life of D5 Conference Web site
- Link to your company from D5 Conference Web listing
- Listing in schedule
- On-site sponsor board listing
- Your logo & signage at breakfast presentation*
- Skirted table in exhibit area during conference hours (\$700 value)

BACKSTAGE: EXHIBIT AREA SPONSOR **\$700**

- Name on conference schedule (distributed on-site)
- Listing on on-site exhibitor board
- Skirted table in exhibit area during conference hours (Wed., Thus, Fri.)

TOAST THE TOWN - DRINK TICKET UNDERWRITING **\$500 - \$1000**

You can provide drink tickets with your own personalized message. We will publicize your generous underwriting -- which will draw attendees to the event and provide added visibility for your business. Plus, you will have exclusive visibility during event and can distribute any promotional items, gifts or doorprizes. Available for evening reception or Riverboat cruise. Make a splash!

IABC D5 CONFERENCE: 2003 -- SPONSOR SUMMARY

Date	Events	Sponsor #1	Sponsor#2
Wed. Oct 1	Afternoon Break Sponsor	\$1000	NA
	Reception Sponsor	\$2500	
	Drink Ticket Underwriting	\$1-2000	NA

Thurs Oct 2	Breakfast Sponsor	\$1500	NA
	Conference Keynote Underwriter - Super Star Position	Motorola	NA
	Morning Break Sponsor	\$1000	NA
	Silver Quill Luncheon Sp.	\$2500 Bell's Intl.	(co-sponsor)
	Afternoon Break Sponsor	\$1000	NA
	Evening Event??	\$2500	(co-sponsor)

Fri Oct 3	Breakfast Sponsor	\$1500	NA
	Morning Keynote	\$2500	(co-sponsor)
	Break Sponsor	\$1000	NA
	Closing Session Luncheon	\$2500	(co-sponsor)

3 Days	Vendor Booths	\$700 each	
Evenings	Drink Tickets	\$500 -\$1000	2 events



IABC D5 Conference
SPONSOR AGREEMENT
October 1 - 3, 2003

Please select desired sponsor level:

___ **SuperStar** (includes 2 free conference registrants: include names with this form)
Title Sponsorship of Event: (Motorola)

___ **Headliners \$2,500** (includes 1 free conference registrant: include name with this form)
___ Wed., Oct. 1, Reception
___ Thurs., Oct. 2, Silver Quill (Bell's International)
___ Fri., Oct. 3, Keynote Speaker
___ Fri., Oct. 3, Closing Luncheon

___ **Chart Toppers: \$1500**
___ Thurs., Oct 2, Breakfast
___ Fri., Oct 3, Breakfast

___ **Chart Toppers: \$1000**
___ Wed., Oct. 1, Break
___ Thurs., Oct 2, Break #1
___ Thurs., Oct 2, Break #2
___ Fri., Oct 3, Break

___ **Drink Tickets – \$1,000**

___ **Exhibitor (3 days) – \$700**

___ **Conference Attendee:** _____
(One attendee from your company can receive a 25% Discount off registration fee. Must attach copy of signed contract with registration form to receive conference discount. Discount is off of regular pricing. Registration forms will be sent separately or visit the website: iabcaustin.com)

Please print:

Contact _____ Title _____

Company name as it should appear _____

Address _____

Telephone _____ Fax _____

Signature _____

Sponsors must sign and return this agreement with a **25% deposit** to be included in the conference brochure. (Contact Diana Hyland for deadline.) All sponsorships must be paid in full by September 1, 2003. Submission of the sponsor agreement and fee entitles you to promotional benefits as described in the preceding sponsorship proposal.

Logo, address, phone and web link should be sent via email to: hylandinc@austin.rr.com

Please mail agreement and check to: Diana Hyland, 3109 Barton Point Drive, Austin, TX 78733 Questions? Call: 512-402-9697 Email: hylandinc@austin.rr.com