



2012 CONFERENCE OVERVIEW

The 9th Annual Southeast Festivals and Events Conference will take place February 20-22, 2012 in Kingsport, Tennessee at the Marriott MeadowView Conference Resort. This Annual Conference provides an opportunity for Festival and Event Planners, in the Southeast, to benefit from industry-related educational sessions, a vendor tradeshow, a regional awards ceremony as well as nightly networking events.

Who: OVER 150 Festival and Event Organizers from the Southeast
Including: AL, FL, GA, MS, NC, SC, TN and VA

What: Conference Assets and Events
Educational Sessions, Tradeshow, Hospitality Suite and Awards Dinner

When: Monday, February 20 thru Wednesday, February 22
Attendees arrive as early as Sunday, February 19

Where: Marriott MeadowView Conference Resort in Kingsport, TN
Located 5 hrs from Nashville, TN; 4.5 hrs from Atlanta, GA and 1.5 hrs from Knoxville, TN

Opportunities to Place Your Brand in front of the Attendees:
Cocktail Reception & Silent Auction, Tradeshow, Hospitality Suite, and Meals
Detailed Opportunities are listed on the following pages



Sponsor Inquiries Contact: Wendy Thomas
SFEA · PO Box 720152 · Atlanta, GA 30358

Office: 678-443-9619 • info@southeastfestivals.org • Fax: 678-701-1580 • www.southeastfestivals.org

SFEA Conference Title Sponsor

- Name Inclusion – including Co-Branding of SFEA Conference Logo
- (1) 10'x30' Trade Show booth space(s) with priority placement
- Category Exclusivity
- First right of refusal, by October 1, 2012 for the 2013 SFEA Conference
- (4) Conference Registrations
- (4) SFEA Annual Memberships
- (4) Complimentary Invitations to February 22, 2012 Kaleidoscope Awards Dinner
- Opportunity to host an educational session at Conference related to your specialty
- Opportunity to introduce Opening Session Speaker
- Presenting sponsor of (2) SFEA Socials and (2) SFEA One-Day-Seminars in 2012 (*reach an additional 150 attendees*)
- Your logo, with link, included in our monthly eNewsletter for (3) months
- (4) Social Media mentions
- Your logo in Conference notebook
- Full-Page Ad with priority placement in Conference notebook
- Your logo, with link, on SFEA Website
- Access to an electronic copy of the list of Conference attendees & membership
- On-Site Signage Noting Title Sponsor at SFEA Conference
- Recognition at Opening, General and Closing Sessions



As Title Sponsor of the SFEA Conference, Sponsor will provide:

- Text/Image for SFEA Social Media Mentions within one week of signed agreement
- Logo for any print material or online inclusion
- (200) copies for notebook ad to be sent to the SFEA office by January 30, 2012

Title Sponsor Investment: \$ 6,000

SFEA Conference Presenting Sponsor

- (1) 10'x20' Trade Show booth space with priority placement
- Category Exclusivity
- First right of refusal, by October 1, 2012 for the 2013 SFEA Conference
- (2) Conference Registrations
- (2) SFEA Annual Memberships
- (2) Complimentary Invitations to February 22, 2012 Kaleidoscope Awards Dinner
- Presenting sponsor of (1) SFEA Social in 2012 (*reach an additional 150 attendees*)
- Your logo, with link, included in our monthly eNewsletter for (2) months
- (2) Social Media mentions
- Your logo in Conference notebook
- Full-Page Ad in Conference notebook
- Your logo, with link, on SFEA Website
- Access to an electronic copy of the list of Conference attendees & membership
- On-Site Signage Noting Presenting Sponsor at SFEA Conference
- Recognition at Opening, General and Closing Sessions

As Presenting Sponsor of the SFEA Conference, Sponsor will provide:

- Text/Image for SFEA Social Media Mentions within one week of signed agreement
- Logo for any print material or online inclusion
- (200) copies for notebook ad to be sent to the SFEA office by January 30, 2012

Presenting Sponsor Investment: \$ 4,000

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Nightly Hospitality Suite Sponsor

- (1) 10'x20' Trade Show booth space
- (2) Conference Registrations
- (2) SFEA Annual Memberships
- (2) Complimentary Invitations to Kaleidoscope Awards Dinner on Tuesday, February 21, 2012
- Your logo, with link, included in our monthly eNewsletter for (2) months
- Your logo in Conference notebook
- Full-Page Ad in Conference notebook
- Your logo, with link, on SFEA Website
- Access to an electronic copy of the list of Conference attendees & membership
- On-Site Signage Noting Hospitality Suite Sponsor at SFEA Conference

Sponsor will provide:

- Logo for any print material or online inclusion
- (200) copies for notebook ad to be sent to the SFEA office by January 30, 2012

Sponsor Investment: \$ 3,000

Opening Night Dinner Sponsor:

- (1) 10'x20' Trade Show booth space
- (2) Conference Registrations
- (2) SFEA Annual Memberships
- (2) Complimentary Invitations to Opening Night Dinner on Monday, February 20, 2012
- Your logo, with link, included in our monthly eNewsletter for (2) months
- Logo Placement on (120) Opening Night Giveaway/Print Items
- Your logo in Conference notebook
- Full-Page Ad in Conference notebook
- Your logo, with link, on SFEA Website
- Access to an electronic copy of the list of Conference attendees & membership
- On-Site Signage Noting Kaleidoscope Awards Dinner Sponsor at SFEA Conference

Sponsor will provide:

- Logo for any print material or online inclusion
- (200) copies for notebook ad to be sent to the SFEA office by January 30, 2012

Sponsor Investment: \$ 3,000

Kaleidoscope Awards Dinner

- (1) 10'x20' Trade Show booth space
- (2) Conference Registrations
- (2) SFEA Annual Memberships
- (2) Complimentary Invitations to Kaleidoscope Awards Dinner on Tuesday, February 21, 2012
- Your logo, with link, included in our monthly eNewsletter for (2) months
- Kaleidoscope Sponsor's Logo Placement on Kaleidoscope Awards
- Your logo in Conference notebook
- Full-Page Ad in Conference notebook
- Your logo, with link, on SFEA Website
- Access to an electronic copy of the list of Conference attendees & membership
- On-Site Signage Noting Kaleidoscope Awards Dinner Sponsor at SFEA Conference

Sponsor will provide:

- Logo for any print material or online inclusion
- (200) copies for notebook ad to be sent to the SFEA office by January 30, 2012

Sponsor Investment: \$ 3,000

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OWN A CONFERENCE ASSET:



Silent Auction & Cocktail Reception

- (1) 10'x10' Trade Show booth space
- (2) Conference Registrations
- (2) SFEA Annual Memberships
- (2) Complimentary Invitations to Kaleidoscope Awards Dinner on Tuesday, February 21, 2012
- Your logo in Conference notebook
- Full-Page Ad in Conference notebook
- Your logo, with link, on SFEA Website
- Access to an electronic copy of the list of Conference attendees & membership

Sponsor will provide:

- Logo for any print material or online inclusion
- (200) copies for notebook ad to be sent to the SFEA office by January 30, 2012

Sponsor Investment: \$ 2,000

Tradeshow

- (1) 10'x10' Trade Show booth space
- (2) Conference Registrations
- (2) SFEA Annual Memberships
- (2) Complimentary Invitations to Kaleidoscope Awards Dinner on Tuesday, February 21, 2012
- Your logo in Conference notebook
- Full-Page Ad in Conference notebook
- Your logo, with link, on SFEA Website
- Access to an electronic copy of the list of Conference attendees & membership

Sponsor will provide:

- Logo for any print material or online inclusion
- (200) copies for notebook ad to be sent to the SFEA office by January 30, 2012

Sponsor Investment: \$ 2,000

Morning Breakfast/General Session on February 21, 2012

- (1) 10'x10' Trade Show booth space
- (2) Conference registrations
- (2) SFEA Annual Memberships
- (2) Complimentary Invitations to Kaleidoscope Awards Dinner on Tuesday, February 21, 2012
- Opportunity to introduce General Session Speaker
- Your logo in Conference notebook
- Full-Page Ad in Conference notebook
- Your logo, with link, on SFEA Website
- Access to an electronic copy of the list of Conference attendees & membership

Sponsor will provide:

- Logo for any print material or online inclusion
- (200) copies for notebook ad to be sent to the SFEA office by January 30, 2012

Sponsor Investment: \$ 2,000

Morning Breakfast/Closing Session on February 22, 2012

- (1) 10'x10' Trade Show booth space
- (2) Conference registrations
- (2) SFEA Annual Memberships
- (2) Complimentary Invitations to Kaleidoscope Awards Dinner on Tuesday, February 21, 2012
- Opportunity to introduce Closing Session Speaker
- Your logo in Conference notebook
- Full-Page Ad in Conference notebook
- Your logo, with link, on SFEA Website
- Access to an electronic copy of the list of Conference attendees & membership

Sponsor will provide:

- Logo for any print material or online inclusion
- (200) copies for notebook ad to be sent to the SFEA office by January 30, 2012

Sponsor Investment: \$ 2,000

JOIN THE FUN!



*"I love the Annual Conference!"
Heritage Sandy Springs
Event Director, Christy Nickles*



*"(Attending the SFEA Conference) is very favorable
as we have made a good number of contacts."
TouchPoll of Georgia President, Larry Goodman*



*"(Through) networking with vendors and other
organizations, we have added services and
events to enhance our current (events)."
Annual Conference Attendee*



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