



## 2019 ANNUAL CONFERENCE

May 6-8, 2019 • Orange Beach, Alabama

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### Join us!

The **International Hunter Education Association-United States of America** (IHEA-USA) is seeking **sponsors, partners, and exhibitors** for their annual conference, and ***we invite you to join us at the Springhill Suites Marriott in Orange Beach, Alabama!*** The conference planning committee is developing an outstanding program in order to bring together hunter education administrators and instructors to gather knowledge and learn from each other. This is a great opportunity for you to reach a focused demographic, expand your network of contacts, and make face-to-face connections with those who need your products or services. We invite you to review the enclosed information and consider the branding possibilities for your organization. *Thank you in advance for your consideration!*

#### OVERVIEW:

IHEA-USA is the **professional association** for the 50 wildlife conservation agencies, and the 60,000 volunteer instructors who teach hunter education in the US. The Annual Conference brings together **state hunter education administrators, officials, and instructors**. These are the official state employees responsible for the coordination and delivery of hunter education in their state. Conference attendees are eager to learn about new products, and the latest tools and technologies to use in the delivery of hunter education training to their nearly **650,000 students annually**.

#### SPONSORSHIP OPPORTUNITIES & BENEFITS:

The conference will feature keynote speakers, educational workshops, awards presentation, **hands-on field exercises and shooting events**, entertainment and **plenty of opportunities for socializing and networking!** There are many sponsorships and partnership opportunities. Please refer to the information enclosed for details.

#### CONTACT INFORMATION:

**[www.ihea-usa.org](http://www.ihea-usa.org)**

Information about the conference can be obtained by contacting:

**Marisa Futral, Alabama Department of Conservation & Natural Resources**

(334) 242-3260 or [marisa.futral@dcnr.alabama.gov](mailto:marisa.futral@dcnr.alabama.gov)

## SPONSOR AND EXHIBITOR INFORMATION

### Mission Partner

**Contribution Amount: \$30,000**

Benefits Include:

- ☆ Designation as the “Mission Partner” of the IHEA-USA 2019 Annual Conference
- ☆ First choice of company ad placement in conference program; two full page ads with “Mission Partner” and logo on front cover.
- ☆ Two (2) booth spaces in a prominent location in Vendor Area
- ☆ Announcement of sponsorship in news release to IHEA-USA list serve
- ☆ One year rotating banner ad on IHEA-USA website home page
- ☆ Company banner (pull-up screen) with logo located near registration area (Company to supply)
- ☆ Company logo and official sponsorship designation on all conference communications, including print, signage, and electronic promotions.
- ☆ Recognition during the event from the podium
- ☆ (8) complimentary Full Conference Registrations
- ☆ VIP seating at the Thursday evening banquet
- ☆ Sponsor of the Professional Administrator of the Year Award
- ☆ First Choice of additional conference opportunities at conference rate
  - ✓ **Meals (limit 2)**
  - ✓ **Hospitality (limit 2)**
  - ✓ **1<sup>st</sup> choice on Special Events**

### Strategic Partner

**Contribution Amount: \$25,000**

Benefits Include:

- ☆ Designation as the “Strategic Partner” of the IHEA-USA 2019 Annual Conference
- ☆ Second choice of company ad placement in the conference program; two full page ads.
- ☆ Two (2) booth spaces in second prominent location in Vendor Area
- ☆ Announcement of sponsorship in news release to IHEA-USA list serve
- ☆ One year rotating banner ad on IHEA-USA website home page
- ☆ Company logo and official sponsorship designation on all conference communications, including print, signage, and electronic promotions.
- ☆ Recognition during the event from the podium
- ☆ (6) complimentary Full Conference Registrations
- ☆ Ability to sponsor IHEA-USA award (one that does not already have a sponsor)
- ☆ Second Choice of additional conference opportunities at conference rate
  - ✓ **Meals (limit 1)**
  - ✓ **Hospitality (limit 1)**
  - ✓ **2<sup>nd</sup> choice on Special Events**

### Sponsor Levels

Sponsors will receive recognition through a variety of channels, based on the level of sponsorship. See benefit grid on following page for details. All sponsor levels listed are for cash or cash/in-kind combination. The \$15,000 and higher sponsor levels must include at least half in cash. The in-kind donation must be mutually beneficial.

- **Platinum** Level Sponsorship (\$15,000)
- **Gold** Level Sponsorship (\$10,000)
- **Silver** Level Sponsorship (\$5,000)
- **Bronze** Level Sponsorship (\$2,500)
- **Programmatic** Level Sponsorship (\$1,000)

## Meals, Hospitality Suite, and Special Events Sponsor Options

**Meal Sponsors (\$3,000):** All sponsored meals will be open to all conference attendees. This sponsorship opportunity grants the sponsor up to 30 minutes during the meal to deliver a presentation or address the audience.

- Monday, May 6<sup>th</sup>- Lunch
- Tuesday, May 7<sup>th</sup> – Lunch (off site)

**Special Event Sponsor (\$5,000):** Sponsor will be allowed up to thirty minutes to deliver a presentation or address the audience.

- Monday, May 6<sup>th</sup>-Welcome to Alabama Reception at the beach
- Wednesday, May 8<sup>th</sup>-Vendor Luncheon/Reception
- Wednesday, May 8<sup>th</sup>-Conference Banquet & Auction

**Hospitality Suite (\$2,000):** Per night.

- Sunday, May 5<sup>th</sup>
- Monday, May 6<sup>th</sup>
- Tuesday, May 7<sup>th</sup>
- Wednesday, May 8<sup>th</sup>

**Break Sponsor (\$1,000):** Per break.

- Monday Morning, May 6<sup>th</sup>
- Monday Afternoon, May 6<sup>th</sup>
- Tuesday Afternoon, May 7<sup>th</sup>
- Wednesday Morning, May 8<sup>th</sup>
- Wednesday Afternoon, May 8<sup>th</sup>

Please contact [marisa.futral@dcnr.alabama.gov](mailto:marisa.futral@dcnr.alabama.gov) or (334) 242-3260 for sponsor options.

## Additional Conference Support Options

**Banquet Auction Items:** The most anticipated event of the conference is the IHEA-USA Banquet and Auction to be held on Wednesday, May 8<sup>th</sup>. Donations for the silent and live auctions are very much needed and appreciated. If a company donates product for the auction, then the IHEA-USA will be raising revenue from the donation, and therefore the in-kind donation will count toward the above sponsor levels.

**Donations should be sent directly to:**

**Marisa Futral**  
**Alabama Department of**  
**Conservation & Natural Resources**  
**64 North Union Street, Suite 514**  
**Montgomery, AL 36130**

**Attendee Goodie Bags:** Upon registration, conference attendees receive a conference information packet and “goodie bag” with samples, products, coupons, and/or discounts. If you’d like to include something in these goodie bags from your respective company, please make sure you send your items to the address above in plenty of time to get them stuffed in the bags. Donating products for goodie bags does not create revenue for the IHEA- USA and therefore will not entitle donor to sponsorship benefits.

## Conference Program Ads

**Full Page Ad** - \$750  
**Half Page Ad** - \$500  
**Quarter Page Ad** - \$250

## Conference Details

IHEA-USA reserves the right to adjust details and benefits for conference. IHEA-USA strives to make all partnerships and sponsor benefits as fair and equitable as possible.

# SPONSOR BENEFITS

Sponsors will receive recognition through a variety of channels, based on the level of sponsorship. Select the level that is best for you!

Pricing & Benefits	Mission Partner \$30,000	Strategic Partner \$25,000	Platinum \$15,000	Gold \$10,000	Silver \$5,000	Bronze \$2,500	Programmatic \$1,000
<b>Logo placement on signage at conference</b>	Prominent placement	Second Prominent placement	✓	✓			
<b>Company recognition on website</b>	1 year rotating banner on home page of IHEA-USA (largest size)	1 year rotating banner on home page of IHEA-USA (second largest size)	Announcement of sponsorship on conference page on IHEA-USA website	Announcement of sponsorship on conference page on IHEA-USA website	Announcement of sponsorship on conference page on IHEA-USA website		
<b>Verbal recognition at general sessions</b>	✓	✓	✓				
<b>Ad in the Conference Final Program</b>	Two full page ads with first choice of placement	Two full page ads with second choice of placement	One full page and 1/2 page	One full page	One half-page	One quarter-page ad	Listed in program
<b>Company banner displayed</b>	For duration of conference at registration table (supplied by vendor 24 square feet allowed)	For duration of conference at prominent location (supplied by vendor 24 square feet allowed)	Banner to be displayed at location determined by IHEA-USA (supplied by vendor 18 square feet)				
<b>Exhibit Space (6' draped table)</b> Sponsors will be assigned a table space as determined by IHEA-USA.	Double-space in prominent location	Double-space second prominent location	One 6' draped space	One 6' draped space	½ price on vendor booth	Required to pay	Required to pay
<b>Conference registration</b> (includes meals and sessions)	8	6	4	3	2	1	0
<b>Company profile in the final program</b>	enhanced listing; includes logo	enhanced listing; includes logo	✓	✓	✓	✓	✓

## Exhibit Space

### \$600.00

A standard exhibit space, a brief company listing in the final program, and a 6' skirted table. Exhibit space will be assigned on a first paid, first served basis.

**Set-Up:** Sunday May 5<sup>th</sup> 1:00 PM – 5:00 PM (or anytime during the week when no session is taking place in the main room.)

**Vendor Reception:** Wednesday May 8<sup>th</sup> 12:00-1:00 PM

### Exhibit Hours:

Monday, May 6<sup>th</sup> thru Wednesday May 8<sup>th</sup> from 9:00 a.m. – 5:00 p.m.

## Registration Form



If you would like to participate as a sponsor or exhibitor please complete the enclosed Registration Form and submit along with payment. A detailed confirmation packet will be emailed to you.

**Contact:** Marisa Futral, Alabama Department of Conservation & Natural Resources at (334) 242-3260 or [marisa.futral@dcnr.alabama.gov](mailto:marisa.futral@dcnr.alabama.gov).

## 2019 EXHIBITOR / SPONSOR REGISTRATION FORM

Organization: \_\_\_\_\_

Contact Person: \_\_\_\_\_  
(To receive confirmation details and future correspondence)

Mailing Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_

SPONSORSHIP OPTIONS	FEE	TOTAL
Mission Sponsor	\$30,000	
Strategic Sponsor	\$25,000	
Sponsor Level: (indicate level/amount)	\$	
Meal Sponsorship Indicate Day/Event:	\$	
<b>EXHIBIT ONLY</b>		
Exhibit Space	\$600	
<b>REGISTRATION OPTIONS</b> If needed, additional passes can be purchased for the events for your guests.		
<b>Guest Pass</b> includes opening ceremonies, Welcome Reception, Awards Luncheon, and Banquet & Auction	\$150	
<b>TOTAL AMOUNT DUE:</b>		\$

### PAYMENT METHOD:

Check (Payable to IHEA-USA)  Credit Card

Number \_\_\_\_\_

Exp. Date \_\_\_\_\_

Name (PRINT as it appears on credit card) \_\_\_\_\_

Cardholder Signature \_\_\_\_\_

**MAIL TO:** IHEA-USA  
800 East 73<sup>rd</sup> Ave, Unit 2  
Denver, CO 80229

**PH:** (303) 430-7233 **FAX:** (303) 430-7236 **E:** [mgr@ihea-usa.com](mailto:mgr@ihea-usa.com)