



2018 ANNUAL CONFERENCE

June 25-28, 2018 • Anchorage, Alaska

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 Hilton Anchorage in Anchorage, Alaska!*** 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

Information about the conference can be obtained by contacting:

Ginamaria Smith, Alaska Department of Fish & Game

(907) 267-2196 or ginamaria.smith@alaska.gov

SPONSOR AND EXHIBITOR INFORMATION

Mission Partner

Contribution Amount: \$30,000 (SOLD)

Benefits Include:

- ☆ Designation as the "Mission Partner" of the IHEA-USA 2018 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)**
 - ✓ **1st choice on Special Events**

Strategic Partner

Contribution Amount: \$25,000

Benefits Include:

- ☆ Designation as the "Strategic Partner" of the IHEA-USA 2018 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)**
 - ✓ **2nd 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 one hour during the meal to deliver a presentation or address the audience.

- Monday, June 25th-Breakfast
- Monday, June 25th-Lunch (**SOLD**)
- Tuesday, June 26th-Breakfast
- Wednesday, June 27th-Breakfast
- Thursday, June 28th-Breakfast
- Thursday, June 29th-Lunch (**SOLD**)

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

- Sunday, June 24th-First Night Welcome and Hospitality Suite at Off-Site Location
- Monday, June 25th-Welcome to Alaska Reception in the Hilton Top of the World Room (**SOLD**)
- Tuesday, June 26th-Taste of Alaska Luncheon at Rabbit Creek Shooting Park
- Wednesday, June 27th-Awards Luncheon
- Wednesday, June 27th-Vendor Reception
- Thursday, June 29th-Conference Banquet & Auction

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

- Monday, June 25th (**SOLD**)
- Tuesday, June 26th (**SOLD**)
- Wednesday, June 27th (**SOLD**)
- Thursday, June 28th (**SOLD**)

Please contact ginamaria.smith@alaska.gov or (907) 267-2196 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 Thursday, June 28th, 2018. 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:

Ginamaria Smith

Alaska Department of Fish & Game

333 Raspberry Road

Anchorage, AK 99518

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 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	Strategic Partner	Platinum	Gold	Silver	Bronze	Programmatic
	\$30,000	\$25,000	\$15,000	\$10,000	\$5,000	\$2,500	\$1,000
Logo placement on signage at conference	Prominent placement	Second Prominent placement	✓	✓			
Company recognition on website	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		
Verbal recognition at general sessions	✓	✓	✓				
Ad in the Conference Final Program	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
Company banner displayed	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)				
Exhibit Space (6' draped table) 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
Conference registration (includes meals and sessions)	8	6	4	3	2	1	0
Company profile in the final program	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, June 24th from 5:00 p.m. – 10:00 p.m.

Vendor Reception: Wednesday, June 27th from 5:30 p.m. – 7:00 p.m.

Exhibit Hours:

Monday, June 25th thru Thursday, June 28th from 7:00 a.m. – 5:00 p.m.

