



**2012 World Conference and Exhibition
Exhibitor Prospectus**

June 24-27

Sheraton Chicago, Chicago, Illinois

www.iabc.com/wc

The 2012 IABC World Conference and Exhibition takes place in downtown Chicago at the beautiful Sheraton Chicago Hotel and Towers overlooking the Chicago River. The June 25-26 Exhibition will be limited to forty 10' x 10' exhibits, with room for a Wi-Fi lounge, Internet Café, Wellness Center, and plentiful refreshment breaks.

Reserve your exhibit early as we expect to sell out in 2012.

Some of the social events and activities scheduled in the Exhibit Hall to drive traffic include:

- Three scheduled coffee and fun breaks with no competing sessions
- Monday Lunch in the Exhibit Hall
- Complimentary Internet Café
- Free Wi-Fi lounge
- Wellness and Relaxation Center
- IABC Central – Giveaways, products and demos
- Frequent exhibitor prize giveaways
- Tuesday evening Networking Reception

Exhibit Fee (10 x 10 booth)

US \$3,000 (through Feb. 29, 2012)

US \$2,500 (university or nonprofit rate)

Exhibitor Benefits

- One 10' x 10' booth includes an eight-foot high back drape, three-foot high side dividers one six-foot draped table, two chairs and one identification sign (one line, 7" x 44")
- One complimentary regular conference registration per booth. Registration must be assigned to a single user and **cannot be shared.**
- Four exhibit-only passes per booth
- Complimentary internet café
- Company description listed in Exhibitor Guide
- Complimentary Exhibit Hall events includes coffee breaks, refreshments and Tuesday Networking Reception

If you're an exhibitor who requires internet, please budget \$500 for a hard-wire internet connection. There will be no global Wi-Fi in the Exhibit Hall since foundation columns affect the signal.

Our 2012 Exhibit Hall hours are:

Monday, 25 June 12 pm – 5:30 pm
Tuesday, 26 June 10 am – 6:30 pm

2012 Sponsors and Exhibitors (as of January 27, 2012)

Towers Watson
Marketwire
Buck Consultants
Cisco
FPinfomart.ca
Pricewaterhouse Coopers
ROI Communication
The Grossman Group
The ROC Group
Bonfire
Cision
CNW
Dulye & Co.
Education Partnerships, Inc.
Farm Credit Canada
History Associates
Intranet Dashboard
Jossey-Bass
Media Advantage
MediaMiser
MyMediaInfo.com
Neutral Conferencing
Northeastern University
PR Newswire
Results Map
Royal Roads University
Sinickas Communication, Inc.
SnapComms
Vital Smarts
West Virginia University

Reserve your space!

Exhibit space will be assigned in April 2012 with sponsors making their selections first, followed by exhibitors with multiple booths, then exhibitors in order of contract-signing and payment date.

To exhibit, please return and sign your completed 2012 Exhibitor Application and Contract via email to Chris Corrigan at ccorrigan@iabc.com.

Questions? Contact Chris at +1.415.544.4716 or email ccorrigan@iabc.com.