



VENUECONNECT

IAVM Annual Conference & Trade Show

Exhibitor Prospectus

July 25 – 29, 2011 • Monday - Friday • Phoenix, AZ



Gain Access to the
Public Assembly Venue Managers
of the World!

International Association of Venue Managers, Inc.



Nothing will replace Face-to-Face Marketing

Sports...Entertainment...Convention Services...If your business is in these markets, the people you need to see will be in Phoenix, Arizona July 25-29, 2011.

VenueConnect, the IAVM Annual Conference & Trade Show, will welcome over 300 exhibitors with thousands of solutions who will present a comprehensive trade show experience offering every product and service imaginable for the public assembly venue industry!

What is IAVM? The International Association of Venue Managers (formerly International Association of Assembly Managers, IAAM) is the world's largest professional organization dedicated to the operations of sporting and entertainment facilities:

- Amphitheaters
- Arenas
- Auditoriums
- Convention Centers
- Exhibit Halls
- Ice Rinks
- Performing Arts Venues
- Racetracks
- Stadiums
- University Complexes

"It was the first time MeetingMatrix exhibited and it was a fantastic experience! The atmosphere that IAAM seeks to create, in my humble opinion, is one of openness and exploration. People in attendance are curious what you do. IAAM's **VENUECONNECT** will be in Phoenix in 2011, and when we selected our booth it seemed clear that it will be another successful event."

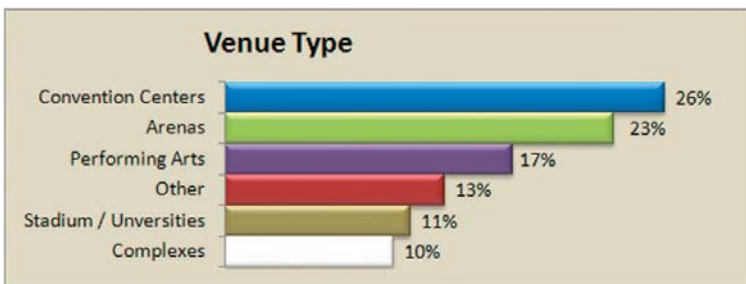
Lydia Montgomery
Sales & Strategic Alliance Manager,
MeetingMatrix International




Why Exhibit?

- The IAVM Trade Show will provide access to senior level executives from sporting and entertainment facilities from around the world.
- Exclusive Trade Show hours to ensure you have a captive audience
- Business conducted Face-to-Face; the most highly effective way to build customer relations
- 95% of IAVM conference attendees either make or influence the buying decision (Survey conducted by Exhibit Surveys)
- Increase your Brand Awareness through advertising, sponsorships, direct mail, emails

VENUECONNECT 2011 One Powerful Destination!



 **Exhibit Surveys**
Source:
Exhibit Surveys, Inc.
August 2008

All Exhibitors Receive:

- Online listing on **VENUECONNECT** website and on virtual trade show
- Complimentary Trade Show guest passes for your customers and prospects
- **VENUECONNECT** program listing and a short description of your company
- Extensive pre conference promotion
- Access to conference marketing opportunities
 - Sponsorships
 - Advertising
 - Pre and post show access to attendees

Trade Show Hours

Tuesday, July 26 – 6:00pm – 8:00pm
 Wednesday, July 27 – 10:00am – 2:30pm
 Thursday, July 28 – Noon - 4:00pm

Please visit www.IAAM.org for:

- Booth Prices
- Most up-to-date Floor Plan
- Booth Application
- Exhibiting Benefits
- Move-In / Move Out
- Cancellation Policy
- Frequently Asked Questions
- Exhibitor Service Manual
- Membership Information

Venue Information:

Phoenix Convention Center
 100 North Third Street
 Phoenix, AZ 85004-2231
 IAAM Trade Show will be in the
 North Bldg. Halls 4-6

Show Management - IAAM
 JoAnn Ramsey, CEM
 Exhibition Manager
 Phone: 972.538.1010
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www.iaam.org



IAVM provides leadership development, education and research, life safety and security training, networking and resources for the venue management industry.



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