



IAAM

VENUE CONNECT

HOUSTON, TX • JULY 23 - 27, 2010

Exhibitor Prospectus

IAAM 85th Annual Conference & Trade Show

*Featuring a Combined Trade Show with the
National Association of Concessionaires*

Conference: July 23 - 27, 2010

Trade Show: July 24 - 26, 2010

George R. Brown Convention Center
Houston, TX, USA

Stadiums • Arenas • Convention Centers • Performing Arts
Universities • Theaters • Exhibit Halls • Racetracks • Ice Rinks

Get Connected at:
www.iaam.org

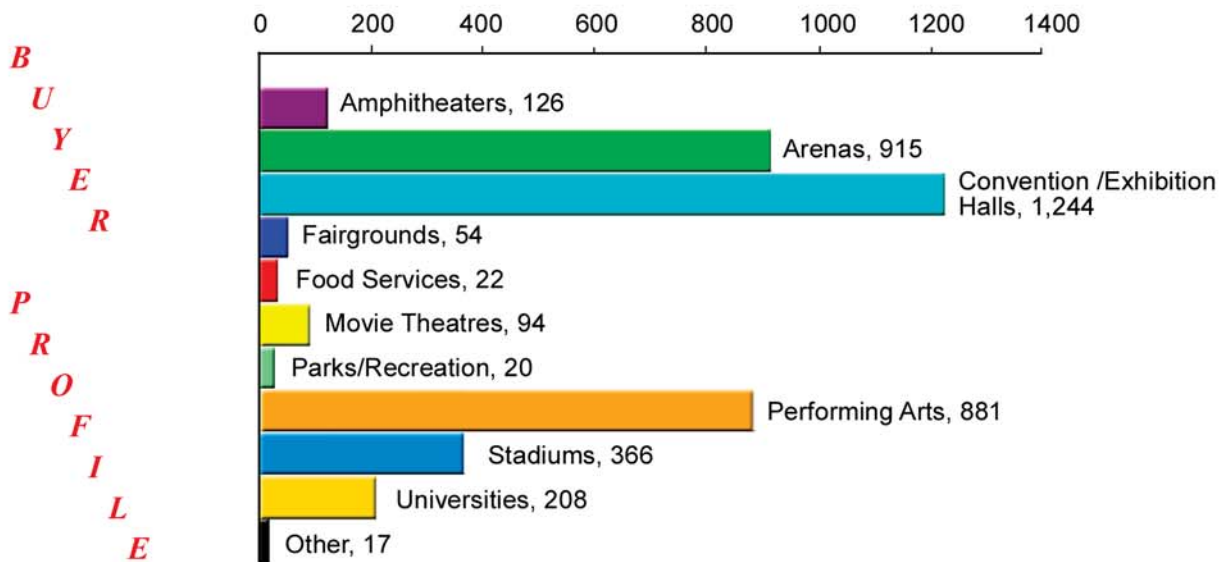




The Only place

you will connect with the buyers of Sports Facilities, Performing Arts Venues, Conference, Congress & Convention Centers, Movie Theatres, University Complexes, Park & Recreation Departments all in ONE location!

Exhibit at the IAAM/NAC 2009 Trade Show and gain access to this powerful group of decision makers who are searching for the products and services you have to offer. This annual trade show will feature companies that provide goods and services to the industry including hardware, software, operations, seating, scoreboards, security, flooring, ticketing, talent, food and beverages. If it is in a venue, it is all *under one roof* at this trade show!



The 2009 IAAM Conference and Trade Show in Boston proved to be an excellent opportunity for us to present our sustainability platform to the attendees. Our message rang true with individuals responsible for recycling program decisions in stadiums, arenas, convention

centers and theatres. It is nearly October, and we are still busy following up on the many inquiries we received during the show. We are already looking forward to 2010 Conference in Houston.

**Layton Dodson, National Segment Manager
Entertainment and Transportation
Rubbermaid Commercial Products**



Venue Construction in the Pipeline 2010/2011:

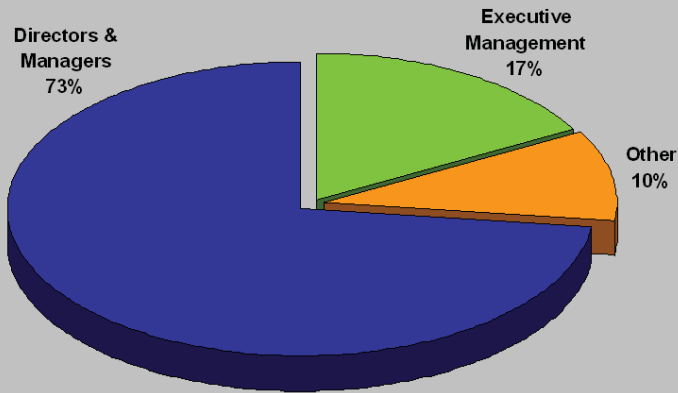
- Arenas: \$2,890,800,000
- Convention Centers: \$2,050,500,000

Why is this important?

Exhibiting at the conference can give you an edge over your competitor.



Buyers Represent Top Management



Just The Facts:

- 66% of conference attendees *come to see specific companies, products and services*
- 56% of conference attendees *compare products for future purchases*
- 90% of conference attendees come to *network with colleagues AND Vendors*
- Average buying budget: \$439,500**

Please visit www.iaam.org for:

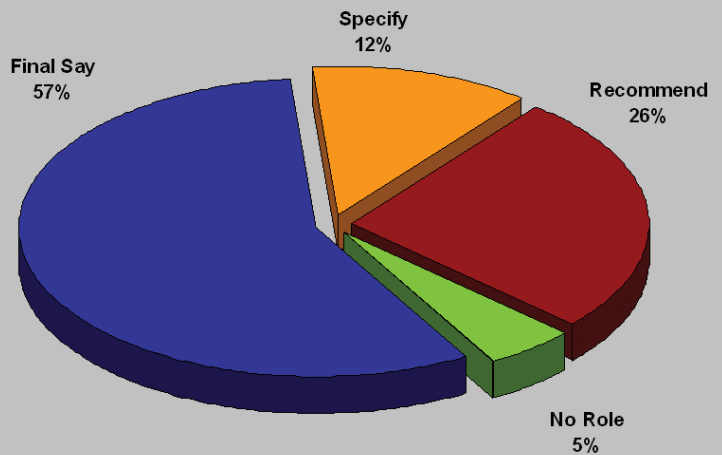
- Most up-to-date Floor Plan
- Booth Application
- Exhibiting Benefits
- Trade Show Hours
- Move-In / Move Out
- Cancellation Policy
- Frequently Asked Questions
- Exhibitor Service Manual
- Membership

Exclusive Trade Show Hours
(Show hours do not compete with educational sessions)

Booth Prices

	Member	Non-Member
10 x 10 inline	1,800	2,500
10 x 10 corner	2,000	2,700
10 x 20 w/2 corners	4,000	5,400
10 x 20 island	4,400	5,800
20 x 20 island	8,000	Time to Join!
20 x 30 island	11,600	
Call For Larger Booths		

95% of Attendees Make or Influence the Buying Decision



Source: Survey conducted by Exhibit Surveys, Inc. August 2008

Show Management - IAAM

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www.iaam.org





INTERNATIONAL ASSOCIATION OF
ASSEMBLY MANAGERS, INC.

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“From the standpoint of productivity, substantially more sales contacts can be made at a meeting, conference or trade show in two days than in the same amount of time on the street knocking on doors.”

Source: **Dr. John Hogan, CHE, CHA, MHS, August 2009**

“Face-to-Face meetings and business travel are critical to business success and important drivers of our economy, so while travel is often the first budget item to suffer cuts in a recession, it can’t be the last to be restored if the economy is to grow.”

Kevin Gentzel, President and Group Publisher, Forbes Media



“I strongly recommend all suppliers to the industry to consider exhibiting at this event. It offers one of, if not the best opportunities to meet and discuss business with potential buyers in the public assembly market. And the IAAM staff is on your side, helping you all the way.”

James G. Dunn, Vice President, Sales, Hufcor, Inc.



Why You Need to Exhibit!

- See more potential customers in one location
- Introduce or demonstrate new products or services
- Reach customers at a low cost per call
- Meet people in person to strengthen relationships
- Open doors or reinforce personal sales calls
- Reach known and unknown prospects
- Make immediate sales
- Understand or solve customer problems

Nothing will replace Face-to-Face Marketing

