

Call for Conference Partners

Are you part of a professional organization whose members are committed to continuing education and lifelong learning?

Is your organization interested in engaging in activities that support and advance the business community as a whole?

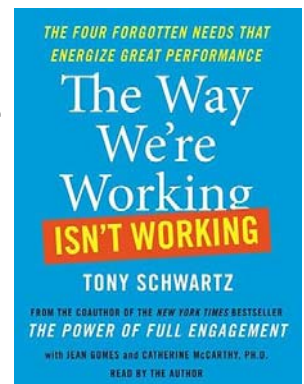
**THIS IS AN OPPORTUNITY
YOU WON'T WANT TO MISS!**

AAIM Employers' Association invites you to become a Conference Partner for our Annual Strategic Directions Conference. As a partner, you agree to promote this event to your members. It is a great opportunity to encourage their continuing professional development. This year's keynote speaker is Tony Schwartz, author of *The Way We're Working Isn't Working*, was an immediate New York Times and Wall Street Journal bestseller.

Again this year the conference will be held in two locations to better serve our members: on **Tuesday, October 18, 2011 in St. Louis** and on **Wednesday, October 19, 2011 in Peoria**. Sponsorship opportunities are also available for both days.

Here's why your organization will want to be a Conference Partner . . .

- **Exposure.** This event is marketed to thousands of professionals in 1600 AAIMEA member companies and hundreds of non-member companies throughout Illinois and Missouri. Conference Partners are recognized on the promotional brochure and at the conference. And, you are invited to provide print information about your organization to be displayed at a special Conference Partners information booth. Your materials will be made available to an expected 300-400 professionals on each day of this full day national-caliber conference and exhibition held within driving distance!
- **Audience.** Our target audience includes all individuals who are key stakeholders in making people-practice decisions—at all levels within an organization, from CEO to middle management to the HR assistant.
- **Opportunity.** As a thank you to your organization for being a conference co-sponsor, we will share back to your group \$10 for each person from your group that attends the full-day conference. In addition, your group members may attend the conference at the AAIMEA member price of \$195 versus the non-member price of \$275 – a savings of \$80 for your members who may not be a member of AAIMEA. Even if your members are also members of the Association we will still provide you with the \$10 royalty.



This is a WIN-WIN-WIN opportunity—your organization gets exposure and recognition, your members get an excellent professional development opportunity at a discounted rate, and AAIMEA helps more organizations become better employers!



Conference Partner Registration

Thank you for agreeing to partner with us on our Annual Strategic Directions Conference!

To ensure that your organization receives the proper recognition, please complete the following and return as soon as possible by fax (309-637-3300) or e-mail (teresa.bowen@aaimea.org).

Your Organization Information

Main Contact Person _____
(Confirmation and all event correspondence will be sent to this person)

Organization Name _____

Organization Website _____

Mailing Address _____

City _____ State _____ Zip _____

Telephone _____ Email _____

How would you prefer to promote the conference to your members?

- Full color print brochure for mailing or distribution at meetings (16 pages, 5 1/4" x 7 1/4")
_____ Quantity needed _____ Date requested (Available August 15)
- Full color flyer suitable for insert in newsletter (8 1/2" x 11", two-sided)
_____ Quantity needed _____ Date requested (Available August 1)
- Electronic brochure (Available August 1)

Would you like to have an AAIMEA representative attend one of your meetings to make a presentation about AAIMEA services or another topic of interest to your membership?

- Yes. Meeting Date: _____
(An AAIMEA representative will contact you to discuss.)

NOTE: If your organization wishes to display materials at the Conference Partners informational booth, please submit them to us by October 1 to: AAIMEA, 401 NE Jefferson Avenue, Peoria, IL 61603. Please provide a return mailing label if you wish to have any unused materials returned.

For full sponsorship opportunities, contact:

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