



# Exhibition & Sponsorship



## Why Us?

- International Association of Athletic Administrators and Coaches (IAAAC) has been established as the major international event for the field of international school sport educators.
- Under the theme "Unite: Building Team...Creating Family" the organising committee are committing to explore new paths for innovation, present research and development results, exchange information on new strategies, facility usage, uniform designs, cultural building, facilities and equipment, and technical advancement in their specific areas.
- We are delighted to be able to offer commercial opportunities to companies with business links in athletics and we hope that you will be able to select a package to suit your business needs.

## Who's Coming?

- Attendees come from from International Schools found in every country and capital in the world.
  - Athletic Directors
  - Activity Directors
  - Sport Coaches (for international schools)
  - Physical Education Teachers (Department Heads, Teachers, etc)
  - Aquatics Directors (Swim team coaches, swim teachers, etc)
  - Outdoor Educators
- IAAAC member schools - have an average of 8 different sport programs, at 5 different age levels/genders, with teams traveling internationally 24 times a school year
- Purchasing power - international school athletic/aquatics programs have an average annual budget of \$250,000 - \$500,000 US depending on the school size and focus on sport
- Uniform Cycles - replace uniforms annually or in cycles at an annual cost of \$25,000 - \$75,000+ US
- Update Equipment/facilities - 8x more frequent than public schools
- Airline travel - an international school that supports 6-8 sports teams will spend over \$120,000 on travel

## When is it?

**Main Conference: May 2,3,4**  
**Pre- Conference: May 1**  
**2025**

### Contact:

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## Available Packages

### Sponsorships:

#### Platinum Sponsor - \$12,000

- Company acknowledgement on all official conference support signs, program, website, and marketing collateral on the conference holding slide.
- Complimentary registration for 5 delegates
- Complimentary table-top exhibition.
- One set of promotional materials included in registration material
- After the event "Thank you email" to all attendees with Company Logo
- Option to brand specific portions of the event including 3 of the following: Welcome Reception; Refreshment break; Lunch break; Conference bags; Gala Dinner; Lanyards; Conference T-shirt (Options on a first come-first serve basis)

#### Gold Sponsor - \$8,000

- Company acknowledgement on all official conference support signs, programme and on all marketing collateral including enhanced logo on the conference holding slide
- Special recognition on the conference website
- Complimentary registration for 4 delegates
- Complimentary table top exhibition
- One set of promotional materials included in registration material
- A complimentary full page advertisement in the program booklet
- Option to brand specific portions of the meeting, including 2 of the following\*: Welcome reception; Refreshment break; Lunch break; Conference bags; Lanyards (\*Options on a first come first served basis)

#### Silver Sponsor - \$6,000

- Company acknowledgement on all official conference support signs, programme and on all marketing collateral including enhanced logo on the conference holding slide
- Special recognition on the conference website
- Complimentary registration for 3 delegates
- Complimentary table top exhibition
- One set of promotional materials included in registration material
- Option to brand specific portions of the meeting, including 1 of the following\*: Refreshment break; Lunch break; Conference bags \*Options on a first come first served basis)

### Exhibitions & Other Opportunities:

- The exhibition will be located in the welcome reception area, refreshments and the posters will be and so there will be plenty of opportunity for you to interact with the delegates. Each booth will have access to electricity.
- Various branding options available depending on level of exhibition and sponsorship package.

#### Conference T-shirt - \$4,000

Your logo or name on the arm sleeve

#### Cocktail Reception - \$4,500

Branding on invitation, signage, 1 full delegate place

#### Exhibition Table Top - \$1,000

#### Lanyards - \$2000

#### Conference Bag - \$4,500

#### Lunch Breaks - \$2500

#### Delegate Bag Insert - \$500

#### Refreshment Breaks - \$1500

#### General Notice Board - \$500