



# Engage. Reach Your Target Audience.

The ISES Minneapolis-St. Paul Chapter is the authoritative voice on Special Events throughout Minnesota and the upper Midwest.

Our membership is the human talent driving the local event industry. Partnering with ISES provides the perfect showcasing venue for new and innovative products and services. The Minneapolis-St. Paul Chapter offers several opportunities to promote your products and services to this valuable audience.

#### ABOUT OUR MINNEAPOLIS-ST. PAUL MEMBERS:

Our ISES members have average event budgets of \$400,000.

86% of members believe being a member of ISES has taught them to produce better events.

86% of them give a preference to ISES members when hiring vendors.

93% of sponsors said they found their Sponsorship to be a valuable marketing tool.

-Results from 2008 ISES Minneapolis-St. Paul Chapter Survey



INTERNATIONAL  
SPECIAL EVENTS SOCIETY  
MINNEAPOLIS-ST. PAUL CHAPTER

Collaborative. Creative. Credible.

[www.ises-msp.org](http://www.ises-msp.org)



## Strategic Partnerships

Strategic Partnerships are individually targeted relationships between an organization and the ISES Chapter. Based on a need of the organization, strategic partners enter year-long promotional opportunities targeted to meet their promotional needs. In return the Chapter receives a valuable service to meet its goals. Like any good event, the best success comes from the teamwork among great partners, and the strategic partnership program validates the importance of those relationships.

## Sponsorship

There are numerous opportunities throughout the year for companies to provide sponsorship in the forms of products, services, or cash to assist the ISES Chapter in the productions of its programs and events. Whether you are a venue trying to drive event business or a new product wanted to be in front of potential customers, ISES sponsorship is the answer. In exchange, sponsors receive a host of brand-promoting benefits!



The ises-msp.org web site attracts more than 4,000 unique qualified visitors each year.

## The ISES Minnesota Star Awards



This annual gala has become the pinnacle event for the Minnesota event industry. It is a prime showcasing opportunity for any sponsor wanting to make a splash. With an audience of over 300 and a media campaign reaching more than 80,000, this is a key opportunity for integrated promotion of your company.



## Advertising

There is no doubt the ISES audience is a qualified audience. Throughout the industry the Minneapolis-St. Paul Chapter has grown to become an expert voice locally, regionally and internationally. With 200 local members, over 2,000 registered contacts who receive monthly communications from the Chapter and over 4,000 unique, qualified website visitors a year, ISES Minneapolis-St. Paul provides you an opportunity to advertise to top event professionals.



The ISES Minneapolis-St. Paul Chapter e-newsletter reaches more than 2,000 contacts each month.

## Next Steps

To learn more about these possibilities, contact [partnerships@ises-msp.org](mailto:partnerships@ises-msp.org) or call 612.677.3790

[www.ises-msp.org](http://www.ises-msp.org)

