

# Tap into ISES Canada – A World of Sponsorship Opportunities



## International Special Events Society

ISES is a global society with over **7,000 members in 45 Chapters in 28 countries**

ISES Headquarters hosts 2 leadership meetings a year attracting event professionals from all over the globe in conjunction with:

**The Special Event** – tradeshow/education with 5,000 attendees

**EventWorld** – Educational conference with over 300 senior level attendees

The International Special Event Society (ISES) is the only society committed to serve the creative events industry, worldwide



INTERNATIONAL  
SPECIAL EVENTS SOCIETY

C A N A D A

Canadian Members

## International Special Events Society – Canadian Affiliate

**ISES Canada** oversees the development of ISES Chapters across the nation. Members of ISES Canada are professionals representing many aspects of the event industry:

Audio Visual

Catering

Décor

Entertainment

Event Management

Lighting

Photography

Printing

Software

Tenting

Venues

[www.isescanada.com](http://www.isescanada.com)



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Your Opportunity

## International Special Events Society – Canadian Affiliate

### **Build Your Profile**

Partnering with ISES Canada gives you the opportunity to build your profile within the events sector and align yourself with the top professionals in the Special Events Industry

### **Tap into the Event Industry**

ISES Canada is a not-for-profit professional organization that requires sponsorship to thrive and develop. By sponsoring ISES Canada, your company will be tapping into a network of event industry companies that offer product and services at an award winning world class level

### **Help us Grow**

Revenue generated will be applied to supporting ISES Canada annual operational costs with particular focus on Chapter development and growing the society nationally. The more we grow, the more exposure your company will benefit from

[www.isescanada.com](http://www.isescanada.com)

## ISES CANADA

A Business relationship with ISES Canada **gives your brand:**

Visibility through our **national website** newly launched in 2010 with thousands of unique users

Potential **global reach** as part of the ISES.com network

Direct exposure to the over **300 industry leaders and decision makers** which make up the 2010/2011 membership of ISES Canada

Exposure through our complete database of over **1,900 contacts** & growing daily!



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## Membership Statistics

### Our Members

Sector	%
Event Planner/Producer	32
Student	18
Décor/Rentals	17
Venues	10
Technical/AV/Lighting	8
Educator/Professor	4
Catering	4
Entertainment	3
PR/Marketing/Tourism	3
Other	1

Company Size	%
1 - 3 employees	37
4 – 20 employees	29
21 – 50 employees	10
51 – 99 employees	6
100+ employees	18

Business Position	%
CEO/President	50
Mid-Level/Manager	17
Student	14
Senior Manager/Executive	10
Junior/Coordinator/Entry	9

Data from December, 2010

[www.isescanada.com](http://www.isescanada.com)



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## Sponsorship Benefits

### ISES Canada offers

WEB BANNERS	
<b>ISES CANADA on home site for a year</b> (Non-Rotating)	Box Ad 200 x 200 pixels Reach: 300 unique visitors per month 500 hits per month
<b>ISES TORONTO on website for a year</b> (Rotating)	Box Ad 200 x 200 pixels Reach: 500 unique visitors per month, 800 hits per month
<b>ISES VANCOUVER on website for a year</b> (Rotating)	Box Ad 200 x 200 pixels Reach: 400 unique visitors per month, 600 hits per month
<b>ISES CALGARY on website for a year</b> (Rotating)	Box Ad 200 x 200 pixels Reach: 300 unique visitors per month, 500 hits per month

CUSTOMIZED COMMUNICATIONS
<b>Quarterly E-newsletter</b> - Logo & Link on ISES Canada quarterly e-newsletters to all database
<b>Custom Emails</b> - 4 Dedicated Sponsored emails via ISES Canada to all database (quarterly)
<b>3 tradeshow</b> - Distribution of Handouts/swag at ISES Canada booth at 3 tradeshow
<b>Welcome Kit</b> - Access to add custom handout/swag in Welcome kit to new members
<b>Welcome Letter</b> - Logo & mention included on all Welcome Letter to new members
<b>Logo on Loop</b> – Logo recognition on the Annual General Meeting PPT Loop

MEDIA EXPOSURE & MEMBERSHIPS
<b>Complimentary Passes</b> - 4 to Annual General Meeting (local)
<b>Article Mention</b> - in Canadian Special Event Magazine & Web Annual ISES
<b>Magazine Ad</b> - Logo included in Canadian Special Event (ISES ¼ pg)
<b>Complimentary Memberships</b> – 4 Company 1 Year ISES Canada Memberships
<b>Total Value</b>



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## Today's Canadian Event Professional:

Activities Involved In:	%
Travel	90
Cooking/Eating out/Entertaining	87
Theatre/Movies/Live Entertainment	82
Reading/relaxing	74
Spa	68
Educational courses/language/interests	60
Wine tasting/tours	58
Adventure/Biking/Outdoor/Hiking/	55
Gym/Working Out/Running	53
Tourist Attractions	48

Data from ISES Canada Survey September 2010

Age	%
under 24 years old	3
25 – 35 years	30
36 - 44 years	25
45 - 55 years	30
56 - 64 years	10
65 years and wiser	2

Annual Income	%
Under \$35,000	12
\$36,000 - \$50,000	19
\$50,000 - \$80,000	30
\$80,000 - \$110,000	14
\$110,000 - \$150,000	6
\$150,000 +	7
No reply	12



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## Today's Canadian Event Professionals:

### Communications:

Own Cellular Devices	%
Blackberry	52
Regular Cell Phone	35
BlueTooth	22
iPhone	20
Other	5

Approx Monthly Bill	%
Under \$50	13
\$51 - \$100	32
\$101 - \$150	33
\$151 - \$200	10
\$200+	12

Plan to Upgrade Cell	%
Before Spring 2011	25
Summer - Fall 2011	15
2012	30
2013 or after	15
Don't know	15

Mac vs PC computer	%
PC	70
Mac	10
Both	20

Data from ISES Canada Survey September 2010



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## Quick Facts of a Canadian Event Professional

### Banking:

Primary Bank	%
Royal	33
TD	30
CIBC	11
Scotiabank	10
Bank of Montreal	8
President's Choice	4
Other	4

Using Bank Services	%
Business account	76
on-line banking	75
foreign exchange	23
merchant services	15
small business loan	10
payroll services	4

Plan to Use in 2011 Bank Services	%
Business account	36
merchant services	30
on-line banking	28
small business loan	18
New credit card	13
foreign exchange	11
payroll services	5

Data from ISES Canada Survey September 2010

## Quick Facts of a Canadian Event Professional

### Financial:

Use External Advisor Services	%
Accountant	65
Lawyer	62
Insurance Broker	35
Bookkeeper	34
Personal Banker	30
Financial Planner	27
Investment Advisor	27
Real Estate Agent	18

#1 Primary Advisor	%
Accountant	42
Financial Planner	13
Lawyer	11
Investment Advisor	8
Bookkeeper	7
Personal Banker	6
Insurance Broker	4
Mentor/Family	4
Real Estate Agent	2

Data from ISES Canada Survey September 2010

# ISES Canada – Sponsorship Plans

To discuss your customized  
Sponsorship plan, contact the

ISES Canada Director of Sponsorship:

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(416) 844 2749

[sponsorship@isescanada.com](mailto:sponsorship@isescanada.com)

<http://www.isescanada.com>

