



Exhibitor Prospectus

IAAM 84th Annual Conference & Trade Show

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

Conference: July 24 - 28, 2009
Trade Show: July 25 - 27, 2009

Boston Convention & Exhibition Center (BCEC)
Boston, MA, USA



International Association of Assembly Managers, Inc.

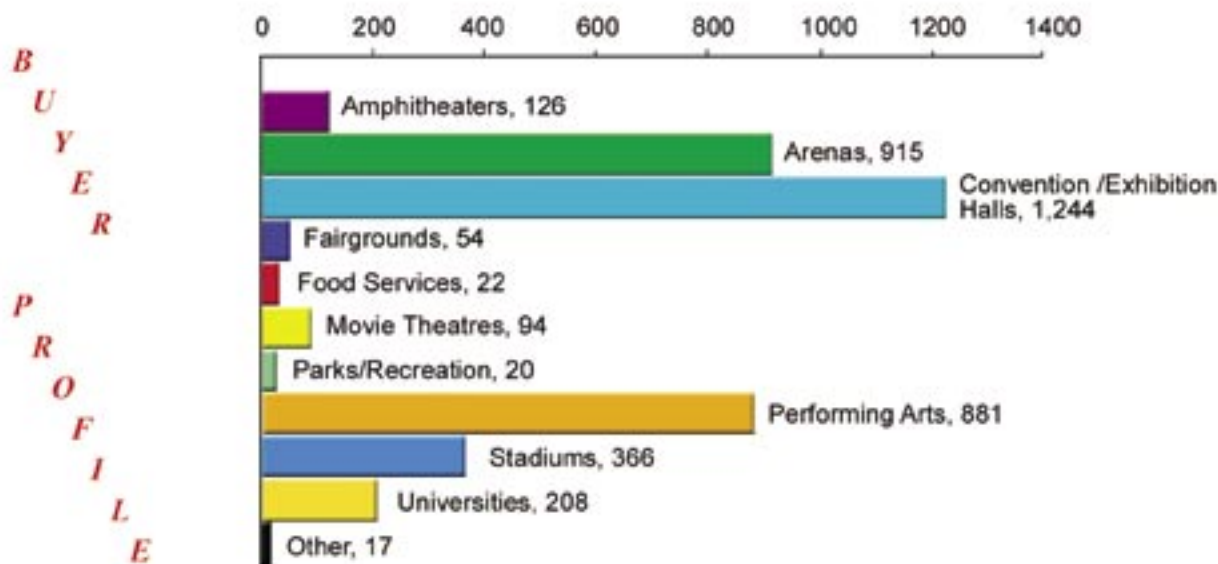




The Only place

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!



“Just a short note to thank you and IAAM for yet another well-organized and productive show. As always, it is a pleasure to attend this event. The expansion of our booth this year made a big difference in appearance.

“This was our 5th year and we’re slowly gaining recognition as the ‘guys with the crazy lifts’ and that fits us perfect! This show remains a ‘hidden gem’ for us and is one of our best shows.....thanks to the high level of quality prospects and the atmosphere in which the contacts are made.”

Ebbe H. Christensen
President
ReachMaster, Inc.

“In a changing world economy and more and more competitive environment we have to be on top of our game. My staff and I look forward to the IAAM annual trade show where we keep up to date on new technologies, products and companies.

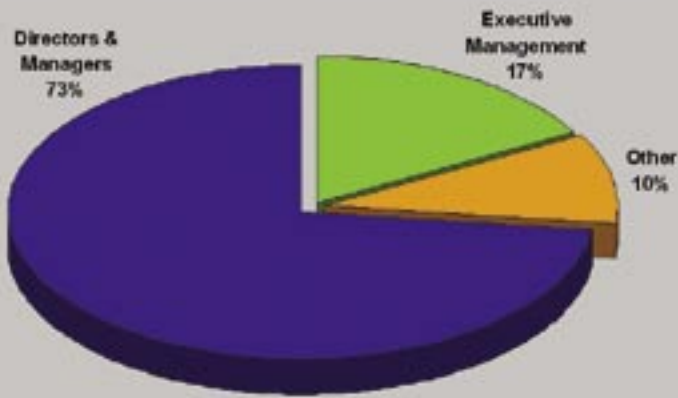
“This is a relationship driven industry and every year we make commitments for purchases or to further pursue doing business with people who exhibit at this important annual event.”



Brad Mayne, CFE
President/CEO
American Airlines Center
Center Operating Company, LP



Buyers Represent Top Management



Did You Know?

- 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

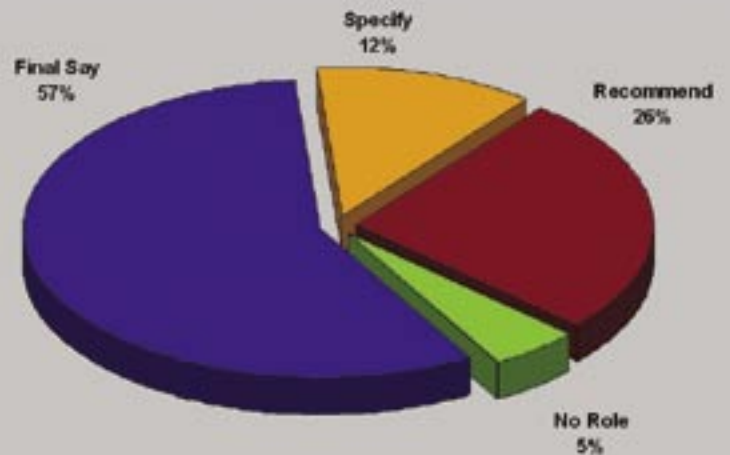
Exclusive Trade Show Hours

(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	
<i>Call For Larger Booths</i>		

95% of Attendees Make or Influence the Buying Decision



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

Show Management - IAAM

JoAnn Ramsey, CEM

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www.iaam.org





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Why You Need to Be Here!

- 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