



# Sponsorship & Exhibition Opportunities

Toastmasters  
International  
2011 Convention

Bally's  
Las Vegas

August 17-20, 2011

**TOASTMASTERS**  
INTERNATIONAL





**Toastmasters International is the world's leading nonprofit organization devoted to teaching communication and leadership skills.**

We cordially invite you to participate as one of our valued corporate sponsors at this year's 80th Annual International Convention in Las Vegas, Nevada. The Toastmasters

International Convention attracts nearly 2,000 professionals from across the globe. Whether your goal is to sell product, generate leads or increase brand awareness, Toastmasters International can help you achieve your goal.

**Why become a sponsor at the Toastmasters International Convention?**

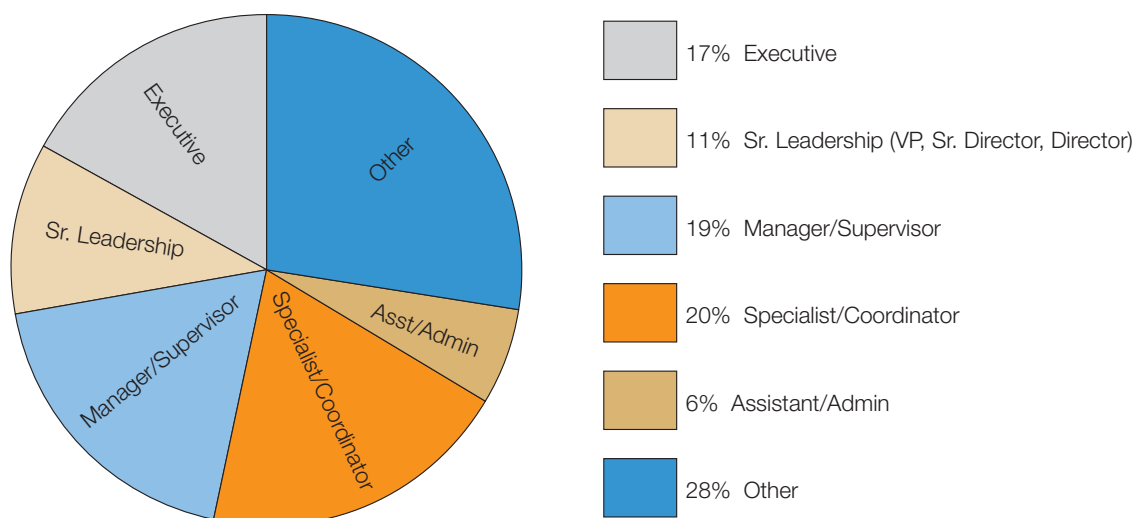
Toastmasters International has a base of more than 260,000 members in over 12,500 clubs around the globe. The majority of International Convention participants are leaders in the organization who bring what they have learned back to their club members. By extension, when you create an impression and connect with our Convention attendees, you have the chance to reach nearly a quarter of a million potential buyers of your products and services.

## Attendees

The International Convention audience is made up of Toastmasters and non-Toastmasters who are:

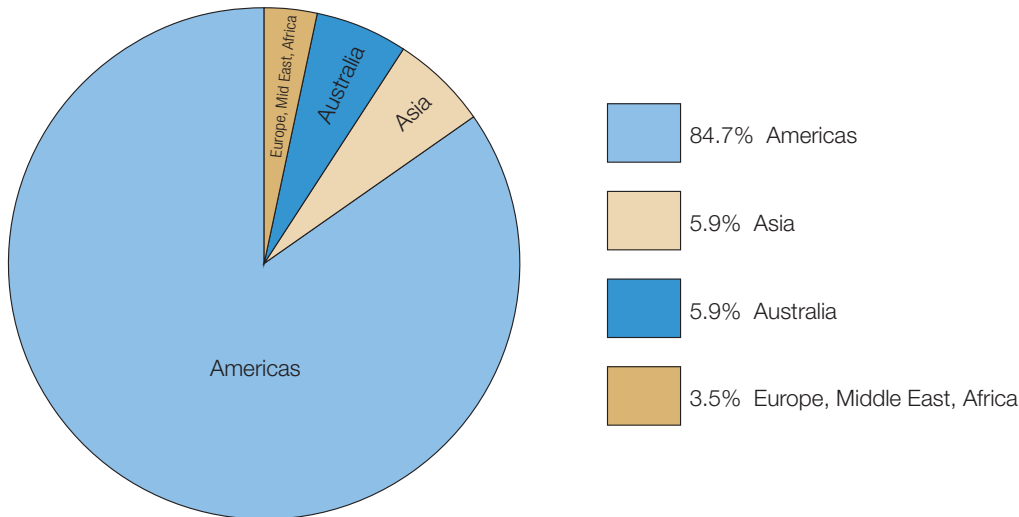
- Business Professionals
- Community Leaders
- Entrepreneurs

2010 Convention attendee professionals held the following positions:



# Demographics

**Geography:** Each year, International Convention attendees travel from all parts of the world. Last year's attendees represented the following geographies:



**Age:** International Convention attendees represent a range of ages and levels of purchasing power. The audience is largely comprised of Baby Boomer and Generation X buyers who know what they want and will pay premium to get it.

- Ages 26-35.....4.8%
- Ages 36-45.....14.2%
- Ages 46-55.....31.5%
- Ages 56-65.....29.6%
- Other.....19.9%

# Participation Opportunities

There are a variety of awareness-generating sponsorship opportunities at the 2011 International Convention:

■ **Cyber Center: \$2,500**

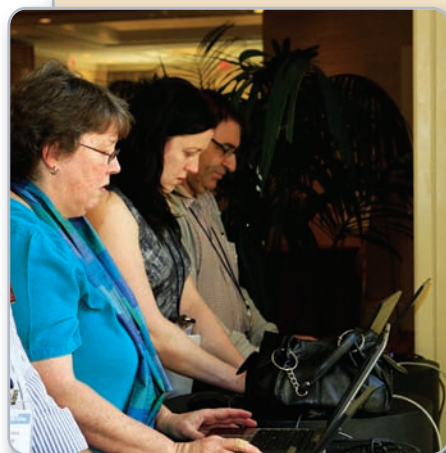
The Cyber Center is a high traffic area at Convention where attendees check their email, complete session surveys and browse the internet on free-standing kiosks. Participating sponsor logos will have a prominent presence on the home screen of each computer and on the overhead banner. (Limit four sponsors)

■ **Display Area and Tabletop: \$2,000**

Located in an area central to the flow of traffic, each exhibitor will have a 10'x5' display area that includes an 8' skirted table, two chairs and electricity. This proximity to the event encourages face-to-face interaction with attendees and repeat exposure to reinforce your brand.

## Website Recognition

Each level of sponsorship will be given recognition of your organization's name and logo on the Toastmasters International Convention website.



# Participation Opportunities

## ■ Program Advertising: \$800 - \$1,500

Every attendee at the Convention will receive a full-color program that they will refer to throughout the four-day event. It's an effective way for your company to receive a prominent presence. Ad space is available in full and half pages.

Ad rates for the main convention program are: **Full Page: \$1,500** • **Half Page: \$850**

**July 1, 2011** is the deadline for Toastmasters International to receive final ad copies to be included in the convention program.

## ■ Attendee Bag: \$2,000

This sponsorship is an opportunity to receive exposure to all attendees throughout the event. Every attendee at Convention will receive a bag at registration. (Limit two sponsors)

## ■ Pen Advertisement: \$1,200

This sponsorship is an opportunity for logo exposure to all attendees at the Convention. The pens will be distributed during registration to each attendee.

## ■ Opening Ceremony Sponsorship \$7,500

This sponsorship is an opportunity to sponsor our opening ceremony and receive prominent logo recognition. This sponsorship package includes the following:

- ▶ Logo recognition on the Convention website
- ▶ Acknowledgement in the program book (distributed to all attendees)
- ▶ Logo projection on the Convention stage
- ▶ Exhibitor booth – includes 10'x5' display area with 8' skirted table, chairs and electricity.



# Convention Location

Bally's Las Vegas ■ 3645 Las Vegas Blvd ■ Las Vegas, NV 89109

For information on these advertising opportunities or to exhibit at the 2011 Toastmasters International Convention, please contact:

[corporaterelations@toastmasters.org](mailto:corporaterelations@toastmasters.org)

Phone: 949-858-8255 ext. 273

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