



Hello IAEE Members! What an exciting first half of our year! Kicking off quite literally with our Annual Kickball Tournament at McCormick Place and Winter Education in Rosemont, it's been great to see everyone again. And how about that collaboration between our chapter and PCMA in early June? What a fantastic education and networking event at the Renaissance Schaumburg Convention Center. Breaking down silos and learning from one another is exactly why you join a professional association.

And there's much more in store for the second half of the year. Be sure to sign up for our golf outing at Topgolf Naperville on September 7 and plan to attend our Annual Meeting featuring IAEE President, David Dubois. We cap off the year with Expo Expo in Louisville.

To get the most out of your membership, we invite you to join a committee and shape the future of our organization.

Collaborating with like-minded colleagues with a variety of positions across the exhibitions and events industry is the best way to grow your professional circle, develop your skills and grow your career. Reach out today and we will find the right fit for your interests. Thank you for your membership.

Regards,  
Heather Larson, CMP  
IAEE Midwestern Chapter Chairman of the Board

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**IAEE MWC Sponsored Product Demo with Hopskip**

Grab your lunch, and come learn **how HopSkip** is going to empower you to **streamline** the way your **business events are booked with hotels!** **HopSkip** is a tool **designed by** and for **meeting/event planners**, specializing in **streamlining the sourcing of hotels**. The demo will show how HopSkip can **centralize** all your **RFPs, their data, automate the proposal process**, all while generating financial reporting and **tracking cost savings to save 30-40 hours per hotel RFP**.

**Luke Whalin**, Co-Founder of Hopskip



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### ***IAEE Midwestern Chapter Spotlight Gail Brooks***

On June 1, we honored our long time Executive Director Gail Brooks. After 16 years leading our organization, Gail has moved on to a new role at a new company. Here is what [current and past board members](#) shared about Gail.

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### **Gail Brooks, tell us more!**

- What is your favorite part about meetings & exhibitions?  
My favorite part would be seeing all of my pre-planning come together and if I did my job correctly, seeing the attendees networking and learning.
- What is the last event you attended?  
IAEE Midwestern chapter's program; "Stop! Collaborate & Listen"
- How many years have you been organizing meetings and exhibitions?  
36 years!
- Why did you find a career in this industry?  
Like many, I fell into this industry by accident. I went to college to be a teacher and when I determined that I didn't want to do that the rest of my life, a friend of mine told me about a position at her company organizing small tabletop tradeshows. That was all it took and I have been organizing meetings ever since.
- What do you do when not planning meetings and events? What makes Gail Happy?  
What makes me the most happy is spending time with family and friends. I am still very close to people I have known since grade school. I especially like to unwind at my friend's lake house on Lauderdale Lakes in WI.

### **STOP! COLLABORATE & LISTEN!**

If you missed our June event, you missed a good one! Check out our [quick recap video](#) to show all the fun you missed! And a big thank you to our sponsors!

# THANK YOU SPONSORS!








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## September 7, 2022: Annual Golf Challenge



Looking to foster meaningful connections with our industry's top meeting planners and show organizers? Want to make a lasting impression on your peers and prospects all while enjoying some fun in the sun? Join us as a sponsor at the IAEE Golf Challenge taking place September 7, 2022, at Naperville Top Golf!

Sponsorships offer enhanced engagement at a variety of price points. Starting at only \$500, your company or organization will be promoted to over 3500 industry professionals and receive special recognition at the Golf Challenge. And at only \$1200 with 6 complimentary registrations included, Green Jacket Golf Bay sponsorship offers incredible value for those looking to entertain new and current clients. See below for additional info and reach out to Julie Ichiba at [julie.ichiba@csireg.com](mailto:julie.ichiba@csireg.com) to purchase your sponsorship before they're all gone!

<https://iaeemwc.memberclicks.net/current-sponsors>



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## October 20, 2022: Annual Meeting and Fall Education



This annual event will feature our IAAE CEO, David DuBois with a state of the industry address that is always insightful. We are currently seeking a Downtown Chicago location for in-kind sponsorship.

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### **Sponsorship**



It's time to get out and connect / learn / socialize with the top show organizers in the Midwest!

### **SPONSORSHIP IDEAS**

- Showcase sponsor: \$500
- Reception Cocktail Sponsor: \$800
- Promo Sponsor: \$250
- Event Organizer Sponsor: \$2,500
- Educational Sponsor: \$1,200
- In Kind Facility Sponsor

## Sponsorship Prospectus

If any of these sponsorship opportunities look interesting, please contact either:

Julie Ichiba

[jichiba@csireg.com](mailto:jichiba@csireg.com)

312-515-8419

OR

Keith Murphy

[kmurphy@mccormickplace.com](mailto:kmurphy@mccormickplace.com)

312-617-1027

## Expo! Expo! Midwestern Chapter Young Professional Scholarship



**Are you interested in attending the 2022 Expo! Expo! In Louisville, KY?** [Apply now](#) for the Midwestern Chapter Young Professional Scholarship. Expo! Expo! is a premier show to learn about the latest industry trends and technology, as well as network with like-minded professionals. The scholarship recipient will receive a complimentary Expo! Expo! registration and two night hotel stay.

**Application Deadline:** Friday, September 9, 2022

**APPLY NOW**

## Contact Info

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