



SOCIETY FOR INDUSTRIAL AND ORGANIZATIONAL PSYCHOLOGY

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Dear Friend,

Thank you for your support of the Society for Industrial and Organizational Psychology. Active supporters such as you make SIOP the premiere organization for I-O psychologists. ***We appreciate you!***

I want to let you know about an important sponsorship opportunity. SIOP's fourth annual Leading Edge Consortium will be held October 17 and 18 at the Westin Cincinnati. The meeting is entitled "Executive Coaching for Effective Performance: Leading Edge Practice and Research." This is a hot topic and the expectation is that this will set a consortium attendance record. For the latest information on the conference, visit this link:

<http://www.siop.org/lec/default.aspx>

More than 200 attendees are expected at this meeting. The consortium is highly rated and an outstanding way to connect with key leaders in the I-O field. The first three consortia were resoundingly successful. The program has a focused theme; one that appeals to high-level participants. This day-and-a-half consortium will not have an exhibit area, but does offer sponsorship opportunities. The available sponsorships are as follows:

- **Thursday Welcome Reception Sponsor** – Make a great first impression with our participants. Attendees will begin their Consortium experience with a welcome reception which features music in the hotel's Fountain Ballroom. This sponsorship is for food and drinks at this event. The sponsor will be recognized with signage and recognition in the printed and electronic programs. *Cost - \$5,000. Limited to two sponsors.*
- **Friday Night Reception Sponsor** – Attendees will enjoy a delightful evening reception with cocktails and hors d'oeuvres in the unique atmosphere of the Westin Cincinnati. This sponsorship is for the food and drinks at this event. The sponsor will be recognized with signage and recognition in the printed and electronic programs. *Cost - \$5,000. Limited to two sponsors.*
- **Consortium DVD Sponsor** – This Leading Edge Consortium will be documented on DVD for attendees and non-attendees alike through the assistance of the Consortium DVD Sponsor. In addition, the program will be available via video-streaming on the internet. The sponsorship helps defray the costs of audiovisual equipment, DVD production and duplication. The sponsor will be recognized on the Consortium DVD and packaging, on the DVD and internet site as well as in the printed and electronic programs. *Cost - \$5,200. Limited to one sponsor.*

- Consortium Portfolio Sponsor – Each attendee will be presented a tasteful zippered portfolio with three ring binder. Sponsor will have a silk-screened logo on the front cover; receive a free Consortium insert and recognition in both the printed and electronic programs. Sponsor will also receive a free 2009 SIOP Annual Conference insert (\$1,000 value). *Cost – \$3,500. Limited to one sponsor.*
- Continental Breakfast Sponsor -- Attendees will have bagels, pastries, coffee and tea prior to the sessions on Friday and Saturday. Sponsorships are available for one day or both days. Sponsors will be recognized with signage and recognition in the printed and electronic programs. *Cost - \$2,000 for one breakfast, \$3,750 for both. Limited to one or two sponsors.*
- Registration Insert Sponsor – Sponsors will provide a printed piece to be inserted in the tasteful zippered portfolio each Consortium attendee will receive. Since the piece will be in a portfolio, bulky items or over-sized items are not acceptable. The quantity for materials will be 325. Each insert must be pre-approved. *Cost is \$275.*

I think you'll agree that these sponsorship opportunities are a truly unique way to reach the leaders in I-O psychology. To reserve your sponsorship, please contact me no later than August 30. With the exception of the inserts, these sponsorship opportunities are on a first-come, first-served basis. You may reach me at (419) 353-0032 or by e-mail at dnershi@siop.org. I'm available to answer your questions or to discuss any related matters. I'll be happy to work with you to customize your sponsorship to help meet your organizational goals.

We appreciate your continued support and look forward to hearing from you!

Cordially,



David A. Nershi, CAE
Executive Director
Society for Industrial and Organizational Psychology