

IDEA

Allied Member Information

WHO

WE ARE:

IDEA, the Information Display and Entertainment Association, was founded in 1983 by a group of major league baseball scoreboard operators as a way to gather and exchange ideas and experiences. From there, it rapidly expanded to now include scoreboard directors, engineers, producers, editors, motion graphic designers, and game operations personnel from every major sport, as well as sports facilities, minor league teams, and colleges and universities.

IDEA is now the premier professional association for those in the game entertainment industry. We are a non-profit organization that relies on membership dues and corporate sponsorship to sustain the organization and host our annual conference.

HOW

MEMBERSHIP WORKS:

IDEA has two types of memberships, Active Members and Allied Members. Active Members are the end-users who work for the teams and facilities. Allied Members are our corporate sponsors. Our membership dues are charged per organization, not per person, so everyone in your organization is considered an IDEA member under a single membership. As a member, you have a voice in the organization. Each member organization, Active or Allied, receives a vote in executive board member elections, by-law revisions, and other organizational issues. An Allied Member Representative sits on the executive board to give the board a view from the corporate sponsor perspective.

ANNUAL

CONFERENCE:

The annual conference is held each summer during the Major League Baseball All-Star break. The event includes an opening reception at the conference hotel, then three full days of seminars, user groups, and breakout sessions. Each evening of the conference, we take the entire group on excursions, usually to the local sports facilities, for dinner and tours.



ABOUT

THE CONFERENCE:

IDEA is less of a trade show and more of a networking event.

- We have an exhibit area for our Allied member booths, but booth time is more limited than many companies are used to seeing. The booths are open for the opening reception and during lunch each day.
- Both the reception food and drink and lunch are served in the exhibit area.
- We can also schedule a user group at your booth if you would like.

Throughout the day, Active members are attending seminars and breakout groups. Allied members are welcome to attend and participate in all seminars except for the sport-specific breakout groups, which are restricted to the Active members representing each particular sport. Allied members are highly encouraged to lend a hand with seminars that fall into their area of expertise, and this is a great way to connect to fellow members outside of your booth.

IDEA is about networking and developing relationships with potential clients. This is where the evening excursions come into play. The entire group attends these networking excursions, both Active and Allied members, and this is the best opportunity to meet your fellow members in a casual environment. It is important that whoever attends the conference to represent your company is comfortable approaching people and starting a conversation in these social situations. This is where the true connections are made.

The benefits of attending IDEA are clear when you speak to our Active members, your end-users. Our members are far more likely to choose the services of a fellow IDEA member than a non-member. Not everyone who attends IDEA may need your services in the near future, but when they do, they will remember you as someone they had a beverage and a conversation with at the conference, and are certain to call you before anyone else.

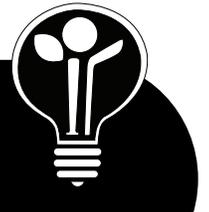
EVENING EXCURSIONS:

If you choose to become a member of IDEA, we offer various sponsorship levels for attending the conference.

You should select your membership level based on how many attendees you would like to attend, and whether or not you would like a booth. Please note that our Bronze Sponsorship is the only level that does not include booth space.

Your conference fees include the opening reception, lunch, dinner, transportation, and evening excursions for all of your attendees for the entire conference. We also offer event sponsorship opportunities that allow an Allied Member organization to become the official sponsor of various events and meals at the conference. This is a great way for a new member to put their company's name in front of the membership.

"The biggest piece of advice I can give about this show to anyone relatively new is as follows. **IDEA brings a unique group of people together, most of the active members are not decision makers for large equipment purchases but they are influences.** They understand the sports and entertainment industry because they are the people in the control room producing, directing and developing the content. This is not a conference where booth time determines your success. You can **have a successful conference by learning and understanding the needs of the active members** and getting to know the people in the organization."



If you have any questions about the organization or the conference, you may speak to our *President, Chris DeRuyscher*, who can be reached at cderuyscher@texastrangers.com or our *Executive Director, Liz Burke Brown*, who can be reached at liz@ideaontheweb.org

If you would like to speak to one of our current Allied Members for a perspective from the corporate partner's side, *Mark Eisenstadt from Daktronics* is our Allied Member Representative on the Executive Board. You can reach him at mark.eisenstadt@daktronics.com.

Registration for each year's conference begins March 1st, with the lowest pricing offered between March 1st and March 31st. I hope you will be able to join us.

Thank you again for your interest.

IDEA - Information Display & Entertainment Association
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