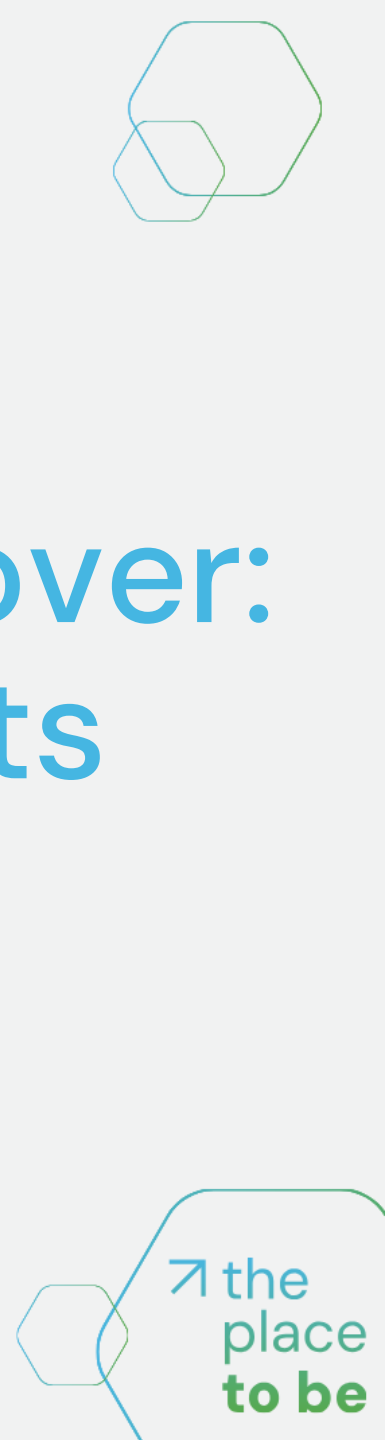




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The Ultimate Prospectus Makeover: Innovation Meets Strategy



↗ the
place
to be

Introduction

What This Session Will Cover

- Why prospectuses fall short today
- How innovation and strategy elevate your offerings
- Actionable tools to refresh content, pricing, and design
- A practical framework to apply immediately

Why Your Prospectus Needs a Power Play

- Many prospectuses “play it safe” and blend in
- Missed opportunities to maximize non-dues revenue
- Sponsors want clarity, creativity, and value
- A strategic approach changes the game

Audience Question

- Quick show of hands: How confident are you in your current prospectus?
- What's your biggest challenge: offerings, pricing, or design?
- What is holding you back?

Reimagining Your Offerings

Innovation That Attracts

- Move beyond generic sponsorship tiers
- Create offerings that solve real sponsor goals
- Introduce experiential, digital, and year-round options
- Make it easy for partners to say “yes”

Strategic Pricing

Moving Beyond Guesswork

- Pricing should reflect true value—not assumptions
- Use data, benchmarking, and demand indicators
- Package pricing for clarity and flexibility
- Communicate ROI with confidence

Crafting the Prospectus

Design, Language & Flow

- Clean layout that guides the reader
- Messaging tailored to sponsor priorities
- Visual hierarchy that highlights value
- Storytelling that connects offerings to outcomes

Putting it all Together

A Framework for Success

- Clarify value
- Refresh and innovate offerings
- Price strategically
- Design for impact
- Communicate with purpose

Breakout Discussion

Reimagine an offering: Take one of your current sponsorship offerings-How could you add more value or make it more attractive?

(Ideas: Digital exposure, thought leadership, year-round engagement)

Final Thoughts

Compete Smarter in a Crowded Market

- Stand out with bold, intentional strategy
- Treat your prospectus as a revenue engine
- Consistency in design, messaging, and pricing wins

Audience Question

What is one thing you'll commit to changing in your prospectus this year?

Key Takeaways

- **Your prospectus is a strategic asset.**

Position it to showcase value and drive revenue.

- **Innovation + smart pricing = attention.**

Update offerings and price with purpose.

- **Design and messaging matter.**

Create a prospectus that looks great, reads great, and converts.

THANK YOU FOR ATTENDING!

ANY QUESTIONS?

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Session Evaluation

OPTION 1

- Scan the QR Code here and follow instructions.
- You will be asked 1 time to fill in personal information.
- You will not be asked again when completing additional session evaluations.

OPTION 2

- Open the IAEE Expo! Expo! show app from Swapcard.
- Find the session you want to evaluate.
- Under the documents and link section click on Evaluation icon.
- Your info will auto-populate – rate session.

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