

# YAPFEST



## ISA EXPO 2009

Reliant Center  
ISA EXPO Show Floor  
6 October 2009  
5:30 p.m.-7:30 p.m.

## Festive Sponsorship Opportunities

*"Workforce development is one of the most important issues facing our readers, and YAPFEST is an important program."*

**Bob Vavra**

*Plant Engineering magazine, 2008 YAPFEST Sponsor*



Misconceptions about automation professionals and the industries that employ them have clouded the minds of the **up-coming workforce**. ISA understands how difficult it is to find the right vehicle to reach the next generation in their language, in their arena, and on their time. However, we've **found one tried and true way to reach them**.

**You're invited to join ISA at YAPFEST.** You'll come face-to-face with young, fresh talent, make the connections to position your company as a leader in the automation profession, and have a festive time!

**The YAPFEST event takes place during ISA EXPO**, the largest conference, exhibition, and educational event in North America for automation and control professionals. Past events have brought students, automation professionals, and workforce development supporters together in festive, networking settings. **With so many people losing jobs and looking to walk down new career paths, ISA expects a banner year for YAPFEST.**

### So join us at YAPFEST to:

- Network with young automation professionals and students (ages 18-30) who are interested in careers in automation
- Get in front of the Millennium Generation to talk about a career in your field
- Meet automation professionals who may fill your company's positions that baby boomers are leaving

## Who are YAPFEST Attendees?

### Job/Title:

Student  
Engineer  
Consultant  
Educator  
Marketing  
Sales

### Industry:

Pharmaceuticals, Chemicals, Petroleum Refining, Instrument Measurement Analysis & Control, Oil & Gas Extraction, Engineering Services, Industrial Machinery & Equipment, Mining, Pulp Paper & Allied Products, Systems Integration, Transportation-Automotive, Medical Instrument & Systems, Utility-Water Wastewater, Research Development & Testing, and Electronic Equipment

See the reverse side to learn how you can sponsor YAPFEST and join in the fun!

# YAPFEST Sponsorships

Level	Price	Number Available
<b>Giveaway</b>	<b>\$3,000</b>	<b>1</b>
<b>Game/Activity</b>	<b>\$2,000</b>	<b>3</b>
<b>Visibility</b>	<b>\$1,500</b>	<b>1</b>
<b>Raffle</b>	<b>\$1,000</b>	<b>2</b>
<b>Tabletop</b>	<b>\$500</b>	<b>10</b>

## Each sponsorship opportunity includes:

- Logo and URL on YAPFEST website
- Name listing as YAPFEST Sponsor in the ISA EXPO guide, e-mails, and event signage
- 2 table personnel entries to YAPFEST event
  - > Additional table personnel registrations at \$150 each

## Giveaway Level

- One skirted table, outlet, and two chairs located inside the event area
- Exclusive right to include company logo on event T-shirt for YAPFEST attendee giveaway
  - > ISA supplies the artwork and design for the T-shirt to Sponsor for production
  - > Sponsor pays T-shirt production and shipping expenses, and Sponsor fee

## Game/Activity Level

- Two skirted tables, outlet, and two chairs located inside the event area
- Sponsor conducts one interactive activity or one game of own design for YAPFEST attendees to participate

## Visibility Level

- One skirted table, outlet, and two chairs located inside the event area
- 15 minute opportunity to address the YAPFEST audience with company announcements

## Raffle Level

- One skirted table, outlet, and two chairs located inside the event area
- Sponsor donates one laptop computer for attendee raffle
  - > Sponsor pays expense of laptop computer and Sponsor fee

## Tabletop Level

- One skirted table, outlet, and two chairs located inside the event area

## Conferences & Exhibits

ISA hosts several annual events ranging in size from two-day technical conferences focused on current industry issues, to the largest automation conference and exhibition in North America. These events provide quality education to professionals and provide businesses an unparalleled opportunity to maximize their productivity and ensure their long-term growth.

Contact

**Jennifer Infantino**  
**(919) 990-9287**  
**[jinfantino@isa.org](mailto:jinfantino@isa.org)**

To get in front  
of this key audience!