



ANNUAL CONFERENCE

Sponsorship Opportunities

Thursday, June 1, 2017

Albany Capital Center | Albany, NY

Attendance: 250-300

The Annual Conference is the premiere trade show and educational program of the year. The annual one day conference and trade show is about professional development, networking, and showcasing products and services, and is the place to interact with key decision makers in the association and meetings industries. The trade show celebrates the true partnership of our association executives, meeting professionals, and exhibiting supplier partners all across New York State.

Sponsorships are available on a first come, first served basis. Please check your preferred sponsorship option. *Don't see something that fits within your budget? Call us to customize your sponsorship packet!*

Support the Association Industry

- _____ Keynote Speaker - \$4,000
- _____ Breakout/Education Sessions - \$750 each

Network & Connect with Association Professionals

- _____ Premiere Lunch - \$2,500
- _____ Lunch - \$1,500
- _____ Breakfast - \$1,500
- _____ Brain Food - \$650 each
- _____ Attendee Full-Day Registration - \$200
- _____ Reserved Seating at Lunch - \$200
- _____ Furnishings & Décor – In-Kind

Increase Brand Awareness

- _____ Conference Program - \$1,500
- _____ Exhibitor Registration Technology - \$1,500
- _____ Tote Bags - \$1,250—**SOLD**
- _____ Badge & Lanyards - \$1,250—**SOLD**
- _____ Signage – In-Kind
- _____ Expo Mobile App – In-Kind
- _____ Ribbon Wall – In-Kind

Build Booth Traffic

- _____ Lunch Wrist Bands - \$850—**SOLD**
- _____ Hydration Station - \$600 each
- _____ Barista Break - \$600 each

Name: _____ Title: _____

Organization: _____

Address: _____ City, State, Zip: _____

Phone: _____ Email: _____

Signature

Date

Amount Enclosed: _____

**Sponsorship Form should be submitted no later than
Monday, November 21, 2016 to:**

Empire State Society of Association Executives, Inc.

1A Pine West Plaza | Albany, NY 12205

Tel: (518) 463-1755 | Email: vanessa@essae.org

Sponsorship Options

Support the Association Industry

Keynote Speaker - \$4,000

This well attended luncheon is a great way to get your company recognized by ESSAE's association executives and meeting professionals. Lunch features a noted speaker who will generate enthusiasm and kick off the trade show with inspiration and insight.

Help support a high level, engaging speaker!

Sponsor Receives:

- ◆ (5) Months of banner ads on ESSAE Homepage
- ◆ Full Back Cover Advertisement on Conference Program
- ◆ (1) Advertisement on the Event Registration Page
- ◆ (1) Advertisement on Job Board
- ◆ (2) Advertisements in the E-Newsletter
- ◆ Access to event attendee list as excel spreadsheet
- ◆ (2) Tickets to educational sessions
- ◆ Logo and Link to your website in event updates
- ◆ (3) Minutes of podium time
- ◆ Seating with keynote speaker at lunch (VIP table)

Breakout/Education Sessions \$750 each

Opportunity to brand the break out session room.

Sponsor Receives:

- ◆ Company logo on signage placed outside of the session entrance - or bring your own pull up banner!
- ◆ Opportunity to introduce session speaker
- ◆ Opportunity to promote your company to session attendees
- ◆ Business Card ad included in Conference Program
- ◆ Link to your website in event updates

Network & Connect with Association Professionals

Premiere Lunch Sponsor - \$2,500

This well attended luncheon is a great way to get your company recognized by ESSAE's association executives and meeting professionals. Lunch features a noted speaker who will generate enthusiasm and kick off the trade show with inspiration and insight.

Sponsor Receives:

- ◆ (2) Months of banner ads on ESSAE Homepage
- ◆ (1) Advertisement on the Event Registration Page
- ◆ (2) Advertisements in the E-Newsletter
- ◆ (1) Ticket to the educational sessions
- ◆ Logo and Link to your website in event updates
- ◆ Full Page Ad in Conference Program
- ◆ (3) Minutes of podium time

Lunch - \$1,500

This well attended luncheon is a great way to get your company recognized by ESSAE's association executives and meeting professionals.

Sponsor Receives:

- ◆ (2) Months of side bar home page ads
- ◆ (2) Side column advertisements in the E-Newsletter
- ◆ Logo and Link to your website in event updates
- ◆ Half Page in the Conference Program

Breakfast Sponsor - \$1,500

Nourish attendees during one on one exhibitor appointments

- ◆ (2) Months of side bar home page ads
- ◆ (2) Side column advertisements in the E-Newsletter
- ◆ Logo and Link to your website in event updates
- ◆ Half Page in the Conference Program

Brain Food - \$650

Give them a break! Nourish attendees during the morning education sessions.

Attendee Full-Day Sponsorship – \$200

Help support our association professionals by inviting a client to be your guest for the day! Sponsorship provides access for one (1) person to attend all educational sessions and conference events.

Reserved Seating at Lunch – \$200

Brand a table at lunch and invite clients and guests to sit with you.

Sponsorship Options

Increase Brand Awareness

Exhibitor Registration Technology - \$1,500

Help us take exhibitor technology up a notch, and support the new online registration system via Map Dynamics!

Sponsor Receives:

- ◆ Advertisement with link to your website on the Exhibitor Floor Plan Registration landing page
- ◆ Half Page ad in the Conference Program
- ◆ Logo and Link to your website in event updates

Conference Program - \$1,500

Here's your opportunity to place your logo on the front cover of this year's professionally printed conference program.

Sponsor Receives:

- ◆ Front Cover Advertisement on Conference Program
- ◆ Logo and Link to your website in event updates

Tote Bags - \$1,250

Make your presence known and help attendees carry home items collected during the trade show. Put a logo on it!

Sponsor Receives:

- ◆ Logo and Link to your website in event updates
- ◆ Half Page ad in the Conference Program

Build Booth Traffic

Lunch Wrist Bands - \$850

Every lunch attendee will be wearing YOUR logo and booth number to drive traffic to the trade show floor.

Sponsorship includes:

- ◆ Link to your website in event updates
- ◆ Business Card ad in Conference Program

Hydration Stations - \$600 each

Stay hydrated. Place a flavored water station on the trade show floor near your booth, inside the education room of your choice, or near the registration areas with your logo and booth number

Sponsorship includes:

- ◆ Link to your website in event updates
- ◆ Business Card ad in Conference Program

Badge Lanyards - \$1,250

Have your organization's name visible throughout the trade show! Put a logo on it!

Sponsor Receives:

- ◆ Logo and Link to your website in event updates
- ◆ Half Page ad in the Conference Program

Signage – In-Kind

Help attendees find their way with your logo on each event sign.

Expo Mobile App – In-Kind

Get your brand/company information in front of every single attendee with a smart phone!

Ribbon Wall – In-Kind

Be the first point of contact for trade show attendees as they pick up the ribbons to attach their badges before the start of the day

Furnishings & Décor – In-Kind

Barista Break - \$600 each

Keep attendees caffeinated. Place a coffee station on the trade show floor near your booth, inside the education room of your choice, or near the registration areas with your logo and booth number

Sponsorship includes:

- ◆ Link to your website in event updates
- ◆ Business Card ad in Conference Program

All sponsors will also receive:

- Recognition in E-Newsletter Promoting Event Program
- Recognition on Event Registration Page
- Recognition at Event during announcements
- Recognition on ESSAE's social media outlets
- Signage at Event