



# 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
- \_\_\_\_\_ Attendee Full-Day Registration - \$200

### Network & Connect with Association Professionals

- \_\_\_\_\_ Premiere Lunch - \$2,500
- \_\_\_\_\_ Networking Reception - \$2,000
- \_\_\_\_\_ Lunch - \$1,500
- \_\_\_\_\_ Breakfast - \$1,500
- \_\_\_\_\_ Brain Food - \$650 each
- \_\_\_\_\_ 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 - **SOLD**
- \_\_\_\_\_ Ribbon Wall – In-Kind
- \_\_\_\_\_ Pens & Paper - In-Kind

### Build Booth Traffic

- \_\_\_\_\_ Lunch Wrist Bands - \$850—**SOLD**
- \_\_\_\_\_ Hydration Station - \$600 each (unlimited)
- \_\_\_\_\_ Barista Break - \$600 each (unlimited)

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_ City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Signature

Date

Amount Enclosed: \_\_\_\_\_

**Sponsorship Form should be submitted no later than  
Monday, May 12, 2017**

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

### 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) association/meeting professional to attend all educational sessions and conference events.

## 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

### Networking Reception- \$2,000

Dazzle the attendees with cocktails and sumptuous hors d'oeuvres as they mingle and network prior to the keynote luncheon! Incentives:

- ◆ (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

### 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.

### 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 (unlimited)

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

### Promotional Pen & Paper - In-Kind

We all need to take notes! Help attendees get the message by providing branding pens & notepads!

### Barista Break - \$600 each (unlimited)

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