



*Celebrating 30 years of
Distinguished Service*

1979-2009

2009 PARTNERSHIP INVESTMENTS



UNDERWRITING

SPONSORSHIPS

ADVERTISING



Empire State Society of Association Executives, Inc.
991 Broadway, Suite 208
Albany, New York 12204
518-463-1755; Fax: 518-463-5257
www.essae.org

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30TH ANNUAL MEMBERSHIP DIRECTORY AND RESOURCE GUIDE

This annual publication is an invaluable desktop resource for both association professionals and service providers. It includes a list of all ESSAE members alphabetically and by affiliation, provides a buyer's guide of products and services, a list of publications available from the association's lending library, a meeting facilities guide listing the services, space capabilities and amenities of different properties, and much more! You will find this publication to be an excellent vehicle for advertising your services. Associations constantly refer to the Buyer's Guide section, which lists service providers by type of products and services offered.

Hotel properties and conference centers are invited to submit a key of banquet/meeting facilities and services. For just \$50, this Associate Member Meeting Facilities Guide will provide association meeting planners with the necessary information to make informed decisions on conference and meeting sites (see pages 24-28 of the 2008 directory).

The publication is mailed to members in early June, at which time tearsheets will be mailed.
Take advantage of this opportunity to be at the fingertips of your clients!
Return your contracts by February 15, 2009!

2009-2010 Membership Directory & Resource Guide Advertising Rates & Contract

Space is reserved on a first come, first served basis. Payment must accompany contract.

Business/Advertising Agency Name: _____

Non-Commissionable Advertising Rates:

Inside front cover: black & white:	\$1350	Full Page:	7 1/4 x 9 3/4	\$700
4 color:	\$1850	Half page (vert.):	3 1/2 x 9 3/4	\$500
Inside back cover: black & white:	\$1350	Half page (horiz.):	7 1/4 x 4 3/4	\$500
4 color:	\$1750	Quarter page	3 1/2 x 4 3/4	\$400
Outside back cover: black & white:	\$1650	Bleeds available for cover ads only		
4 color:	\$2350			
Inside back facing page: black & white only \$1150				

Materials: (check) New Pick-up (specify month/publication) _____

All artwork must be camera ready. We will accept materials on disk or by e-mail as a PDF in a minimum of 300 dpi, or as a tiff file (e-mail to memberservices@essae.org). Please send a hard copy of all ads to insure accuracy.

Contracts and materials must be received at the ESSAE office no later than FEBRUARY 15, 2009 to guarantee inclusion in this year's directory. PAYMENT MUST ACCOMPANY CONTRACT.

ASSOCIATE MEMBER MEETING FACILITIES GUIDE

Your entry: \$50 Banquet capacity: _____

Facility: _____ Exhibit space: _____

Guest rooms: _____ On-premise facilities: (please e-mail your description to memberservices@essae.org)

Meeting rooms: _____

Contact Person: _____

Title: _____

Company Name: _____

Address: _____

Phone: _____

Signature (required): _____

City/State/Zip: _____

E-mail: _____

PLEASE MAKE CHECKS PAYABLE TO ESSAE DIRECTORY AND REMIT BY FEBRUARY 15, 2009
TO 991 BROADWAY, SUITE 208, ALBANY, NY 12204 QUESTIONS? CALL 518-463-1755.

ASSOCIATION RESOURCE CONTRACT

CONTRACT FOR ADVERTISING PLACEMENT IN ASSOCIATION RESOURCE NEWSLETTER

THIS CONTRACT MUST ACCOMPANY ANY INSERTION ORDERS FOR AD PLACEMENT!

Ad Size (NO BLEEDS)

<input type="checkbox"/>	Full Page	7.5 x 10	\$475	<input type="checkbox"/>	1/4 Page	3.685 x 5	\$ 275
<input type="checkbox"/>	Half Page	7.5 x 5	\$ 325	<input type="checkbox"/>	1/8 Page	3.25 x 2	\$ 250
<input type="checkbox"/>				<input type="checkbox"/>	Insert	7.5 x 10	\$ 700

15% DISCOUNT FOR 4 OR MORE ADS IN ONE CALENDAR YEAR

NEW	PICK-UP FROM:	NEW	PICK-UP FROM:
<input type="checkbox"/>	January _____	<input type="checkbox"/>	July _____
<input type="checkbox"/>	February _____	<input type="checkbox"/>	September _____
<input type="checkbox"/>	March _____	<input type="checkbox"/>	October _____
<input type="checkbox"/>	April _____	<input type="checkbox"/>	November _____
<input type="checkbox"/>	May _____	<input type="checkbox"/>	December _____
<input type="checkbox"/>	June _____		

Closing Dates

15th of the prior month

Publication Dates

Contract & materials MUST be received by the 15th of each month

PAYMENT: MUST BE SUBMITTED PRIOR TO PLACEMENT OF EACH ADVERTISEMENT.
ONE TEARSHEET WILL BE SENT FOLLOWING PUBLICATION TO REPRESENTATIVE BELOW.

Name: _____

Title: _____

Signature: (required) _____

Business/Adverting Agency Name: _____

Address: _____

City/State/Zip: _____

Phone: _____

E-mail: _____

PLEASE COMPLETE AND RETURN TO ESSAE, 991 BROADWAY, SUITE 208, ALBANY, NY 12204. FAX: 518-463-5257; E-MAIL: MEMBERSERVICES@ESSAE.ORG

KEY SUPPORTER PROGRAM



As leaders and partners in the association and meetings professions, you have an opportunity to show your support of ESSAE and help grow the organization by being a Key Supporter for 2009.

As a Key Supporter, you are afforded visibility among your colleagues and customers, demonstrating your investment into the future of your organization.

Key Supporters will have badge ribbons designating their level of support at all ESSAE functions. Key Supporters will also be recognized during the February 2009 Annual Meeting and Awards Banquet, on ESSAE's Web site, and in every issue of Association Resource throughout the year.

The four Key Supporter categories are:

Platinum Key Supporter	\$500
Gold Key Supporter	\$250
Silver Key Supporter	\$150
Bronze Key Supporter	\$100

Key Supporter contribution \$ _____

Name: _____

Title: _____

Business: _____

Address: _____

City/State/Zip: _____

Phone: _____

E-mail: _____

RETURN FORM WITH CHECK
PAYABLE TO ESSAE,
991 BROADWAY, SUITE 208,
ALBANY, NY 12204.
QUESTIONS? CALL THE ESSAE
OFFICE AT 518-463-1755.

ESSAE 2009 Key Supporters

PLATINUM

Adam's Mark Hotel Buffalo Niagara Association Development Group, Inc.
Crowne Plaza Hotels of New York
Desmond Hotel & Conference Center, The Emerson Resort and Spa
Holiday Inns of Upstate New York
Mohegan Sun
Mohonk Mountain House
NYS Bar Association
NYS Funeral Directors Association
Oncenter Complex
The Sagamore
Turning Stone Resort & Casino

GOLD

Abacus Information Systems
Albany Marriott Hotel
Canon Kay C. Hotaling
The Georgian Resort
Hilton Rye Town
Holiday Inn Syracuse/Liverpool
Independent Insurance Agents & Brokers of NY, Inc.
Northeastern Retail Lumber Association
Sheraton Syracuse University Hotel & Conference Center
Van Damme Associates, Inc.

SILVER

Conference Center Niagara Falls
Crowne Plaza - White Plains
Courtyard by Marriott - Saratoga Springs
Hilton Garden Inn - Albany Airport
Kaatskill Mountain Club at Hunter Mountain Resort

BRONZE

Holiday Inn Auburn
Holiday Inn Kingston
NY Construction Materials Association

PROFESSIONAL DEVELOPMENT

ESSAE offers a number of exclusive and highly visible partnerships. This is your opportunity to support ESSAE's professional training for association executives. These programs offer ESSAE members the chance to grow and advance their careers.

Special Interest Groups - This one year sponsorship offers an opportunity to support ESSAE's year of association special interest groups. Currently there are four active SIGs (Executive Circle (CEO), technology, communications and young association professionals) which meet regularly (monthly, bi-monthly or quarterly). These and other groups to form in the near future gather to share ideas and learn from each other.

- \$1000 Annual Special Interest Group Investment
- Executive Circle (CEO)
 - Technology Professionals
 - Young Association Professionals
 - Communication & Marketing Professionals

Partners:

- Have the opportunity to open the chosen SIG meetings with a welcome and three-minute "commercial."
- Dozens of logo impressions in print, on the ESSAE Web site, the newsletter calendar and through all promotional efforts for SIG events.

\$700 Monthly Programs - Held in the months of January, March, April and November, ESSAE programs are the primary venue for networking in ESSAE. Host property sponsors 30-minute reception. Attendance varies from 60-100. Site is local (Capital Region).

- January March April November

Sponsors receive:

- 2-3 minutes of podium time
- Display table during networking reception
- Materials may be displayed at registration table or placed on attendee chairs.
- Registration for two representatives
- Recognition in promotional materials and newsletter

Name: _____

Title: _____

Amount Enclosed: \$ _____

Firm/Business Name: _____

Address: _____

City/State/Zip: _____

Phone: _____ E-mail: _____

Return form with check payable to ESSAE,
991 Broadway, Suite 208, Albany, NY 12204.

ASSOCIATION RESOURCE

Association Resource is the monthly newsletter of the Empire State Society of Association Executives, Inc., a not-for-profit association serving the educational and professional needs of its association members across New York State. Published 11 times a year, Association Resource is the most efficient means of accessing information and resources for effective association leaders.

ASSOCIATION RESOURCE is sent to ESSAE members, its national affiliate, ASAE, and its allied societies throughout the country. Because the Resource is a respected reference among associations, you can be assured that your advertising message will receive excellent exposure and multiple readership. The current circulation is 600, with a higher circulation (@ 1000) during fall membership recruitment campaigns.

READERSHIP PROFILE: association CEOs, meeting professionals, staff specialists, senior managers and department heads of statewide, regional, national and local trade, business and professional associations.

EDITORIAL CONTENT: Association Resource always maintains a balanced ratio of advertising to editorial copy. Each issue contains articles on ESSAE program information, member news, association management issues, as well as a calendar of activities and a list of new members.

CONDITIONS: PLEASE USE ESSAE INSERTION ORDER!! No space reservations will be accepted without an insertion order. All advertising copy (CAMERA READY ONLY!) must be received on or before the ad space closing dates.

PREFERRED MATERIALS: digital files by e-mail as a PDF in a minimum of 300 dpi.

PRODUCTION CHARGES: Any advertisements not camera ready may require additional production work. ESSAE is not responsible for charges incurred for alteration of artwork prior to publication. The client will be invoiced for this work. Reproduction material will be returned after publication only by request. CANCELLATIONS: Cancellations or changes will be accepted 15 days prior to ad space closing date, and must be received in writing. Any advertiser cancelling after 15 days prior to the closing date must pay the full charge for the space.

PAYMENT: Ads are non-commissionable. The rates listed are net. Advertisers and ad agencies are jointly responsible for payment of all insertions. ESSAE REQUIRES PAYMENT IN ADVANCE FOR EACH AD PLACEMENT! Payment must be received within 30 days to ensure placement of future advertisements. A 1.5 percent finance charge will be applied each month to any outstanding balance.

ACCEPTABLE MATERIALS: Camera-ready artwork, velox or negative. Black and white advertising only. We will accept materials on disk or by e-mail as a PDF in a minimum of 300 dpi, or as high resolution PDF, EPS or TIF files. (e-mail to memberservices@essae.org). Please send a hard copy of all ads to insure accuracy.

ALTERATIONS: Advertisers will be billed for all production work required.

NOTE FOR 2009 CLIENTS: PAYMENT MUST BE SENT WITH CONTRACT FOR EACH AD PLACED.

15% DISCOUNT FOR 4 OR MORE ADS IN ONE CALENDAR YEAR

Ad Size (non-commissionable rates)		<u>Mechanical Specs</u> (in inches) NO BLEEDS
Full Page	\$ 475	Full Page 7.5 x 10 Half Page 7.5 x 5
Half Page	\$ 325	1/4 Page 3.685 x 5
1/4 Page	\$ 275	1/8 Page 3.25 x 2
1/8 Page	\$ 250	Tip-in 7.5 x 10
Insert	\$ 700	

WEB ADVERTISING OPPORTUNITIES

ESSAE's Web site is the showcase for many new and exciting member programs and services. The positions wanted/available, newsletter archives and event registration are just some of the enticements bringing many association professionals to our site, and the continuing addition of Web links and expanded services provides visitors with access to resources, information, a calendar of events, discounts and other important links.

ESSAE's Web site provides several different advertising options for you to gain exposure for your product, service or destination. Choose from many advertising options, list your company in our online suppliers guide, or use our Hot Deals e-mail for your last minute or special packages/offers.

Because the Internet grows in popularity daily, the readership of ESSAE's Web site is also growing. Efforts continue to be made to promote the site to our members, nonmembers and other interested parties.

Check out our Web site and current advertisers at www.essae.org

2009 WEB BANNER SITE SPONSOR RATES:

Ad size subject to approval by ESSAE prior to placement. Location of ad on page is at sole discretion of ESSAE.

Please indicate new materials or pick-up for each month checked!

NEW	PICK-UP FROM:	NEW	PICK-UP FROM:
<input type="checkbox"/> January _____		<input type="checkbox"/> July _____	
<input type="checkbox"/> February _____		<input type="checkbox"/> August _____	
<input type="checkbox"/> March _____		<input type="checkbox"/> September _____	
<input type="checkbox"/> April _____		<input type="checkbox"/> October _____	
<input type="checkbox"/> May _____		<input type="checkbox"/> November _____	
<input type="checkbox"/> June _____		<input type="checkbox"/> December _____	

Home Page Banner

- 120x90 pixels - \$150/mo.
- 120x180 pixels - \$200/mo.
- 120x270 pixels - \$250/mo.

Event Registration Page Banner

- 120x90 pixels- \$100 mo.
- 120x180 pixels - \$150/mo.
- 120x270 pixels - \$200/mo.

ESSAE Classified Page Banner

- 120x90 pixels - \$75/mo.
- 120x180 pixels - \$125/mo.
- 120x270 pixels - \$175/mo.

2009 On-Line Suppliers Guide

- \$225 Annual listing with 100 word description, hot link and photo
- \$175 Annual listing with hot link: includes contact information and a hot link to your web site
- \$125 Basic listing: includes company and company representative name and contact information

Name: _____ Title: _____

Firm/Business Name: _____

Address: _____

City/State/Zip: _____

Phone: _____ E-mail: _____

Payment is expected with contract. Return to ESSAE, 991 Broadway, Suite 208, Albany, NY 12204. Fax: 518-463-5257; E-mail: memberservices@essae.org

LOW-COST/HIGH IMPACT SPONSORSHIP OPPORTUNITIES

Weekly e-newsletter sponsor - ESSAE sends out a weekly electronic newsletter to association executives providing news about association management, upcoming events and ESSAE news and opportunities. Use this timely vehicle to demonstrate your support of ESSAE and get great exposure in the process through a 120 x 180 pixels sized ad. (ESSAE does not sell e-mail addresses, or allow supplier members to send broadcast e-mails to the membership.)

1 week sponsor \$200 1 month sponsor (4 issues) \$750

Labels: Order ESSAE labels to promote a new product, service or special event. Labels are available in 3-column Avery format. Please e-mail memberservices@essae.org to order your labels.

\$50 Association Execs \$75 All members

\$200 one-time (annual) excel format list - does not include e-mails

Hot Deals for Association Executives: In an effort to boost and energize travel and tourism in New York State, ESSAE developed a service for its Associate Members. Hot Deals for Association Executives is part of our electronic newsletter sent to ESSAE association members each week advertising "hot dates," special meeting packages, and discount offers from hotels, convention bureaus, conference centers and other industry suppliers. This is an economical way to bring your special offers or event invitations to the desks of ESSAE association members!

Hot Deals Week of: _____ Month of: _____

\$35 per week \$99 per month

Hot Deals ads should be e-mailed to memberservices@essae.org at least one week prior to publication.

ESSAE's Web classifieds is the place for job seekers looking to land the right job with an association or industry partner organization, as well as employers seeking highly qualified applicants, from entry level to CEO. In addition to posting a job listing, you may also list office space available. Please send description and/or link to memberservices@essae.org. Postings may be edited for space.

\$50 per month.

Contact: _____

Classified Ad Title: _____

Amount Enclosed: \$ _____

Organization: _____

Billing Address: _____

City/State/Zip: _____

Phone: _____ E-mail: _____

Return form with check payable to ESSAE, 991 Broadway, Suite 208, Albany, NY 12204.



Sponsorship Opportunities

ESSAE invites you to be a sponsor of the *premiere education program for association executives in New York*, the **Association Leadership Academy (ALA)**. ALA is an eight-month accelerated program that offers a unique learning experience through a series of monthly educational courses led by today's distinguished association industry, corporate, and academic leaders. In September 2005, the ALA program enrolled its first students - the class of 2006. June, 2009 will mark the fourth year of ALA program, with twenty five association professionals graduating.



Cornerstone Sponsorship

\$2500

As an ALA cornerstone sponsor you will receive premiere exposure in all ALA marketing efforts. Benefits of sponsorship include:

- Opportunity to exclusively represent your primary business specialty
- Recognition at the ALA marketing launch, graduation and at each session
- Premiere placement of logo in ALA promotions including the brochure, Web site, posters and capstone publication
- Invitations for two representatives to the marketing launch at ESSAE's Annual Meeting and to the ALA graduation, with public acknowledgement at both events and seating at the head ALA table
- The opportunity to speak at the Annual Meeting and ALA Graduation and publicly congratulate graduates
- A full-page advertisement in an issue of ESSAE's newsletter, in adjoining space to the ALA column



Key Sponsorship

\$1000

As an ALA key sponsor you will receive prime exposure in all ALA marketing efforts.

Benefits of sponsorship include:

- Recognition at the ALA marketing launch, graduation and at each session
- Prime placement of logo in ALA promotions including the brochure, Web site, posters and capstone publication
- Invitation for one representative to the marketing launch at ESSAE's Annual Meeting and to the ALA graduation, with public acknowledgement at both events and seating at the head ALA table
- A half-page advertisement in an issue of ESSAE's newsletter, in adjoining space to the ALA column



Program Sponsorship

\$500

As an ALA program sponsor you will receive exposure in all ALA marketing efforts.

Benefits of sponsorship include:

- Recognition at the ALA marketing launch, graduation and at each session
- Placement of logo in ALA promotions including the brochure, Web site, posters and capstone publication

Level of Sponsorship: _____

Name: _____

Organization: _____

Address: _____

Phone: _____ E-mail: _____

Please return to ESSAE, 991 Broadway, Suite 208, Albany, NY 12204. Call 518-463-1755 for more information. Deadline for brochure advertisement is June 1, 2009.

HOLIDAY PARTY & CHARITY AUCTION

(December 2009 location and date to be determined)

One of the most exciting events of the holiday season is the ESSAE Holiday Party and Charity Auction. This event is the perfect time to reunite and celebrate with peers and clients, and is the highest acclaimed ESSAE event of the year.

This highly anticipated event offers a great marketing opportunity for suppliers wishing to earn recognition for their support of ESSAE and the association community. Opportunities include full or partial sponsorships. We'll work with you and the host to create a unique and memorable occasion with your special signature!

The charity auction held in conjunction with the party is a great way to contribute to a needy charity. Members donate prizes (trips, vacations, services, gifts, etc.) which are auctioned off to the highest bidder and a selected charity receives the proceeds. Full sponsors have the opportunity to select this year's charity.

FULL SPONSOR: \$10,000

Sponsor receives full page ad in the December Association Resource, recognition in the November, December and January issues of Association Resource and weekly e-newsletter, recognition in event program and signage at event, personal recognition at the event, opportunity to introduce sponsor representatives, and display or brand promotional materials. Full sponsor is offered the opportunity to select the charity (with approval by the ESSAE board of directors) to receive this year's proceeds.

PARTIAL SPONSORSHIP OPPORTUNITIES:

Cocktail Sponsor: \$4000 - sponsor receives full page ad in December Association Resource, recognition in December and January issues of Association Resource and weekly e-newsletter, recognition in event program, signage at event, and introduction during party.

Food Sponsor: \$3500 - sponsor receives half-page ad in December Association Resource, recognition in December and January issues of Association Resource and weekly e-newsletter, recognition in event program, signage at event, and introduction during party.

Decor Sponsor: \$1000 - sponsor receives quarter-page ad in December Association Resource, recognition in December and January issues of Association Resource and weekly e-newsletter, recognition in event program and signage at event.

Promotional Materials Sponsor: \$500 - sponsor receives recognition in December and January issues of Association Resource and weekly e-newsletter, recognition in event program and signage at event.

Sponsoring Company: _____

Contact/Title: _____

Telephone: _____

E-mail: _____

Amount Enclosed: \$ _____

Please return form with check payable to ESSAE by November 1, 2009 to: 991 Broadway, Suite 208, Albany, NY, 12204 518-463-1755; Fax: 518-463-5257; memberservices@essae.org

2009 LEADERSHIP SYMPOSIUM & GOLF TOURNAMENT

(Replacing 2009
Wellness & Wisdom
Event)

May 3-4, 2009 • MGM Grand at Foxwoods Resort, Mashantucket, Connecticut

Brought to you by



SPONSORSHIP OPPORTUNITIES

As a valued Associate Member, we would like to offer you the following ways you can participate and gain the attention of this group of decision makers.

Exclusive Sponsorship: \$15,000
Be the sole sponsor of this fantastic event. Your company's representatives (up to five) will be the only associate members allowed to attend and will receive all benefits outlined below.

Platinum Sponsorship: \$1,500 or more

- 2-3 minutes of podium time
- Display table during entire event
- Materials may be displayed at registration table or placed on attendee chairs.
- Registration to the entire symposium for one additional representative
- All the benefits of Gold Level Sponsorship

Gold Sponsorship: \$1,000 or more

- Registration for the entire symposium for two representatives
- All the benefits of Silver Level Sponsorship

Silver Sponsorship: \$500 or more

- Registration for the CEO Symposium April 3rd networking reception for one representative
- A sponsor ribbon to wear on your badge
- Your company's logo in the program as well as each association's newsletter
- All the benefits of Bronze Level Sponsorship

Bronze Sponsorship: \$250 or more

- Acknowledgement in the program as well as each association's newsletter and web site
- A verbal thank you at the CEO Symposium Luncheon

Organization: _____

Contact Person: _____

Telephone: _____

E-Mail: _____

Amount Enclosed: \$ _____

Hole Sponsor \$50 per tee
Sponsor receives signage at tee and registration area, recognition in Association Resource and at golf awards presentation at the evening reception.

Golf Awards Sponsor \$50-\$200
Sponsor receives signage at tee and registration area, recognition in Association Resource and will announce and present the award at dinner:

- Closest to Pin - Men (\$50)
- Closest to Pin - Women (\$50)
- Longest Drive - Men (\$50)
- Longest Drive - Women (\$50)
- Straightest Drive/Closest to Line Men (\$50)
- Straightest Drive/Closest to Line Women (\$50)
- Lowest Team Score - 1st Prize (\$200)
- Lowest Team Score - 2nd Prize (\$160)

★ Please consider donating a doorprize for raffling during the reception (e.g. comp. overnights/weekends or any other gift), or giveaways for the golf tournament (e.g., golf related merchandise/attire, tees, ball markers, etc.)

Doorprize/Giveaway description:

PLEASE RETURN THIS FORM WITH CHECK BY APRIL 1, 2009 TO ESSAE, 991 BROADWAY, SUITE 208
ALBANY, NY, 12204; 518-463-1755; FAX: 518-463-5257; MEMBERSERVICES@ESSAE.ORG

ANNUAL CONFERENCE & EXPO THURSDAY, JUNE 26, 2009 SARATOGA SPRINGS, NY

If your company serves the not-for-profit, meeting planning or government markets, this is an excellent opportunity to gain favorable exposure and visibility...

\$5,000 KEYNOTE SPONSOR

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

- Public recognition at luncheon
- Recognition in Expo promotions and program
- Recognition in ESSAE newsletter, Association Resource
- Seating with keynote at reserved table for sponsor representative
- Display of promotional material at registration area or on chairs at luncheon
- Two free full page (camera-ready) advertisements in June pre-show and July post-show Association Resource

\$4000 LUNCHEON SPONSOR

Everybody loves the one who picks up the lunch tab! Incentives:

- Public recognition at luncheon
- Recognition in Expo promotions and program
- Recognition in ESSAE newsletter, Association Resource
- Display of promotional material at registration area or on chairs at luncheon
- Free half-page (camera-ready) advertisement in June pre-show and July post-show Association Resource

\$4000 GALA PARTY

Treat attendees to sumptuous fare and cocktails after a day of exhibits. The Gala Party sponsorship includes deluxe food stations, cocktail reception, and themed decor and giveaways. Incentives:

- Public recognition at Gala Party
- Representative may draw Grand Prize at Gala
- Recognition in Expo promotions and program
- Recognition in ESSAE monthly newsletter, Association Resource
- Free half-page (camera-ready) advertisement in June pre-show Association Resource

\$3500 REFRESHMENTS SPONSOR

Keep attendees' spirits and thirst quenched at the Expo with this sponsorship. Refreshment service will be provided by The Saratoga Hotel. Incentives:

- Public recognition at Gala Party
- Recognition in Expo promotions, pre-show June Association Resource and Expo program
- Opportunity to "dress" the area with your company image/decor.
- Free half-page (camera-ready) advertisement in June pre-show Association Resource

\$1,500 BADGE & LANYARDS

\$1,500 ESSAE TOTE BAGS

\$1,500 SESSION PADFOLIOS

Have your organization's name visible throughout the ESSAE Expo! Incentives:

- Public recognition at luncheon
- Recognition in Expo promotions and program
- Recognition in ESSAE newsletter, Association Resource
- Free quarter-page (camera-ready) advertisement in June pre-show Association Resource

\$500 TABLE SPONSOR

Get all of your favorite association clients together for lunch before heading into the Expo! Reserve your company table now!

Incentives:

- Public recognition at Gala Party
- Recognition in Expo promotions and June pre-show Association Resource and program

\$500 each SESSION COFFEE BREAK

- Meeting Professionals
- Senior/Executive Management
- Association Staff Professional

Incentives:

- Recognition at registration and in Expo promotions
- Recognition in June pre-show Association Resource and Expo program

Sponsor Rep: _____

Sponsor Title: _____

Sponsor Org: _____

Telephone: _____

E-mail: _____

Amount enclosed: \$ _____

Form and payment must be made (or contact must be made with ESSAE staff to reserve sponsorship) no later than April 4, 2009 to ensure proper listings.

Please return with your check payable to ESSAE Expo 2007, 991 Broadway, Suite 208, Albany, NY 12204. Questions? Call 518-463-1755; e-mail memberservices@essae.org.

SPEAKER & ENTERTAINER SHOWCASE

September, 2009 Location to be determined

Here are some great ways to gain valuable business exposure through ESSAE that will meet your needs but won't break your budget!

You'll get great exposure to the ultimate decision makers, develop new contacts and leads, and find unsurpassed networking opportunities with meeting planners and association executives.

Welcome Refreshments
Investment: \$1000
Includes: two complimentary showcase registrations, signage at event, acknowledgement in showcase program, Association Resource and at event, and free 1/2 page ad in Association Resource

Attendee Clipboards for Evaluations
Investment: \$1000
Includes: two complimentary showcase registrations, signage at event, and acknowledgement on clipboard, in showcase program, Association Resource and at event

Speaker Showcase Evaluation/Program
Investment: \$500
Includes: one complimentary showcase registrations, signage at event, and acknowledgement on evaluation, in Association Resource and at event

Audio Visual Equipment
Investment: \$300
Includes: one complimentary showcase registration, signage at event, acknowledgement in showcase program, Association Resource and at event

Doorprize:
Description: _____

Sponsoring Company: _____

Contact Person: _____

Telephone: _____

E-Mail: _____

Amount Enclosed: \$ _____

Please return this form with check payable to ESSAE by August 28, 2009 to ESSAE, 991 Broadway, Suite 208, Albany, NY, 12204; 518-463-1755; Fax: 518-463-5257; memberservices@essae.org

AUTUMN IDEA MARKET & HARVEST RECEPTION

October, 2009 location and date to be determined

The Autumn Idea Market is the place where ESSAE Members can gather to reap the benefits of colleagues willing to share many years of ideas, insights and experience. Roundtables offer a variety of resources and experts willing to impart their knowledge to interested attendees.

\$1000 Refreshment Sponsor: Treat attendees to harvest refreshments following the roundtable event. Sponsor receives two free admissions to the event, recognition in the Association Resource, recognition and signage at the event, and half page advertisement in the October Association Resource.

\$350 Roundtable Sponsors receive one free admission to the event, recognition at the reception and in the Association Resource, and signage at the sponsored roundtable.

Doorprize Sponsor: Put together your own version of a fall harvest, using products and services from your unique area of New York State. Sponsors receive recognition at the reception and in the Association Resource.

Description: _____

30TH ANNIVERSARY ANNUAL MEETING & AWARDS BANQUET

ESSAE's Annual Meeting: To be held on Thursday, February 5, 2009 at the Crowne Plaza Albany Hotel, this formal evening function includes installation of elected leaders, recognition of departing board members, and an awards ceremony to recognize winners of ESSAE's annual awards program. Host sponsors 60 minute reception. Attendance varies from 150-200.

\$2500 Dinner - Treat attendees to a delicious meal! Sponsor receives full page ad in February 2009 Association Resource, recognition in February and March Association Resource, signage and recognition at event, and seating for two at head table. Sponsor may also distribute materials at function, and will have a link from the registration page.

\$850 Awards - Support the recognition of ESSAE's award recipients. Sponsor receives 1/2 page ad in February Association Resource, recognition in February and March Association Resource and signage at event.

\$700 Champagne Toast - Raise a glass to celebrate ESSAE! Sponsor delivers the toast, receives recognition in February and March Association Resource and signage at event.

\$500 Table Sponsor - Sponsor a table and invite your clients to this special evening of entertainment, recognition and networking. Sponsor receives recognition in February and March Association Resource and signage at event. Tables seat 8.

\$350 Board Recognition Sponsor - Help ESSAE to recognize the service of those circulating off the ESSAE board. Sponsor receives recognition in February and March Association Resource and signage at event.

Name: _____

Title: _____

Signature: _____

Amount Enclosed: \$ _____

Firm/Business Name: _____

Address: _____

City/State/Zip: _____

Phone: _____

Fax: _____

E-mail: _____

Please return this form no later than January 5, 2009 to have your advertisement included in the February newsletter. Questions? Call ESSAE at 518-463-1755. Return to ESSAE, 991 Broadway, Suite 208, Albany, NY 12204.