

## What Kinds of Companies Should Join ESSAE?

- Accountants and Auditors
- Advertising Specialists & Incentive Providers
- Airlines
- Attorneys'
- Audio/Visual Services'
- Communication/PR Consultants
- Computer Services and Products
- Convention and Exhibit Services
- Convention & Tourism Bureaus
- Convention Centers
- Desktop Publishing and Graphic Arts
- Employee Benefits providers
- Entertainment Services
- Event Planners
- Executive Search/Outplacement Firms
- Financial Institutions
- Fundraising Consultants
- Hotels and Resorts
- Insurance Companies and Brokers
- Legislative Affairs Specialists
- Mailing Houses
- Management Consultants
- Marketing Consultants
- Office and Administrative Services
- Parliamentary Consultants
- Printers
- Publishers
- Real Estate and Relocation Specialists
- Restaurants
- Speakers Bureaus
- Technology Vendors
- Telecommunications Services
- Travel Agents
- Web Designers
- and many more...



991 Broadway, Suite 208  
Albany, New York 12204  
518 463 1755; Fax: 518 463 5257  
[www.essae.org](http://www.essae.org)



## *Associate Membership Information and Application*



Since its founding in 1979, the Empire State Society of Association Executives (ESSAE) has provided a variety of tangible services and benefits that enhance growth, development, and professional expertise among its membership.

### MAKE A STRONG CONNECTION WITH THE ASSOCIATION COMMUNITY MARKET

ESSAE primary members, your target market, are the men and women who head up New York State's prominent not-for-profit organizations that are classified as trade, professional, charitable, philanthropic and business associations.

ESSAE has over 325 primary members, two-thirds of which are the most senior officials in their association.

### ACCESS AND VISIBILITY

#### *GAIN EASY ACCESS TO YOUR TARGET MARKET*

You can find potential clients in ESSAE's **Membership Directory & Resource Guide**. Our listings feature senior level contacts with decision-making authority.

Take advantage of our customized **non-member lists** to expand your target audience.

Meet and network with your clients during ESSAE's many **events** – seminars, trade shows, luncheons and forums.

Be a part of ESSAE's **Annual One Day Conference & Expo** and learn from the leaders about not-for-profit market trends.

Increase your **visibility** within the association market

Advertise in *Association Resource* magazine providing exposure to hundreds of not-for-profit professionals.

Promote your products and services in our **On-Line Buyers' Guide**, an easy way to your target market.

**Sponsor** ESSAE events and be recognized for your product/service.

Let your brand be viewed thousands of times by visitors to our website. ESSAE's **Web advertising** service gives you the visibility you need.

As a **contributor** to ESSAE's *Association Resource*, you'll become recognized as an expert our primary members will seek out.

For all of your important direct-mail campaigns, the Association Forum mailing list is available for one-time rental to help you create greater impact and visibility in your promotional campaigns.

### REFERRAL

**Word-of-mouth referral** is considered the most powerful business development tool in the ESSAE community! Establishing and maintaining networking relationships with ESSAE members can open the doors to lasting relationships.

Our associate members are an integral part of the ESSAE community. As a member of ESSAE, you'll receive discounted rates to attend all of our educational programs. Attending ESSAE programs help you to **increase your professional knowledge** of the association industry while also providing you the chance to meet potential clients and strengthen established relationships.

Your ESSAE membership will create **opportunities** for your company in the NYS association market. Expand your professional network, create awareness of your products and services, increase your understanding of the needs of the association market, and demonstrate your commitment to the association community.

Associate members also have the opportunity to be recognized through ESSAE's annual **Awards Program** for their outstanding participation and contributions made to the Society and the association profession.

# ESSAE Membership Application

*(please print or affix business card)*

Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Organization: \_\_\_\_\_  
Address: \_\_\_\_\_  
City, State, Zip: \_\_\_\_\_  
Telephone: \_\_\_\_\_  
Fax: \_\_\_\_\_  
E-mail: \_\_\_\_\_  
Web: \_\_\_\_\_  
Referred by: \_\_\_\_\_

**Please enclose check payable to ESSAE and mail to:**

Empire State Society of Association Executives, Inc.,  
991 Broadway, Suite 208, Albany, New York 12204  
518-463-1755; Fax: 518-463-5257  
e-mail: [memberservices@essae.org](mailto:memberservices@essae.org)  
[www.essae.org](http://www.essae.org)

## Annual Dues Fees:

- Associate Member \$225** (*Supplier/Vendor*) For individuals who represent a firm or corporation offering products or services to associations.
- Additional Associate Member \$120** (*Supplier/Vendor*) For additional staff representatives of corporations offering products or services to associations.

*ESSAE membership dues are not deductible as a charitable contribution for federal tax purposes, but may be deductible as a business expense.*

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*(please print or affix business card)*

Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Organization: \_\_\_\_\_  
Address: \_\_\_\_\_  
City, State, Zip: \_\_\_\_\_  
Telephone: \_\_\_\_\_  
Fax: \_\_\_\_\_  
E-mail: \_\_\_\_\_  
Web: \_\_\_\_\_  
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