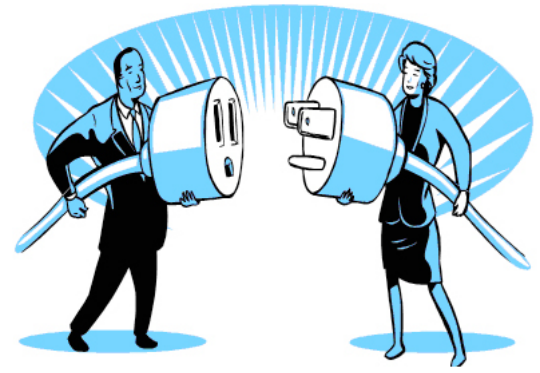


ESSAE EXPO '10

WEDNESDAY, JUNE 2, 2010

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...**MAKE THE RIGHT CONNECTIONS!**

\$5,000 KEYNOTE LUNCHEON 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
- 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
- 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
- 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 REGISTRATION BADGE & LANYARDS

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

Incentives:

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

\$1,500 ESSAE TOTE BAGS

Make your presence known and help attendees lighten their Expo load!

Incentives:

- Public recognition at luncheon
- Recognition in Expo Promotions
- 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

\$500 each SESSION COFFEE BREAK

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

- Recognition at registration and in Expo Promotions
- Recognition in June pre-show Association Resource and Expo Program

Sponsor Rep: _____

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 1, 2010 TO ENSURE PROPER LISTINGS. PLEASE RETURN WITH YOUR CHECK PAYABLE TO ESSAE EXPO 2010, 991 BROADWAY, SUITE 208, ALBANY, NY 12204.

QUESTIONS? CALL 518-463-1755; E-MAIL CASSANDRA@ESSAE.ORG.