



KEY SUPPORTER PROGRAM



Dear ESSAE Member:

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. We are resolute in our efforts to improve the resources made available to our members. This is where Key Supporters come into play. Your organization's contribution will help ESSAE to better serve its members through expanded services, new programs, and professional development opportunities.

Key supporters provide ESSAE with the means to/for:

- ◆ Improving technology. ESSAE is moving to a new association management software company that will provide members with an enhanced event registration system, access to an improved membership directory and online community discussion board, and a redesigned website. All to streamline access to information and provide new opportunities for growth, partnerships, and advertising.
- ◆ Hit the road! The Annual Road Show allows ESSAE's executive director and incoming board chair to visit with supplier members around NYS. The Road Show enables us to get in front of our business partners, such as DMOs/CVBs, Hoteliers, Venues, and other supplier members who support our events, programs and association members through unique sponsorship and advertising opportunities.
- ◆ Fill the book shelves of ESSAE's library! From Association Law Books to CAE Study Guides to Meeting Planning Tips and many more – ESSAE offers Members access to a complimentary lending library. We currently offer over 200 number of books, but we need to keep things up to date and offer the best resources.
- ◆ Enhance the Association Leadership Academy (ALA)! ALA is a creative and unique learning opportunity for emerging executives and current association executives. Registration for the ALA I will open September 2017!
- ◆ Rita Lashway Foundation (RLF). The RLF is a professional development scholarship program for those wishing to pursue their CAE/CMP designations.
- ◆ Bring in high level professional speakers to our programs and provide new opportunities for current and prospective members to network and share ideas.
- ◆ Access to a ListServ that brings your questions directly to in the inboxes of all ESSAE members, learning best practices and sharing ideas directly with your industry peers.
- ◆ *And so much more!*

Your participation and generosity has helped ESSAE grow into a strong organization, a growth that fortifies the entire association community in New York State. For all the reasons above, and many more, we hope you will consider this as an investment in the future of your organization in the new year.



KEY SUPPORTERS PROGRAM BENEFITS & PRICING

Platinum	\$750	Titanium	\$300
Gold	\$500	Silver	\$150
		Bronze	\$100

Key Supporters receive the following benefits:

- ◆ **Platinum Supporters** (Associations Only) will receive (1) complimentary program/event pass to program of choice **AND** (1) complimentary registration to the annual conference!
- ◆ **Platinum Supporters** (Suppliers Only) will receive (1) complimentary profile description with hot link & photo to be included in the annual conference program and on the ESSAE website **AND** access to the annual conference exhibitor registration at the early bird pricing (1) week prior to the official registration opening date!
- ◆ **Gold Supporters** (Associations Only) will receive (1) complimentary program/event pass to program of choice **OR** (1) complimentary registration to the annual conference!
- ◆ **Gold Supporters** (Suppliers Only) will receive (1) complimentary program/event pass to a pro-

gram of your choice **OR** (1) complimentary profile description with hot link & photo to be included in the annual conference program and on the ESSAE website

All Key Supporters will receive:

- ◆ (2) Power Point Slides which will be displayed at Annual Awards and/or during networking lunches. Slides will include company logo and contact details, along with (1) slide of your design (promotion, about us, etc.).
- ◆ Verbal recognition at Awards Banquet & Annual Conference.
- ◆ Group photo opportunity at Annual Awards
- ◆ Signage at Awards Banquet & Annual Conference
- ◆ Company listed in biweekly e-newsletter
- ◆ Company listed on home page of ESSAE website
- ◆ Logo created for Supporter to use – *I'm an ESSAE*

_____ **YES! I want to support ESSAE as a** _____ **Key Supporter!**

Name: _____ Title: _____

Organization: _____

Address: _____ City, State, Zip: _____

Phone: _____ Email: _____

Amount Enclosed: _____

Return form with payment to:

Empire State Society of Association Executives

1A Pine West Plaza | Albany, NY 12205

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