



# ANNUAL CONFERENCE

Sponsorship Opportunities

Thursday, June 6, 2019 | Albany Capital Center

**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 - \$3,500
- \_\_\_\_\_ CEO Breakfast - \$1,500
- \_\_\_\_\_ Breakout/Education Sessions - \$550 each
- \_\_\_\_\_ Attendee Full-Day Scholarship - \$250

## Increase Brand Awareness

- \_\_\_\_\_ Conference Program - \$2,000
- \_\_\_\_\_ Lanyards - \$1,850 **(PENDING)**
- \_\_\_\_\_ Tote Bags - \$1,500 **SOLD**
- \_\_\_\_\_ Badges - \$1,500 **(PENDING)**
- \_\_\_\_\_ Photographer - \$800
- \_\_\_\_\_ Pens & Paper - \$300

## Build Booth Traffic

- \_\_\_\_\_ Lunch Wrist Bands - \$1,450
- \_\_\_\_\_ Hydration Station - \$600 each (limit 3)
- \_\_\_\_\_ Coffee Station - \$600 each (limit 3)
- \_\_\_\_\_ Branded Lunch Tables - \$250

## Network & Connect with Association Professionals

- \_\_\_\_\_ Premiere Lunch - \$3,000 **SOLD**
- \_\_\_\_\_ Champagne Greeting - \$2,500
- \_\_\_\_\_ Coffee Bar & Brain Food - \$1,500
- \_\_\_\_\_ Jump Start the Day - \$1,500

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

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

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

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

**Signature**

**Date**

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

**Sponsorship Form should be submitted  
no later than Friday, April 26, 2019**

Empire State Society of Association Executives, Inc.  
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Tel: (518) 463-1755 | Email: [vanessa@essae.org](mailto:vanessa@essae.org)

# Sponsorship Options

## Support the Association Industry

### Keynote Speaker - \$3,500

Sponsorship of the Opening Keynote Speaker is a great way to get your company recognized by ESSAE's association executives and meeting professionals. The opening general session will feature a noted speaker who will motivate and generate enthusiasm for the conference! Sponsor Receives:

- ◆ (3) Minutes to address attendees
- ◆ Full Page Advertisement in printed program
- ◆ (5) Months of banner ads on ESSAE Homepage
- ◆ (1) Advertisement on the Event Registration Page
- ◆ (1) Advertisements in the E-Newsletter
- ◆ (2) Tickets to educational sessions & lunch
- ◆ Access to event attendee list as excel spreadsheet
- ◆ Logo and Link to your website in event updates



### Breakout/Education Sessions - \$550 each

Opportunity to brand the break out session room. Sponsor Receives:

- ◆ Promote your venue/service/destination
- ◆ Introduce the session presenter
- ◆ Bring your own pull up banner to display
- ◆ Distribute branded/promo items
- ◆ Business Card ad in Conference Program
- ◆ Link to your website in event updates



### CEO Breakfast – \$1,500

Kick start the morning for our decision makers and emerging leaders by supporting a healthy start to their morning. Sponsor Receives:

- ◆ (2) Minutes to address attendees
- ◆ Half Page in the Conference Program
- ◆ (2) Side column advertisements in the ENewsletter
- ◆ Logo and Link to your website in event updates



### All sponsors will also receive:

Recognition in E-News Promoting Event Program  
Recognition on Event Registration Page  
Recognition at Event during announcements  
Recognition on ESSAE's social media outlets  
Signage at Event

# Sponsorship Options

## Network & Connect with Association Professionals

### Premiere Lunch Sponsor - \$3,000

This well attended luncheon is a great way to get your company recognized by ESSAE's association executives and meeting professionals. Nourish and network with attendees and support the ALA graduation!

Sponsor Receives:

- ◆ (3) Minutes to address attendees
- ◆ Full Page Ad in Conference Program
- ◆ (3) Months of banner ads on ESSAE Homepage
- ◆ (1) Advertisement on the Event Registration Page
- ◆ (2) Advertisements in the ENewsletter
- ◆ (1) Ticket to the educational sessions
- ◆ Logo and Link to your website in event updates

### Champagne Greeting - \$2,500

When the doors open for the trade show, greet attendees with champagne! Brand the display to your liking!

Sponsor Receives:

- ◆ Branded Cocktail Napkins
- ◆ Full Page Ad in Conference Program
- ◆ (2) Months of banner ads on ESSAE Homepage
- ◆ (1) Advertisement on the Event Registration Page
- ◆ (2) Advertisements in the ENewsletter
- ◆ (1) Ticket to the educational sessions
- ◆ Logo and Link to your website in event updates

## Build Booth Traffic

### Lunch Wrist Bands - \$1,450

Every lunch attendee will be wearing YOUR logo and booth number to drive traffic to the trade show floor.

Sponsorship includes:

- ◆ Business Card ad in Conference Program
- ◆ Link to your website in event updates

### Coffee or Hydration Station - \$600 each

Keep attendees hydrated and caffeinated. Place a coffee station or flavored water station on the **trade show floor near your booth (limit 3 of each).**

Sponsorship includes:

- ◆ Business Card ad in Conference Program
- ◆ Link to your website in event updates



### Jump Start the Day - \$1,500

Give attendees a breakfast brain boost by supporting a healthy start to their morning. Sponsor Receives:

- ◆ Half Page in the Conference Program
- ◆ (2) Side column advertisements in the ENewsletter
- ◆ Logo and Link to your website in event updates

### Coffee Bar & Brain Food - \$1,500

Nourish and caffeinate attendees between sessions!

- ◆ Half Page in the Conference Program
- ◆ (2) Side column advertisements in the ENewsletter
- ◆ Logo and Link to your website in event updates



# Sponsorship Options

## Increase Brand Awareness

### Conference Program - \$2,000

Here's your opportunity to place your logo on the cover of this year's professionally printed conference program, distributed to over 200 attendees.

Sponsor Receives:

- ◆ Full Page ad inside Conference Program
- ◆ (1) Advertisement in the ENewsletter
- ◆ (1) Side column advertisement in the ENewsletter
- ◆ Logo and Link to your website in event updates

### Lanyards - \$1,850 (PENDING)

Have your organization's name visible throughout the trade show! Put a logo on it! Sponsor Receives:

- ◆ Logo on the Lanyards
- ◆ Half Page ad in the Conference Program
- ◆ (1) Month banner ad on ESSAE homepage
- ◆ (2) Side column advertisements in the ENewsletter
- ◆ Logo and Link to your website in event updates

### Tote Bags - \$1,500

Make your presence known and help attendees carry home items collected during the trade show. Put a logo on it! Sponsor Receives:

- ◆ Logo on the Conference Tote Bags
- ◆ Half Page ad in the Conference Program
- ◆ (2) Side column advertisements in the ENewsletter
- ◆ Logo and Link to your website in event updates



### Badges - \$1,500 (PENDING)

Have your organization's name visible throughout the trade show! Put a logo on it! Sponsor Receives:

- ◆ Logo on the Conference Name Badges
- ◆ Half Page ad in the Conference Program
- ◆ (2) Side column advertisements in the ENewsletter
- ◆ Logo and Link to your website in event updates



### Photographer - \$800

Everyone looks good with the right on-site photographer! Sponsorship includes:

- ◆ Business Card ad in Conference Program
- ◆ Link to your website in event updates

### Promotional Pen & Paper - \$300

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

### Signage - SOLD

Help attendees find their way with your logo on each event sign.

### Expo Mobile App - SOLD

Get your brand/company information in front of every single attendee with a smart phone!

### Exhibitor Registration Technology - SOLD

Help us take exhibitor technology up a notch, and support the exhibitor online registration system.

### Décor & Furnishing - SOLD

Help make us look good!

