



ANNUAL CONFERENCE

Partnership Opportunities

Tuesday, September 14, 2021

Get in front of your target audience – literally – when you sponsor the Annual Conference! ESSAE represents the NYS Association Market - we connect YOU to our members and community of association professionals.

Our mission is simple, to guide and empower association professionals! ESSAE is YOUR resource for professional development, continuing education, career growth, and connecting you with other association professionals.

The Annual Conference is the premier trade show & educational program of the year. The annual one-day conference 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 annual conference celebrates the true partnership of our association executives, meeting professionals, and exhibiting partners across New York State.

Our Members

ESSAE membership includes executives from professional and trade associations throughout New York State. When you market with ESSAE, you reach all our members including:

- Association Executives
- Meeting & Conference Professionals
- Trade Show Planners
- Association Management Companies
- Hotel Representatives
- Travel & Tourism Representatives
- Insurance Companies, Accountants, Lawyers and *many more!*

We could not accomplish our mission without support from our partners! Consider a partnership to promote and elevate your destination, venue, service and/or products to association and meetings industry professionals.

Name: _____ Title: _____

Organization: _____

Address: _____ City, State, Zip: _____

Phone: _____ Email: _____

Signature

Date

Amount Enclosed: _____

About ESSAE

ESSAE comprises more than 465 association and supplier members, and represents executives employed by trade, business and professional associations. ESSAE provides its members a means to exchange ideas and encourages high professional standards through educational forums, publications, industry resources, networking, and events.

**Sponsorship Form should be submitted no later than
Friday, August 13, 2021**

Empire State Society of Association Executives, Inc.
1A Pine West Plaza | Albany, NY 12205
Tel: (518) 463-1755 | Email: vanessa@essae.org

Partnership Opportunities

FEATURED PARTNERSHIP OPPORTUNITY!

Attendee Full-Day Scholarship: \$350 each | **Unlimited**

Support an association or meeting professional's participation in the ESSAE Annual Conference! Make a lasting impression by inviting top clients to be your guest for the event. Scholarship includes education, networking reception, lunch, and the tradeshow! *If you are interested in sponsoring 10 or more attendees, contact ESSAE to discuss additional exposure options.*

Lunch & General Session: \$3,000 | **3 Opportunities**

Sponsorship of the lunch and general session is a great way to get your company and/or destination recognized by ESSAE's association executives and meeting professionals. The general session will feature a noted speaker who will motivate and generate enthusiasm for the conference! Sponsor will have the opportunity to introduce the speaker and address attendees.

Networking Reception: \$3,000 | **5 Opportunities**

Sponsorship of the post-conference networking reception is a great way to get your company and/or destination recognized by ESSAE's association executives and meeting professionals. This is where connections will be made and face-to-face time matters! Sponsor will have the opportunity to address attendees! *Call ESSAE to discuss how your company or destination could add featured F&B items to the reception!*

Branded Tote Bags: \$2,000

Make your presence known and help attendees carry home items collected during the trade show. Logo/artwork on bag given to over 200 association professionals (ESSAE will manage the production of the bags; price limits exist); sponsor able to include one branded item with the tote bag and assist volunteers with distribution of bags at registration. *Sponsorship is shared with in-kind donor.*

Capet Clings & Floor Decals: \$2,000 | **Exclusive Opportunity!**

Help point attendees in the right direction, encourage flow of traffic, and social distancing. Includes six (6), 24-inch round custom branded stickers with your logo, slogan, or company trademark. ESSAE will cover the cost and purchase of branded clings, but price limit exists. ESSAE will determine the final location of clings.

Branded Lanyards: \$1,800 | **Exclusive Opportunity!**

Have your organization's name visible throughout the trade show! Put a logo on it! ESSAE will cover the cost of lanyards, but price limits exist.

Presenting Sponsor: \$1,500 | **Availability dependent on the number of sessions**

Present a 45 to 60 minute session! This is an opportunity to showcase your organization's unique approach to a current challenge faced by NYS Association Professionals. This session must be educational (not promotional). Topics will be reviewed by the ESSAE Program Committee. You may choose to have one speaker or a panel. Speakers receive complimentary conference registration.

Conference Bag Add-in Item: \$1,000 | **5 Opportunities**

Sponsor an item for the conference tote bag (sponsor to provide items, 250 total); Sponsor will have the opportunity to provide attendees with highly desirable items such as: Tin Mints, Portable Chargers, Pens, Hand Sanitizers, or create your own! Sponsor can assist with distribution of bags at registration table.

Coffee Kick-Off: \$1,000 | **3 Opportunities**

Who doesn't like starting their day with a Starbucks gift card in their email inbox? Includes your company logo on 50 digital coffee gift cards. *ESSAE will cover the cost and purchase of gift cards, but price limits exist.*

Continental Breakfast: \$1,000 | **3 Opportunities**

When attendees arrive, they are going to be looking for something to jump start the day and pave the way for an engaged mind!

**Network
and
Connect**



**Support
the
Industry**

View Partnership Deliverables

<https://bit.ly/3y3am6Q>

**Boost
Traffic**



**Create
Brand
Awareness**

Featured Advertorial: \$800 | 4 Opportunities

Be a *Featured Company* in an ESSAE-produced marketing email blast to potential participants. The featured piece includes a company logo plus hyperlink and a 150-word advertorial with a link to your landing page. Expand your visibility and get the word out about upcoming promotions. Your custom HTML message will be sent to over 2,000 industry professionals. Sponsors will receive a follow up activity report.

Snack & Coffee Stations: \$700 | 4 Opportunities

Be the one conference participants think of when they need a little somethin' between educational sessions! Keep attendees hydrated and caffeinated throughout the conference and during exhibitor hours! *Call ESSAE to discuss how you can add specialty items to the breaks!*

E-News Banner Advertisement: \$500 | Based on Availability

ESSAE E-Newsletter - the members only email newsletter filled with industry news, resources, and professional development, and job opportunities for association professionals - is delivered twice a month. Premium banner advertisements will appear at the top of the email and be the first thing readers see.

Concurrent Session Room: \$500 Per Session | Based on Number of Sessions Available

Sponsor an educational breakout session, introduce the session presenter, get involved with the session, and share details about your venue/services with attendees. Bring your own pull up banner to display in room and branded materials to place at each seat.

Restroom Amenities: \$500 Per Pair | 5 Opportunities

Provide a creative basket for two onsite restrooms! Fill your baskets with branded items attendees might need while on site such as: hand lotion, ibuprofen, band-aids, mouthwash, stain remover, lint roller, hairspray, tissues, floss, mints, tums, gum, and hand sanitizer. Sponsor provides the basket and items. ESSAE will provide the display sign. Sponsorship is for a basket in each of the two restrooms.

Branded Lunch Table: \$350 Per Table | Based on Availability

Brand a table with promotional and informational materials at lunch and invite clients and guests to sit with you. ESSAE will provide sponsor with a reserved table at lunch.

Mobile App Advertisement: \$100 | Unlimited

Highlight your company by advertising on the Mobile Floor Plan! Map-Dynamics is the Trade Show event app! Showcase your logo or other message on the floor plan viewed by attendees. Ads can be hyperlinked to a webpage of your choice.

Don't see something that fits within your budget? Call us to customize your sponsorship packet!

View Partnership Deliverables

<https://bit.ly/3y3am6Q>

All sponsors will also receive:

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

Complete and return your sponsorship form as soon as possible to ensure maximum inclusion on printed materials and visibility on the website, within the e-Newsletter, and on all event announcements. You can still register to sponsor after the deadlines, but not all promotional inclusions will be guaranteed. Sponsors are welcome to support each and every event right up to the event date.