



Empire State SAE

ANNUAL CONFERENCE & TRADE SHOW

THURSDAY, MAY 26, 2022

SARATOGA SPRINGS, NEW YORK

Partnership Opportunities

@EMPIRESTATESAE | #ESSAEANNUAL

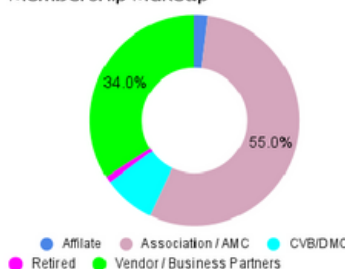
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This event is the premier forum for upstate New York association professionals to learn, shop, share, and network. -

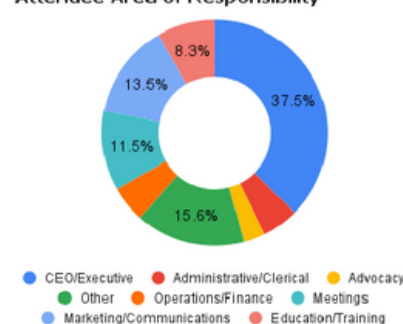
Jim Calvin, President

New York Association of Convenience Stores

Membership Makeup



Attendee Area of Responsibility



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.

ESSAE Partners are in the spotlight at our events. Partners are given name and logo recognition on all our event marketing – which includes our website, email, social media, and print marketing. Not only are you able to network with association decision makers and meeting professionals, partners are often given time to speak during the event so that you can take your message directly to your target market. And we offer everything from intimate gatherings at round table meetings to large audiences at our Annual Conference.

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It is so easy to get siloed in your job, your industry, or your city.

I love attending the ESSAE Annual Meeting because **it gets me out of my box and introduces me to people outside my field** with amazing ideas.

NELCO LAW LIBRARY CONSORTIUM, INC.

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ESSAE's Annual Conference is a day to step outside of the overwhelming sea of operations and think about the big picture of serving your members.

I always return refreshed and recharged with new ideas to implement!

NEW YORK LIBRARY ASSOCIATION

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My favorite day of the year for **networking, learning about new products** and seeing what's happening at venue properties.

NEW YORK STATE ASSOCIATION OF CONVENIENCE STORES

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There are always quality educational sessions.

I can meet with many suppliers at once, whether it's to drop off RFP's for upcoming events or just visit and maintain an existing relationship.

EMPIRE STATE ASSOCIATION OF ASSISTED LIVING

The ESSAE Annual Conference & Trade Show is the premier association management and meeting professionals conference and trade show in upstate New York. This year's show will take place at the Saratoga Springs City Center in Saratoga Springs, NY on Thursday, May 26, 2022. 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 hospitality industries. The annual conference celebrates the true partnership of our association colleagues, meeting professionals, and exhibiting partners all across New York State.

The Annual Conference will be marketed to an audience of association, non-profit, corporate executives, and their staff in New York State and the Northeast, to include: Association executives, CEOs, VPs, and operating officers, Government, corporate, and association/non-profit meeting & event professionals, Association management firms; and Marketing & PR professionals, education directors, administrators, HR and finance directors, membership directors, and other key association staff.



EXCLUSIVE OPPORTUNITIES

KEYNOTE \$6,000

Kick-off #ESSAEAnnual by supporting general session and keynote program. *Five (5) minutes at the podium* including any promotional video and then introduce the Keynote Speaker! Special live illustration with your brand/logo included on the lower forth of the graphic recording.

PARKING \$5,000

Be the exclusive parking partner! Collect business cards of attendees stopping by your table to have their parking validated. *Must be a registered exhibitor.* Validation Stamp at exhibitor's table and parking walkway floor clings.

SPIN THE WHEEL \$3,000

It's never been more critical to support industry professionals who need assistance attending programs where they can earn valuable clock hours. Spin the ESSAE Wheel of Fortune to *send five (5) association professionals to #ESSAEAnnual!* Includes Facebook Live video!

CEO BREAKFAST \$3,000

Host an *exclusive invite-only breakfast* for association CEOs. Get one-on-one face time with CEOs! Introduce yourself, play a promo video (3 minutes or less), and be part of the conversation!

2022

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ENGAGE



EDUCATE





EXCLUSIVE OPPORTUNITIES

SHOW FLOOR LOUNGE \$3,000

Create a branded lounge area on the show floor for attendees to connect, meet, grab a coffee, or catch up on email! *Three (3) lounge styles available.* Upgrades and/or customization will be additional fee. Must be a registered exhibitor.

CARPET CLINGS \$2,000

Drive traffic to your booth from the show entrance with customized graphics that adhere to the show floor *and mark the path to your exhibit table.* Location to be mutually agreed upon by event staff and sponsor.

TOTE BAGS \$2,000

This sponsorship puts your company *logo on all of the totes bags* handed out to attendees!

LANYARDS \$2,000

Everyone's wearing your name! Sponsor of the conference lanyards given to all attendees.

HYDRATION \$2,000

Exclusive sponsor of the water stations at #ESSAEAnnual! Branded water bottles will be placed in conference tote bags and distributed at registration to attendees. (ESSAE will provide branded water bottles, price limit exists)

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CONNECT



NETWORK





NETWORKING OPPORTUNITIES

MAKING MEMORIES

\$2,500

Sponsor the photo booth and feature your logo on all the images. - *Exclusive opportunity!*

5 MINUTES OF FAME

\$2,500

Looking to promote a product, service, or destination? Brave the stage for *YOUR Five Minutes of Fame!* IGNITE Style! 20 slides in 5 minutes That's 15 seconds per slide. It's your opportunity to have 5 minutes in the spotlight, in the relaxed and friendly confines of a trade show floor! *Only 5 spots are available*, and it's first-come-first-serve, so don't wait till the last minute. *#5MoFame*

CONCURRENT SESSION

\$1,800

WITH GRAPHIC ILLUSTRATION

Host a concurrent educational session! Two (2) minutes to speak to attendees about your product, service, or destination. A display table in the room and distribution of your branded marketing materials to session attendees. *Special live illustration* with your brand/logo included on the lower forth of the graphic recording. - *Only 3 available!*

CONCURRENT SESSION

\$800

Host a concurrent educational session! Two (2) minutes to speak to the attendees about your product, service, or destinations. A display table will be available in the room and distribution of your branded marketing materials to session attendees. - *Only 6 available!*

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CELEBRATE



LEARN





BRANDING OPPORTUNITIES

COFFEE BREAK \$1,500

Nourish our learners in between sessions! Includes a high boy display table near the snack break set up. - 2 available

BREAKFAST \$1,500

Meet and greet the participants first thing in the morning by hosting their first meal of the day. Includes a high boy display table near the continental breakfast set up. - 2 available

EXHIBIT HALL BANNERS \$1,000

Make sure all attendees know where to find you and your exhibit table by having your company name displayed on a 10' H x 4' W wall banner on the convention floor. These banner signs are wall clings that add an exciting visual for all attendees. - 5 available

EXHIBIT HALL BANNERS \$750

Showcase your name high and above the convention floor. Double sided banners, 48"x48", create an exciting visual for all attendees. - 10 available

TOTE BAG ADD-IN \$500

Provide giveaways to be placed in conference bag given to all full conference attendees at check in. Sponsor to provide items for approximately 200, responsible for cost of production of items and of shipping items to stuffing warehouse. - 3 available

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COMMUNITY



COLLABORATE

