



INDIANA SOCIETY *of*  
ASSOCIATION EXECUTIVES

# 2024 PARTNER PROGRAM

Making stronger leaders who  
lead stronger associations

**YOUR CONNECTION TO INDIANA'S  
ASSOCIATION MARKET**

3502 Woodview Trace, Suite 300  
Indianapolis, Indiana 46220  
P: (317) 328-4569 | F: (317) 280-8527

**isae.org**

# WHY PARTNER WITH ISAE?

ISAE's 400 members include executives from state and national associations, including professional and trade associations, philanthropic organizations, as well as fraternity and sorority national headquarters.

As a ISAE Partner, you'll benefit from year-round engagement opportunities, expanding your reputation and gaining deeper connections with ISAE's membership. You will also be recognized throughout the year for your commitment to the success of Indiana's association community.

## BENEFITS OF BEING AN ISAE PARTNER

- ▶ Increase your brand exposure and generate more business
- ▶ Gain exclusive access to ISAE's members
- ▶ Enjoy year-round engagement opportunities
- ▶ Receive special recognition at ISAE events, online, and in ISAE newsletters
- ▶ Know that your support helps ensure a strong association community
- ▶ And so much more...

### HOW TO USE THIS GUIDE

Use this guide to bundle your marketing and sponsorship dollars to reap the benefits of being an ISAE Partner. You do not need to be an ISAE member to participate in the Partner Program.

For those with smaller budgets, you may still participate with à la carte selections. Please note that à la carte selections do not provide access to Partner benefits unless you meet one of the Partner levels.

We look forward to working with you to make 2024 your most productive and profitable while supporting Indiana's association community.

1. Review page 2 to determine which Partner level you would like to achieve.
2. Review pages 3 - 9 to see the many advertising and sponsorship opportunities.
3. Calculate your total support and email your selected items to Grant Carpenter at [gcarpenter@isae.org](mailto:gcarpenter@isae.org).
4. You will be emailed an invoice.
5. Contact ISAE staff with questions or if you need assistance.

#### **Grant Carpenter, CAE**

Executive Director  
P: (317) 328-4636 x124  
[gcarpenter@isae.org](mailto:gcarpenter@isae.org)



# ANNUAL PARTNER LEVELS

Tailor your annual partnership with ISAE to ensure you receive the type of exposure that is the right fit for your organization. When your investment with ISAE reaches certain thresholds, your company earns additional perks. Each dollar spent with ISAE increases your company's brand with key decision makers.

## PLATINUM | \$10,000+

- ▶ One Complimentary Individual ISAE membership
- ▶ ISAE to send two promotional email in 2024 to membership on company's behalf
- ▶ Priority booth selection for ICON 2024\*
- ▶ Priority selection for 2025 Partner Program
- ▶ Gold Level Package

## GOLD | \$5,000 - \$9,999

- ▶ ISAE to send one promotional email in 2024 to membership on company's behalf
- ▶ Priority booth selection for ICON 2024 (following Platinum)\*
- ▶ Priority selection for 2025 Partner Program (following Platinum)
- ▶ Silver Level Package

## SILVER | \$3,000 - \$4,999

- ▶ Priority booth selection for ICON 2024 (following Platinum and Gold)\*
- ▶ Priority selection for 2025 Partner Program (following Platinum and Gold)
- ▶ Bronze Level Package

## BRONZE | \$2,000 - \$2,999

- ▶ Priority selection for 2025 Partner Program (following Platinum, Gold, and Silver)
- ▶ Supporting Level Package

## SUPPORTING | \$1,000 - \$1,999

- ▶ Logo and company description on ISAE website, with link to company website
- ▶ Recognition at all events, in-person or virtual
- ▶ Logo on all event-related promotional emails and INSider newsletters

*\*ICON Booth Sponsorship sold separately*

# ENGAGE AND BE RECOGNIZED

## ICON 2024

ISAE's annual convention, ICON 2024, will be hosted by **Visit Bloomington on July 15 – 17, 2024**. ICON is the premier event to sponsor to connect with association professionals.

All partners receive name/logo recognition in pre-event marketing, on the ISAE website, on signage throughout the conference. Partners also receive an attendee list after the event concludes.

### EDUCATION

▶ **KEYNOTE SPEAKER SPONSOR | \$1,500 (1 available)**

Receive five minutes at the podium or show a short video and introduce keynote speaker.

▶ **STATE OF THE INDUSTRY | \$750 (1 available)**

Includes opportunity to address the audience and introduce State of the Industry speaker.

▶ **BREAKOUT SESSION SPONSOR | \$250 (9 available)**

Introduce a speaker and provide chair drops for one education session.



### MEALS AND RECEPTIONS

▶ **HAPPY HOUR IN THE EXHIBIT HALL | \$1,500 (1 available)**

Provide pre-dinner beverages to attendees at a networking event in the exhibit hall; opportunity to address the audience. Sponsor may provide branded napkins.

▶ **LUNCH SPONSOR | \$1,300 (1 available)**

Includes opportunity to address the audience and/or show a short video.

▶ **BREAKFAST SPONSOR | \$1,050 (3 available)**

Includes opportunity to address the audience and/or show a short video.

▶ **REFRESHMENT BREAK SPONSOR | \$300 (3 available)**

Sponsor a refreshment break during ICON. Sponsor receives onsite recognition and may provide branded napkins.

▶ **CAE/CEO RECEPTION | \$750 (1 available)**

Includes two tickets to the reception and an opportunity to address reception attendees.

# ENGAGE AND BE RECOGNIZED

## ICON 2024 cont.

ISAE's annual convention, ICON 2024, will be hosted by **Visit Bloomington on July 15 – 17, 2024**. ICON is the premier event to sponsor to connect with association professionals.

All partners receive name/logo recognition in pre-event marketing, on the ISAE website, on signage throughout the conference. Partners also receive an attendee list after the event concludes.

### SWAG SPONSORSHIP

The below items are giveaways at ICON. Sponsors of each item must pay to produce the item(s) in addition to the cost to sponsor. Estimated attendee count is 175.

#### ► **CONFERENCE BAG SPONSOR | \$500 (5 available)**

Provide ICON attendees with a branded bag that will be given out at registration. Add-in items may be placed in each attendee bag.

#### ► **CONFERENCE BAG ADD-IN ITEM SPONSOR | \$500 (9 available)**

Sponsor a branded item to be placed in the conference attendee bag. Items may include, but are not limited to, notepads and pens, hand sanitizer, food/snack, water bottles, etc.

#### ► **LANYARD SPONSOR | \$500 (5 available)**

Sponsor the branded ICON lanyards that will be given out at registration.

#### ► **ROOM DROP FOR ATTENDEES | \$500 (2 available)**

Sponsorship includes room drop to highlight brand and creativity by providing a unique gift. Sponsor to provide items, pay for cost of delivery to hotel and room drop fee.

### MARKETING AND ADVERTISING

#### ► **SPONSORED PUSH NOTIFICATION | \$250 (5 available)**

Sponsor a message to be sent to ICON attendees through the ICON app highlighting your business, directing them to your booth, or anything else you choose.

#### ► **DAILY EVENT EMAIL | \$250 (3 available)**

Sponsor a branded item to be placed in the conference attendee bag. Items may include, but are not limited to, notepads and pens, hand sanitizer, food/snack, water bottles, etc.





# ENGAGE AND BE RECOGNIZED

## ICON 2024 EXHIBIT HALL

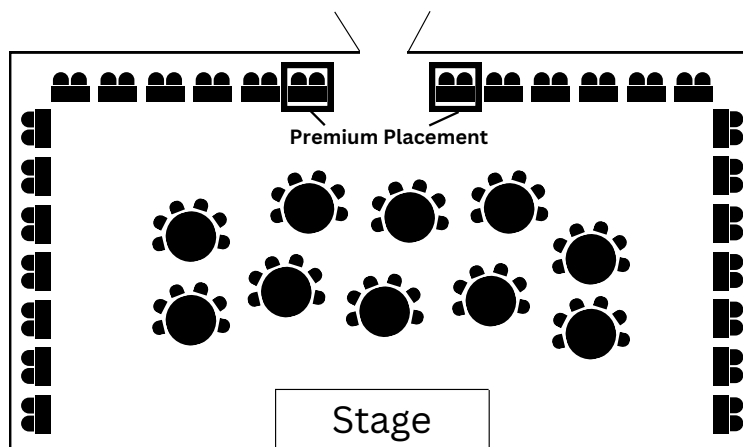
Exhibiting at ICON is the perfect way to spread the word about your products and services. As an exhibitor, you will be able to attend all convention activities and network with attendees.

All exhibit tables are located along the perimeter of the same ballroom in which general sessions and meals take place.

Exhibiting includes:

- One (1) complimentary event registration
- One 6' table with approximately 64 square feet of space to set up your display
- Pre- and post-event attendee lists
- Company name on all event promotions

### SAMPLE EXHIBIT HALL MAP



#### ► PREMIUM PLACEMENT EXHIBIT TABLE | \$1250 (2 available)

**SOLD OUT**

Your exhibit table will be placed closest to the entrance for maximum foot traffic.

#### ► STANDARD EXHIBIT TABLE | \$850 (23 available)

#### ► ADDITIONAL REGISTRANT | \$250 (unlimited)



# EXTEND YOUR BRAND

## DIGITAL

### INSider E-NEWSLETTER

With **open rates of 45%**, the INSider bi-monthly e-newsletter has an engaged audience that can boost your brand.

#### 1 HEADLINE BANNER | \$500 for two issues

Your full color digital ad will be the first to appear in the INSider, above the nameplate. Ads are 650 x 100 px and include a link to your website. Included in 2 issues.

#### 2 FEATURED BANNER | \$450 for two issues

Your full color digital ad will appear immediately following the lead articles. Ads are 650 x 100 px and include a link to your website. Included in 2 issues.

#### 3 SPONSORED CONTENT | \$500 for two issues

Share informative facts about your destination, property, product, or services with links to your website. Sponsored content will be highlighted in its own framed area. 50 word limit, photo/graphic 325 x 325 px. Included in 2 issues.

#### 4 SQUARE AD | \$250 for two issues

325 x 325 px full-color display ad within the body of INSider with a link to your website. Included in 2 issues.

### EMAILS AND BLOGS

#### ► DEDICATED EMAIL BLAST\* | \$550 (4 available)

ISAE will send one email to membership on company's behalf promoting your brand, product, or destination.


*\*Included in Platinum and Gold Level Partnerships*

#### ► SPONSORED BLOG | \$250 (12 available)

Write an article that will be posted on ISAE's blog. Content should be relevant to association professions. Graphics and a link to company's website maybe included. 1,000 word limit.

1

650 x 100 px


  
BI-MONTHLY E-NEWSLETTER  
The Indiana Society of Association Executives (ISAE) supports and strengthens the success of association professionals in Indiana and the associations they serve through knowledge sharing, networking events, career building opportunities and more.  
**A Quarter of U.S. Companies Have a Skills Gap  
Is Your Organization Prepared?**  
Training Industry  
Much has been said about the looming skills gap, but the reality is: it's here. A quarter of employers recently surveyed by [Salary.com](#) said the skills gap is already impacting their business. Almost half said it will hit them within the next two years. So why haven't more organizations addressed it?  
[See Full Article](#)

2

650 x 100 px

**ISAE Programs and Events**  
**Submit a STAR Nominee by October 16!**  
Nominate an individual, an organization, or both for the 22nd Annual STAR Awards!  
The STAR Awards highlight the individuals and teams who overcame challenges for their associations. Members are invited to this banquet every year, where they help celebrate those who strengthen our local association industry.  
Submissions will be accepted until October 16, 2023, at 11:59 pm ET.  
This deadline will not be extended.  
[Nominate a STAR](#)


3

**Sponsor photo or graphic**

**Sponsored Content**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.  
Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

4

325 x 325 px

**WorkForce Retention Bootcamp**  
The goal of a workforce retention bootcamp is to provide managers and team leaders with the skills and knowledge they need to keep their employees motivated, satisfied, and engaged in their work. By providing ongoing support and training, employers can reduce turnover rates, increase productivity, and build a more positive workplace culture.  
**5 Ways to Cultivate Resilience - The New Organizational Superpower**  
According to a study conducted by [Harvard Business Review](#), organizations with resilient leaders have a higher tolerance for failure and are more likely to innovate.  
[See Full Article](#)

# EXTEND YOUR BRAND

## GENERAL EDUCATION

Education Sponsors are committed to helping association professionals achieve their goals of bettering themselves as professionals, advancing their careers within the industry and contributing the most value to their organizations.

### ► PREMIER EDUCATION SPONSOR | \$2,000 (2 available)

Support ISAE's educational initiatives by serving as a general education sponsor for all ISAE educational events throughout the year. Sponsorship includes dedicated recognition at all ISAE educational events.

### ► EDUCATION NAMETAG SPONSOR | \$650 (1 available)

Have your name/logo displayed on all nametags at in-person education events throughout the year. This is a great way to build your brand and keep your organization in front of the leaders of the association community.

*Excludes ICON and STAR Awards nametags*

### ► ISAE ROUNDTABLE SPONSOR | \$600 (5 available)

New for 2024, ISAE will be hosting a series of roundtable conversations on a variety of association topics. Support essential peer-to-peer learning by sponsoring a roundtable session. Sponsors will receive the attendee list and have their logo featured in event communications.

### ► STRATEGY ACADEMY HOST SPONSOR | \$750 (4 sessions available)

Sponsor and host ISAE's premier event for executive education. Sponsoring Strategy Academy is a great way to engage with experienced association executives.

*Sponsor to provide venue and a meal for attendees.*



### ► CAE EXAM STUDY COURSE SPONSOR | \$1000 (1 available)

As the exclusive sponsor of the 2024 Spring and Fall Certified Association Executive (CAE) Study courses, you will be introduced and provided a few minutes to speak at each kickoff session, have exclusive access to study group participants, and take part in recognizing the new CAEs at ISAE's Annual Conference.





# SHINE BRIGHTLY

## STAR AWARDS

ISAE's STAR Awards banquet recognizes excellence in association management and celebrates the individuals who help make the profession in Indiana a success. Support ISAE's top achieving members by sponsoring this memorable evening.

STAR Awards sponsors receive recognition on email promotions, event web pages, event signage, as well as an event attendee list.

### TABLES AND TICKETS

► **SUPER STAR | \$5,000 (1 available)**

Includes one complimentary table at the event (8 tickets); five minutes to address audience at the beginning of the event; ability to provide a giveaway onsite.

► **ALL STAR | \$2,500 (2 available)**

Includes one complimentary table at the event (8 tickets); two minutes to address audience; ability to provide a giveaway onsite.



► **SHOOTING STAR | \$1,500 (4 available)**

Includes **six** complimentary tickets.

► **SHINING STAR | \$1,000 (10 available)**

Includes **four** complimentary tickets.

► **SPARKLING STAR | \$750 (15 available)**

Includes **two** complimentary tickets.

► **TWINKLING STAR | \$500 (20 available)**

Includes **one** complimentary tickets.



► **CONTRIBUTING SPONSOR | \$250 (unlimited)**

Celebrate at STAR Awards by becoming a contributing sponsor.

# SHINE BRIGHTLY

## STAR AWARDS

ISAE's STAR Awards banquet recognizes excellence in association management and celebrates the individuals who help make the profession in Indiana a success.

Support ISAE's top achieving members by sponsoring this memorable evening.

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### ON-SITE PROMOTION

#### ▶ **AWARD RECOGNITION SPONSOR | \$1,000 (10 available)**

Receive an opportunity to address the audience and present an award to a winner. Company name will be engraved on the trophy.

#### ▶ **COCKTAIL HOUR | \$1,000 (3 available)**

Kick off the evening by sponsoring the pre-event cocktail hour. Sponsor's logo will be displayed during the cocktail hour.

#### ▶ **STAR BAR | \$1,000 (3 available)**

Be the STAR of the show by sponsoring the STAR Bar during the event. Sponsor's logo will be displayed at the bar.

#### ▶ **DESSERT AND COFFEE | \$500 (2 available)**

Sponsor the sweet treat to end the evening's celebration. Sponsor's logo will be displayed near the dessert and coffee stations.

#### ▶ **PROGRAM AND MENU | \$500 (1 available)**

Provide attendees with an overview of the evening by sponsoring the event program and menu. Sponsor's logo will be printed on every program and menu.

#### ▶ **PHOTOGRAPHY SPONSOR | \$500 (2 available)**

Give attendees a lasting memory of the evening by sponsoring the event photographer.

#### ▶ **NAME BADGE SPONSOR | \$650 (1 available)**

Have your name/logo displayed on all attendee name badges at STAR Awards. This is a great way to create brand awareness for your organization.

## **COFFEE AND CONVERSATIONS HOST | \$250** (6 sessions available)

Coffee and Conversations is an hour-long virtual event that allows ISAE members to learn from industry experts and network with their peers.

When you host a Coffee and Conversations session, you have the chance to present on a pertinent association-related topic and guide discussions. This can be related to your product, service, destination, or any other relevant theme.

### **Example Topics**

- Working with CVBs and DMOs
- Maximizing Vendor Relationships
- Legal and Ethical Compliance
- Crisis Management
- Branding Strategy