



# ISAE

INDIANA SOCIETY *of*  
ASSOCIATION EXECUTIVES

INDIANA SOCIETY OF ASSOCIATION EXECUTIVES

## 2025 PARTNER PROGRAM

YOUR CONNECTION TO INDIANA'S ASSOCIATION MARKET

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## 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 2025 your most productive and profitable while supporting Indiana's association community.

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# WHO ARE WE?

ISAE's members work at associations that serve many types of professions, industries, societies and social organizations. Collectively, they represent hundreds of thousands of members throughout the state, country and world.

**380+**

and

**100+** representing

**120+**

Association Professionals

Association Suppliers

Organizations

## WHY PARTNER WITH ISAE?

As an 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...



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# ANNUAL PARTNERSHIP PROGRAM & 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 | \$12,500+

- Two Complimentary Individual ISAE memberships (\$930 value)
- ISAE to send two promotional emails to membership on company's behalf (\$1,100 value)
- One complimentary registration at all ISAE workshops in 2025 (\$350+ value)
- Receive a custom thank-you post on ISAE's social media, reaching 4,000+ professionals (\$500 value)
- Priority booth selection for ICON\*
- Priority selection for 2026 Partner Program
- Gold Level Package

## GOLD | \$7,500-\$12,499

- One Complimentary Individual ISAE membership (\$465 value)
- ISAE to send one promotional email to membership on company's behalf (\$550 value)
- Receive a custom thank-you post on ISAE's social media, reaching 4,000+ professionals (\$500 value)
- Priority booth selection for ICON (following Platinum)\*
- Priority selection for 2026 Partner Program (following Platinum)
- Silver Level Package

## SILVER | \$5,000-\$7,499

- Receive a custom thank-you post on ISAE's social media, reaching 4,000+ professionals (\$500 value)
- Opportunity to write a post on ISAE's blog (\$250 value)
- Priority booth selection for ICON (following Platinum and Gold)\*
- Priority selection for 2026 Partner Program (following Platinum and Gold)
- Bronze Level Package

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

- Receive a custom thank-you post on ISAE's social media, reaching 4,000+ professionals (\$500 value)
- Priority selection for 2026 Partner Program (following Platinum, Gold, and Silver)
- Supporting Level Package

## SUPPORTING | \$1,000-\$2,999

- 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

# GENERAL EDUCATION & EVENTS

General education and event sponsors are committed to helping association professionals achieve their goals of bettering themselves as professionals, advance their careers within the industry and contribute the most value to their organizations.

All partners receive name/logo recognition in pre-event marketing and on the event webpage. Partners also receive an attendee list after the event concludes.

## PREMIER EDUCATION SPONSOR

\$3,000 (2 AVAILABLE)

- Support ISAE's education initiatives by providing premier education sponsor for all ISAE educational events throughout the year
- Sponsorship includes dedicated recognition at all ISAE educational events



## NETWORKING EVENT HOST SPONSOR

\$1,000 (4 AVAILABLE)

- Sponsor and host ISAE's premier networking opportunity
- Includes one complementary registration
- Opportunity to welcome attendees at the start of the event
- Opportunity to provide tour of the venue to attendees
- Sponsor to provide venue and a meal for attendees

## EDUCATION EVENT TITLE SPONSOR

\$1,000 (3 AVAILABLE)

- Opportunity to welcome attendees to the program
- Provide attendee chair drop or branded giveaway
- Includes one complementary registration

## CAE EXAM STUDY COURSE SPONSOR

\$1,000 (1 AVAILABLE)

- Exclusive sponsor of the 2025 Spring and Fall Certified Association Executive (CAE) Study courses
- Opportunity to introduce and provide a few minutes to speak at each kickoff session
- Take part in recognizing the new CAEs at ISAE's Annual Conference

## EDUCATION NAMETAG SPONSOR

\$750 (1 AVAILABLE)

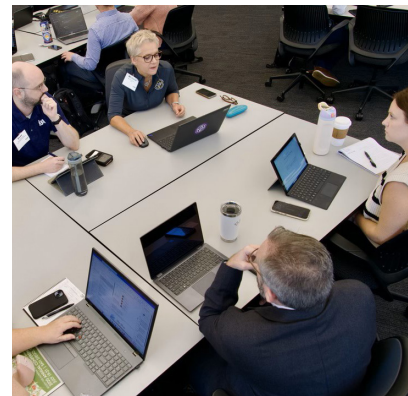
- Name/logo placement on nametags at all professional education events throughout the year
- Exclusive ISAE nametags



## NEW MEMBER VIRTUAL ORIENTATION SPONSOR

\$500 PER SESSION (4 AVAILABLE)

- Celebrate ISAE's growing community by supporting a virtual orientation session for new members
- Opportunity to welcome attendees at the start of the webinar



# DIGITAL ADVERTISING WITH ISAE

## INSIDER E-NEWSLETTER

With open rates of 45+%, the INsider bi-monthly e-newsletter has a highly engaged audience that can boost your brand.

### HEADLINE BANNER | \$500 (INCLUDED IN 2 ISSUES)

- 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.

### FEATURED BANNER | \$450 (INCLUDED IN 2 ISSUES)

- Full color digital ad will appear immediately following the lead articles.
- Ads are 650 x 100 px and include a link to your website.

### SPONSORED CONTENT | \$500 (INCLUDED IN 2 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.

### SQUARE AD | \$250 (INCLUDED IN 2 ISSUES)

- 325 x 325 px full-color display ad within the body of INsider with a link to your website.

## EMAIL AND BLOGS

### DEDICATED EMAIL BLAST | \$550 (3 AVAILABLE)

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

### SPONSORED BLOG | \$250 (11 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 website may be included. 1,000-word limit.

The screenshot displays the layout of the ISAE Insider e-newsletter. At the top, it shows the dimensions '650 x 100 px' and the logo 'ISAE | INSIDER' with the subtitle 'BI-MONTHLY E-NEWSLETTER'. Below this is a short introductory paragraph about the organization's mission. The main content area features a headline: 'A Quarter of U.S. Companies Have a Skills Gap Is Your Organization Prepared?' with a sub-headline 'Training Industry'. A 'See Full Article' button is present. Below this is another '650 x 100 px' section titled 'ISAE Programs and Events' with a sub-headline 'Submit a STAR Nominee by October 16!'. It includes text about nominating individuals or organizations for the 22nd Annual STAR Awards, a submission deadline of October 16, 2023, and a 'Nominate a STAR' button. The next section is 'Sponsored Content' with a placeholder for a 'Sponsor photo or graphic' and two paragraphs of placeholder text. This is followed by a 'WorkForce Retention Bootcamp' section with a gear icon and text about providing managers and team leaders with skills and knowledge. The final section is '5 Ways to Cultivate Resilience - The New Organizational Superpower' with a '325 x 325 px' placeholder and text referencing a study by Harvard Business Review. A 'See Full Article' button is at the bottom right.

# ICON ANNUAL CONFERENCE

ISAE's annual convention, ICON 2025, will be hosted by Visit Fort Wayne on July 28 – 30, 2025. ICON is the premier event to sponsor to connect with association professionals in Indiana.

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

## PREMIER SPONSORSHIPS

### TITLE SPONSOR | (RESERVED FOR ICON HOST)

- Welcome guests with 5-minute speech/video
- Exclusive branding on signage in exhibit hall
- Company logo on last slide of PowerPoint
- Company handout and chair drop opportunity
- Exclusive recognition in Inland Northwest event materials, including the ICON registration, with first choice of location
- Logo on title and holding slides in all General Sessions
- Ad banner in mobile app
- One sponsored email blast to ISAE membership pre-event



### OPENING SESSION SPONSOR | \$2,500 (1 AVAILABLE)

- Includes one conference registration
- Introduce opening session speaker with 5-minute address or video
- Exclusive branding in exhibit hall for opening session signage
- Company logo on letterhead or event print materials
- Company handout and chair drop opportunity prior to opening session
- Listing in conference schedule with opening session
- Post-event email to membership with opening session takeaways provided by speaker and sent by ISAE



### CLOSING SESSION SPONSOR | \$2,500 (1 AVAILABLE)

- Includes one conference registration
- Introduce closing session speaker with 5-minute address or video
- Exclusive branding in exhibit hall for closing session signage
- Company logo on letterhead or event print materials
- Company handout and chair drop opportunity prior to closing session
- Listing in conference schedule with closing session
- Post-event email to membership with closing session takeaways provided by speaker and sent by ISAE



### STATE OF THE INDUSTRY SPONSOR | \$2,500 (1 AVAILABLE)

- Includes one conference registration
- Introduce State of the Industry speaker with 5-minute address or video
- Exclusive branding in exhibit hall for State of the Industry signage
- Company logo on letterhead or event print materials
- Company handout and chair drop opportunity at State of the Industry
- Listing in conference schedule with State of the Industry



# ICON ANNUAL CONFERENCE

## NETWORKING AND HOSPITALITY SPONSORSHIPS

### HAPPY HOUR ACTION STATION SPONSOR | \$2,500 (1 AVAILABLE)

- Exclusive sponsor of Happy Hour in the Exhibit Hall
- Desirable booth location during Happy Hour in the Exhibit Hall, next to provided food
- Opportunity to provide branded napkins or similar item at action station
- Company branding on bar with opportunity to create and name signature drink
- Exclusive branding on signage in exhibit hall for Happy Hour
- Listing in conference schedule with Happy Hour

**SOLD OUT**

### BREAKFAST PRODUCT DEMONSTRATION SPONSOR | \$2,500 (1 AVAILABLE)

- Host breakfast with 30-minute product presentation
- Provide handouts or product to attendees
- Exclusive branding in exhibit hall on breakfast signage
- Listing in conference schedule with Breakfast

### CAE/CEO BREAKFAST SPONSOR | \$2,000 (1 AVAILABLE)

- Two tickets to the executive breakfast
- Opportunity to provide refreshments to attendees
- Exclusive branding on breakfast signage
- Listing in conference schedule with Breakfast

**SOLD OUT**

### LUNCH SPONSOR | \$1,500 (1 AVAILABLE)

- 1-minute address opportunity or video play
- Exclusive branding on signage in exhibit hall for lunch
- Listing in conference schedule with Lunch

**SOLD OUT**

### REFRESHMENT BREAK SPONSOR | \$500 (2 AVAILABLE)

- Opportunity to provide branded napkins or similar item
- Exclusive branding on signage for refreshment break





# ICON ANNUAL CONFERENCE

## BRANDING OPPORTUNITIES

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 165.

### LANYARD SPONSOR | \$750 (1 AVAILABLE)

- Provide branded lanyards for all attendees
- Greet guests at registration
- Exclusive branding on signage at registration desk
- Company logo rotating on digital slideshow at registration

**SOLD OUT**



### CONFERENCE BAG SPONSOR | \$750 (1 AVAILABLE)

- Branding on conference bags distributed at registration
- Opportunity to include one additional branded item in each bag

**SOLD OUT**

### CONFERENCE BAG ADD-IN ITEM SPONSOR | \$500 (UNLIMITED)

- Place a company-branded item in attendee bags



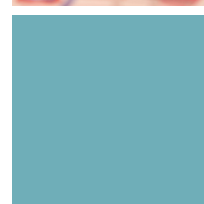
### ROOM DROP SPONSOR | \$500 (1 AVAILABLE)

- Branded items provided by sponsor left in each attendee hotel room



### DAILY EVENT EMAIL SPONSOR | \$500 (3 AVAILABLE)

- Sponsor daily email sent to all attendees
- Logo and direct link to your website included



### PUSH NOTIFICATION SPONSOR | \$250 (4 AVAILABLE)

- Send personalized message to attendees through conference app
- Highlight booth, services, or special offer

### MOBILE APP BANNER AD | \$250 (5 AVAILABLE)

- Logo featured in rotating banner on attendee app footer
- Clickable link to your website



# ICON ANNUAL CONFERENCE

## SPECIALTY AND DIGITAL OPPORTUNITIES

### MOBILE APP SPONSOR | \$2,500 (1 AVAILABLE)

- Branding on mobile app home page
- Daily push notifications from sponsor
- Rotating banner advertisement
- Company branding in app instruction email

**SOLD OUT**

### WI-FI SPONSOR | \$2,000 (1 AVAILABLE)

- Company name on Wi-Fi password
- Branding on Wi-Fi instructions
- Recognition in pre-event email

**SOLD OUT**

### PHONE AND LAPTOP CHARGING TABLE | \$1,500 (1 AVAILABLE)

- Branded table in exhibit hall pre-function space

**SOLD OUT**

### ROOM KEY SPONSOR | \$1,500 (1 AVAILABLE)

- Custom-branded room keys for all attendees
- Recognition in pre-event email

### SELFIE STATION SPONSOR | \$1,000 (1 AVAILABLE)

- Provide branded backdrop and props for attendee photos in Convention Center
- Social media tags on signage

### VIDEO ADVERTISEMENT | \$1,000 (1 AVAILABLE)

- Recognition shown during a general session
- Exclusive branding on signage at exhibit hall entrance

### SUSTAINABILITY SPONSOR | \$500 (1 AVAILABLE)

- Signage at recycling stations
- Opportunity to provide reusable water bottles at registration check-in
- Recognition in pre-event email



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# ICON ANNUAL CONFERENCE

## EDUCATION AND CONTENT SPONSORSHIPS

### RESEARCH QUESTION SPONSOR | \$2,000 (2 AVAILABLE)

- Ask market research question on attendee registration form
- Receive anonymous results from every attendee

### BREAKOUT SESSION SPONSOR | \$500 (6 AVAILABLE)

- Introduce speaker and provide chair drops for one education session
- Recognition at opening of one breakout session in sponsored room
- Exclusive branding on signage at breakout room entrance for sponsored session

### ATTENDEE SCHOLARSHIP SPONSOR | \$500 (UNLIMITED)

- Support attendance at the conference and cover the cost for one attendee
- Recognition from podium during a general session

## EXHIBIT HALL OPPORTUNITIES

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

### PREMIUM EXHIBIT TABLE | \$1,250 (1 AVAILABLE)

- Premium placement near entrance
- One complimentary registration

### STANDARD EXHIBIT TABLE | \$850 (23 AVAILABLE)

- Exhibit space within exhibit hall
- One complimentary registration

### ADDITIONAL EXHIBITOR REGISTRANT | \$350 (UNLIMITED)

- Includes full access to the event, including receptions and educational sessions

