



2019 ISAE Annual Convention Sponsorship Opportunities

ISAE's Annual Convention is *the* event to connect with association professionals. It will take place **July 15–17, 2019** at the Century Center in South Bend, Indiana. The 2019 Annual Convention will include:

- Exclusive first-time attendee/new member breakfast
- Convention kick-off reception
- Two days full of educational sessions
- Exhibitor marketplace
- Fifth annual cornhole tournament
- Community service project

Sponsorships are given on a first-come, first-served basis, so make an investment in your business and ISAE by signing up for available sponsorship opportunities today. ***All sponsorship selections and payments must be received by May 10, 2019 for recognition in our printed registration brochure.***

Convention sponsorship recognition includes:

- Recognition in all Convention-related promotional materials, including:
 - ✓ Email promotions
 - ✓ Event web page
 - ✓ Registration brochure
 - ✓ Onsite event signage
 - ✓ Printed onsite event guide
- An opportunity to insert a promotional item in attendee bags, except where noted.
- Sponsor ribbons affixed to badges of all your representatives.
- A list of pre- and post-Convention attendees in Excel format.

Convention Sponsorship Opportunities

EXHIBITOR MARKETPLACE

Exhibit Table

\$750 | 10 Opportunities Remain

Exhibiting at the Annual Convention is the perfect way to spread the word about your company's products and services. As a vendor in our Exhibitor Marketplace, you will also have the opportunity to attend all Convention activities and network with attendees.

Exhibiting includes one complimentary Convention registration. An additional staff member can register to attend and staff the table at a discounted rate as outlined on the pricing page of our website.

EDUCATION

Convention Keynotes

\$1,000 | SOLD OUT

Sponsor one of the two premier keynote speakers at this year's Convention. Receive five minutes of podium time or show a short video before introducing the speaker.

Sponsors: MemberClicks; Visit Hendricks County

Notepads & Pens

\$750 | SOLD OUT

Display your company logo on all convention notepads and pens and gain visibility as the entire audience takes notes throughout the event. Enjoy an extended degree of brand visibility as attendees take their notepads & pens back with them.

Sponsor: NBE Event Group

Peer-to-Peer Learning Labs

\$750 | 1 Opportunity

The Peer-to-Peer Learning Lab is a fantastic way to showcase your brand in front of the entire convention audience. Greet attendees and speak at the podium or show a video to kick off the learning labs. Your logo will be included on signage, the learning lab worksheet and at the center of each table.

Deep Dive Presentations

\$600 | 2 Opportunities Remain

Two Deep Dive sessions will take place at the convention, each with half of the total audience in attendance at any given time. Most attendees spend half of their time in one session and half in the other. Gain exposure by choosing to welcome session attendees and introduce the speaker. Unable to attend? This is still a great exposure opportunity—ISAE staff or volunteers will welcome attendees and provide an introduction on your behalf.

Convention Breakout Sessions

\$500 | 9 Opportunities Remain

There are 11 separate opportunities for sponsors. Gain additional exposure by choosing to welcome session attendees and introduce the speaker. Unable to attend? This is still a great exposure opportunity—ISAE staff or volunteers will welcome attendees and provide an introduction on your behalf.

Sponsors: Horizon Convention Center; Renaissance Indianapolis North Hotel

NETWORKING

Kick-Off Reception

In-Kind | SOLD OUT

Host venue welcomes attendees to this year's convention in style by providing complimentary appetizers and refreshments in a laid-back atmosphere. Includes the opportunity to show a short promotional video.

Sponsor: Visit South Bend Mishawaka

Convention Bash

In-Kind | SOLD OUT

Next year's Convention host venue entertains attendees with food, drinks and endless fun while they network. Includes the opportunity to show a short promotional video.

Sponsors: Belterra Casino & Resort; Blue Chip Casino

Day 1 Luncheon

\$1,250 | 1 of 2 Opportunities Remain

Sponsor the lunch on day 1, where convention attendees connect with old friends and meet new industry colleagues.

Sponsor: Hamilton County Tourism, Co.

Day 2 Luncheon

\$1,250 | 2 Opportunities

Keep attendees focused by sponsoring lunch on the second day of Convention. Two sponsor opportunities are available at \$1,250 each. Consider purchasing both to sponsor the entire lunch or partnering with another organization.

Day 1 Breakfast

\$1,000 | 2 Opportunities Remain

Get attendees' attention early by sponsoring the breakfast on the first day of the Convention.

Day 2 Breakfast

\$1,000 | 1 of 2 Opportunities Remain

Get attendees' attention early by sponsoring the breakfast on the second day of the Convention.

Sponsor: Grand Wayne Convention Center

CAE/CEO Reception

\$750 | SOLD OUT

Provide a special event for key decision-makers by hosting a reception for association executives and leaders on Tuesday night.

Sponsor: Pam Speaks!

1st Time Attendee/New Member Breakfast

\$750 | SOLD OUT

Help welcome first-time attendees and new members at this special reception Monday morning. Joined by members of the Board of Directors and the ISAE Membership Committee, we will give a warm welcome to those who have not attended the Annual Convention before and may be new to ISAE.

Sponsor: Fair Oaks Farms

Young Professional Happy Hour

\$500 | SOLD OUT

Provide a special event for the industry's future leaders as they gather for an informal networking happy hour.

Sponsor: Visit Bloomington

Refreshment Breaks

\$500 | 3 Opportunities Remain

Three separate opportunities are available for sponsors to provide the refreshment breaks between educational sessions.

5th ANNUAL CORNHOLE TOURNAMENT

ISAE's fifth annual cornhole tournament will be held on Monday afternoon after the first day of education sessions. If you're looking for a fun, energetic and light-hearted event, this is a great opportunity for your organization.

Get the most exposure at this event as a sponsor. You can also pair up with your favorite association professional to compete in the tournament or participate in the community service project.

***Please note that cornhole tournament registration is an additional fee and not included in sponsorships.**

Cornhole Tournament Bar/Beverage Cart \$750 | SOLD OUT

Be the star of the event by sponsoring one of this year's two bars and two beverage carts. The sponsor of each will receive signage at bars and can distribute non-alcoholic drinks to all participants at the event from a beverage cart.
Sponsors: Excel Decorators; Horizon Convention Center

Cornhole Tournament Awards \$500 | SOLD OUT

As sole sponsor of the tournament awards, you get to recognize the winners and assist in the award presentation.
Sponsor: Evansville Convention & Visitors Bureau

Cornhole Tournament Snacks \$500 | 2 Opportunities Remain

Provide a light snack to keep attendees energized through the event. The sponsorship will include the opportunity to greet attendees as they arrive and provide them with a snack. Multiple food items available—contact Christen Martin at cmartin@isae.org for specific items available.
Sponsor: REAL Services, Inc.

Cornhole Set Sponsorships \$250 | 6 Opportunities Remain

Sponsor a set of two cornhole boards at the tournament. Sponsors may choose to greet participants and serve as the "official" for their cornhole set. Logo decal will be placed on boards.
Sponsors: Blue & Co., LLC; Evansville Convention & Visitors Bureau; Excel Decorators; Indianapolis Convention Center; Renaissance Indianapolis North Hotel

Community Service Project Partner \$250 | Unlimited Opportunities

With this opportunity, your signage will be displayed at the community service project and you will be given the opportunity to meet and greet the participants. Help ISAE give back to the local community. Multiple opportunities available.

MISCELLANEOUS

Numerous additional opportunities to sponsor the ISAE Convention are available in 2019. The following items offer continuous exposure throughout the event and beyond.

Program Guide \$750 | SOLD OUT

Provide the pocket-sized guide of all convention activities and information. It will be in the hands every attendee and doubles as their name badge. Sponsor will receive two-page ad in the booklet.
Sponsor: Evansville Convention & Visitors Bureau

Convention Signage In-Kind | SOLD OUT

With this sponsorship you will work with staff to create signage for the event that reflects your organization and also serves the purpose of the event. Your logo will be on every sign at the event. You also have the option to provide the signs in-kind if you want to produce them yourself.
Sponsor: Shepard Exhibition Services

Photography \$750 | 1 Opportunity

Sponsor this year's convention photography and receive exposure throughout the entire convention. Stephanie Nicole Photography will take memorable photos throughout the two days of convention. The photographer will also provide complimentary headshots to all convention attendees. Your company's logo will be added to the promotional card handed out to all attendees, as well as on signage next to the photography booth.

Attendee Bags \$750 | SOLD OUT

This opportunity is exposure that keeps on giving even after the conclusion of the event. Provide the convention bags for the attendees that will carry their conference materials.
Sponsor: MemberClicks

Attendee Lanyards

\$500 | SOLD OUT

Let your logo shine. Provide the lanyards used by attendees that hold the pocket-sized event program/name badge.

Sponsor: Grand Wayne Convention Center

Room Drop

\$500 | SOLD OUT

Gain a competitive advantage by having a company promotional piece delivered directly to the entire audience during turndown service either on day 1 or 2 of the convention.

Sponsor: Visit Hendricks County

Welcome Amenity

\$500 | SOLD OUT

Welcome attendees to their hotel by providing a welcome amenity at check-in. Popular amenities include bottled water, toiletry kits and more. Use your imagination to provide a memorable token for all attendees. Sponsor is responsible for providing the item in addition to \$500 sponsorship fee.

Sponsor: Evansville Convention & Visitors Bureau

Event Program Full Page Ad

\$250 | 6 Opportunities Remain

Gain more exposure and advertise in our event program. 5.5" x 4.5" advertisements can be purchased for only \$250. This is a great way to gain exposure and get your information in the hands of every attendee.

Onsite Advertisement

\$500 | 3 Opportunities Remain

Gain more exposure and advertise onsite in pre- and post-session slide loop and at registration. This is a great way to gain exposure and get your information in front of every attendee.

Snapchat Filter

\$250 | 1 Opportunity

If it wasn't on Snapchat, did it even happen? Proudly display your logo on a customized Snapchat filter to be available to attendees throughout the entire convention, and gain exposure as they share all the excitement of convention with their network.

Contributing Partner

\$200 | Unlimited Opportunities

Interested in gaining exposure at a minimal cost? A contributing partnership is ideal for you! By contributing to the overall success of the convention, your logo will be displayed on all sponsorship signage and in the onsite program.

To partner with ISAE, please fill out the attached form and email or mail to ISAE Headquarters by April 26, 2019.

Email info@isae.org
Mail 3502 Woodview Trace, Suite 300, Indianapolis, IN 46268

Please make checks payable to the Indiana Society of Association Executives.

If you have questions about sponsorships, contact ISAE headquarters at 317-328-4569 or info@isae.org.

Sponsor Deadlines:

Secure your sponsorship by the following dates to be included on their corresponding items.

- | | |
|-------------------------|---|
| Monday, March 11 | Official Registration Open Email Promotion (will hit inboxes on March 12) |
| Friday, March 15 | Registration Open Postcard (Hits mailboxes week of March 18) |
| Friday, May 10 | Registration Brochure Mailer (Hits mailboxes week of May 13) |
| Friday, June 28 | Onsite Program and Signage |

2019 ISAE Annual Convention sponsorships may be purchased on a first-come, first-served basis. All information in this packet is accurate as of May 8, 2019 and is subject to change.



2019 ISAE Annual Convention Sponsorship Registration

**Email or mail completed form to ISAE by April 26 to be recognized
in the registration brochure.**

Email to Stu Kushner at skushner@isae.org or mail to 3502 Woodview Trace, Suite 300, Indianapolis, IN 46268

Company Name _____ is committing to the following sponsorship opportunities for the
2019 ISAE Annual Convention:

Item 1) _____ Amount \$: _____

Item 2) _____ Amount \$: _____

Item 3) _____ Amount \$: _____

ISAE will receive \$_____ (full amount of selected sponsorships within 30 days of dually signed agreement. Once initial sponsorship agreement is received, ISAE staff will follow up about payment. In exchange, the sponsoring organization will receive all benefits listed under the sponsorship description. Please ensure ISAE has received a high-resolution electronic file of your company logo.

Company Name *(as you want it to appear in any sponsorship listing)* _____

Representative _____

Address _____

City/State/Zip _____

Phone _____

Fax _____

E-mail _____

Each sponsor may provide promotional items for attendee bags (approximately 200). Please indicate below if your company will use this chance for additional recognition:

- Yes, we will have a promotional item for the packet. *Please note these items must be at the ISAE offices no later than **June 28, 2019**.*
- No, we will not be taking advantage of this opportunity.

Sponsorship Cancellation Policy

If you wish to receive a refund for event sponsorships, a written cancellation request must be received by ISAE staff at info@isae.org at least one (1) week prior to the event. Refunds will be calculated based on the date the refund request is received:

| Days Prior to Event: | Percentage of Payment that will be Refunded: |
|----------------------|--|
| 30 or more | 100% |
| 15-29 | 50% |
| 7-14 | 25% |
| 0-6 | 0% |

Acknowledgement of Cancellation Policy – Initial Here: _____

Acceptance

Signature of Company Representative: _____ **Date:** _____

By signing above you agree to the terms of this agreement and commit to this sponsorship.

Acceptance by ISAE: _____ **Date:** _____

Sponsorships are not confirmed until accepted by ISAE.

THANK YOU FOR SUPPORTING THE INDIANA SOCIETY OF ASSOCIATION EXECUTIVES!