



## ESPA PARTNERSHIP OPPORTUNITIES

The Annual Conference of the Event Service Professionals Association is attended by leading event and convention service managers in the meetings industry — including forward-thinking CSMs from convention centers, convention & visitors bureaus and hotels. ESPA is dedicated to elevating the event and convention service profession and to preparing members, through education and networking, for their pivotal role in innovative and successful event execution. **Member CSMs make their own purchasing decisions and have influence on tens of thousands of meeting planners who hold conventions and events in their venues and destinations.** The exposure is tremendous and we want to find the perfect partnership with your business to make the experience with ESPA truly successful.

*Please note: Below are a variety of standardized options. We are happy to customize a program to match your interests and budget level.*

### TITLE SPONSOR OPPORTUNITIES - ANNUAL CONFERENCE - JANUARY 6-8, 2017, AUSTIN

Elite Partner - \$5,000

**Elite Partners can choose to be a sponsor of one of the following:**

*(each are available on a first come, first served basis)*

Opening Reception

Saturday or Sunday Networking Luncheon – Saturday Lunch SOLD

General Session/Opening Keynote – Saturday

General Session/Opening or Closing Speaker - Sunday

In addition, you receive the following benefits:

- Two (2) FREE Conference registrations
- Prime placement of a highly visible table top in the registration area to display your materials for two full days (Saturday and Sunday)
- An opportunity for a welcome statement in front of the audience during the function
- One piece of your literature placed at each person's seat
- Full page advertisement and company logo featured in on-site conference program
- Banner ad and your company logo featured on ESPAOnline.org for 6 months
- 250 word company profile and logo placement in an issue of *event\*ure*, the official newsletter read by over 90% of ESPA membership
- Sponsor will be featured in pre-Conference e-blasts to the ESPA membership
- Mention in social media and ESPA Conference press releases distributed industry-wide
- Public recognition during the Opening Session
- Opportunity to showcase your company's logo prominently at the event.

*To confirm your partnership, email Lynn McCullough [Lmccullough@espaonline.org](mailto:Lmccullough@espaonline.org) or call 609-799-3712.*

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Premier Partner - \$3,750

### **Premier Partners can choose to be a sponsor of one of the following:**

*(each are available on a first come, first served basis)*

Conference registration / name badges and lanyards - SOLD

Delegate Breakfast

Wifi access for all attendees

Mobile App - SOLD

ESPA Re-charge station (examples: furniture, massage) - SOLD

In addition, you receive the following benefits:

- One (1) FREE Conference registration
- Table top in the registration area to display your materials for two full days (Saturday and Sunday)
- Half page advertisement and company logo featured in on-site conference program
- Banner ad and your company logo featured on ESPAOnline.org for 4 months
- 100 word company profile and logo placement in *event\*ure*, the official newsletter read by over 90% of ESPA membership
- Sponsor will be featured in pre-Conference e-blasts to the ESPA membership
- Mention in social media and ESPA Conference press releases distributed industry-wide
- Public recognition during the Opening Session

## A LA CARTE OPPORTUNITIES - ANNUAL CONFERENCE - JANUARY 6-8, 2017, AUSTIN

A la carte opportunities are available on a first come first serve basis.

### **Benefits include:**

- Featured in on-site Conference Program – Logo and web address
- Featured in pre-Conference e-blasts to the ESPA membership
- Public recognition during the Opening Session

**\$1,500** - Choose one of the following opportunities:

- Refreshment Break – Signage and Literature table during one break
- Cover ad in Annual Conference program
- Hotel key card customized with your artwork
- Breakout session – Signage in room, place literature in the room and make opening remarks (note that breakouts are typically geared towards a specific segment of the audience, i.e. hotels/convention centers or CVB/destinations).

### **In-Kind**

*Benefits and visibility will be determined based on the value of the in-kind product or service being offered.*

- Transportation for social events

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- Annual Conference audio visual
- Mobile app - SOLD
- Awards or other premium give-aways
- Keynote presentation
- Entertainment / décor for meals / dance party
- Badges / lanyards

## MEMBER SUPPORT - ANNUAL CONFERENCE

ESPA offers its member organizations an opportunity to support the association through a variety of levels to fit any budget. Show your support of your association!

- **\$250** – ESPA Supporter  
Logo listing as a supporter in pre-conference issues of *event\*ure*, on the ESPA web site and in the Conference program and other event materials.
- **\$500** – ESPA Advocate  
Logo and 2 sentence company description, listed as an ESPA Advocate, in pre-conference issues of *event\*ure*, on the ESPA web site and in the Conference program and other event materials.
- **\$1,000** – ESPA Partner  
Logo and box ad, listed as an ESPA Partner, in pre-conference issues of *event\*ure*, on the ESPA web site and in the Conference program and other event materials.

## ESPA ALLIED PARTNERSHIPS (NON-CONFERENCE)

### BECOME AN ESPA ALLIED PARTNER!

Allied Partners are businesses who choose to support ESPA throughout the year in various ways. These partnerships can be customized specifically to your needs and include the following valuable opportunities to be in front of our membership:

- ESPA Monthly Webinar Series – Sponsor one session (\$750) or three sessions (\$1,800)
  - Visibility includes your logo on the program promotional eblasts, social media posts, web page and on the presentation, as well as verbal recognition the day of the program
  - Company logo and description in *event\*ure* newsletter the months of your program(s)
- National Celebrate Services Week - \$2,500
  - Visibility includes your logo on the event promotional eblasts, communications, PR, social media and web page
  - Company logo and description in *event\*ure* newsletter for 3 months leading up to the event
- Q & A with a Planner series (featured on [www.ESPAOnline.org](http://www.ESPAOnline.org) and in *event\*ure*) - \$500 per feature
  - Your logo will appear next to this series both on the web site and in the newsletter and eblast.

Benefits also include:

- Public recognition during the Opening Session at ESPA Annual Conference
- Logo and web address placement in Annual Conference program
- Social media recognition
- Much more!

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