

# Connecticut Society of Association Executives

## ★ Marketing Opportunities

**SPONSORSHIPS**

**What Works for You?**

**ADVERTISING**

**Print  
Web  
E-Mail**

**ANNUAL CONFERENCE**

**Exhibit  
Sponsor  
Auction**

**EDUCATION**

**Host  
Present  
Sponsor**

**NEW DEVELOPMENTS**

**CEOs  
Students  
SIGs**

• *Investment*

• *Visibility*

• *Target Market*

### **CSAE Where You Belong.**

Lorna M. Bolduc, CAE, Executive Director •  
**Connecticut Society of Association Executives** •  
17 Rivendell Road , Marlborough, CT 06447 •  
860.228.1336 •  
860.228.1337 fax •  
csae@csae.net •  
www.csae.net •

# Connecticut Society of Association Executives

## ★ Sponsorships

### Platinum – \$3,000

- Table top display at Annual Conference
- Your choice: one full page ad in 2 issues or one half page ad in 4 issues of *CSAE Source*
- Listing in every issue of the e-newsletter *CSAE Perspectives* and on web site for one year
- Prominent recognition in 6 issues of *CSAE Source*
- Your company or association name on signage prominently displayed at CSAE events
- Five transferable registrations for 2008 reception educational programs and receptions

### Gold – \$1,500

- Table top display at Annual Conference
- Your choice: one half page ad in 2 issues or one quarter page ad in 4 issues of *CSAE Source*
- Listing in every issue of the e-newsletter *CSAE Perspectives* and on web site for one year
- Prominent recognition in 6 issues of *CSAE Source*
- Your company or association name on signage prominently displayed at CSAE events
- Four transferable registrations for 2008 reception educational programs and receptions

### Silver – \$750

- Your choice: one quarter page ad in 2 issues or one eighth page ad in 4 issues of *CSAE Source*
- Listing in every issue of the e-newsletter *CSAE Perspectives* and on web site for one year
- Prominent recognition in 6 issues of *CSAE Source*
- Your company or association name on signage prominently displayed at CSAE events
- Three transferable registrations for 2008 reception educational programs

### Bronze – \$500

- One eighth page ad in 2 issues of *CSAE Source*
- Listing in every issue of the e-newsletter *CSAE Perspectives* and on web site for one year
- Prominent recognition in 6 issues of *CSAE Source*
- Your company or association name on signage prominently displayed at CSAE events
- Two transferable registrations for 2008 reception educational programs

### Benefactor – \$250

- Listing on CSAE web site for 2006
- Prominent recognition in 6 issues of *CSAE Source*
- Your company or association name on signage prominently displayed at CSAE events
- One transferable registration for a 2008 reception educational program

### 2008 Sponsorship

Organization \_\_\_\_\_

Representative \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State/Zip \_\_\_\_\_

Phone \_\_\_\_\_

E-mail \_\_\_\_\_

Web \_\_\_\_\_

### Sponsor Level

Platinum - \$3,000

Gold - \$1,500

Silver - \$750

Bronze - \$500

Benefactor - \$250

Payment Method

Check  VISA  MasterCard

Card # \_\_\_\_\_

Security Code \_\_\_\_\_

Expire Date \_\_\_\_\_

Card Billing Address \_\_\_\_\_

Card Billing Zip \_\_\_\_\_

Make check payable to CSAE, 17 Rivendell Road, Marlborough, CT 06447-1260 or fax form with credit card payment to 860.22.1337.

*Thank you for your sponsorship. With your support, CSAE will be able to build membership and increase your visibility in the association industry.*

# Connecticut Society of Association Executives

## ★ Advertising

Put your message in front of the association community. Advertise!

*CSAE works hard for you,  
increasing your visibility in the  
association community.  
Our advertising opportunities  
include print and electronic options  
at a variety of price breaks to fit your  
budget. Try one advertising option  
or expand your visibility by using  
more than one media to get  
your message out to the  
association community.*

**It Pays to Advertise in the CSAE Source** The CSAE Source is published every two months and is distributed to all CSAE members with our Conference issue mailed to an expanded list of association executives. There are two options.

- A once annual advertising opportunity to publish your ad in four color. The ad, which cannot be changed, is printed in six issues beginning with the December issue.
- An ongoing advertising opportunity to print your black and white ad in any issue. Ad copy may be changed. There is a multi-insertion discount.

**Frequent, Electronic Access from CSAE Perspectives** We put your 50-word message in front of our members up to 11 times annually. This is a great way to get the word out about your business and link to your website and e-mail.

**On the Web for 24 x 7 Visibility** Be there when members need you. Put your logo on our homepage and link it to your webpage. Members will find you 24x7.

**Hot Stuff! Discounts, Events, Special Invitations** Offer CSAE association members discounts, invitations or other opportunities with this economical way to get the word out. Send your message to the CSAE office at CSAE@CSAE.NET and your promotion will be e-mailed to all CSAE members within 15 days.

### CSAE Advertising Opportunities

Organization \_\_\_\_\_

Representative \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_

E-mail \_\_\_\_\_ Web \_\_\_\_\_

#### Advertisement Placement

**CSAE Source** four-color, same ad, 6 insertions  
December 2007 through November 2008  
\_\_\_ Center Spread (2 full pages) - \$2,750  
\_\_\_ Full Page (inside back cover) - \$1,500  
\_\_\_ Half Page (outside back cover) - \$1,100  
\_\_\_ Quarter Page (inside front cover) - \$550  
\_\_\_ Eighth Page (inside front cover) - \$300

**CSAE Source** traditional, black and white  
may change ad copy, prices per insertion with  
20% discount for six successive insertions  
\_\_\_ Full Page - \$250  
\_\_\_ Half Page - \$185  
\_\_\_ Quarter Page - \$135  
\_\_\_ Eighth Page - \$100

#### Electronic Visibility

**CSAE Perspectives** e-newsletter  
\_\_\_ 5-Month Listing (even months) - \$175  
\_\_\_ 6-Month Listing (odd months) - \$200  
\_\_\_ 11-Month Listing (Jan.-Nov.) - \$345

#### CSAE Website

\_\_\_ 360-Day presence - \$500  
\_\_\_ 6-Month presence - \$300  
\_\_\_ 3-Month presence - \$200  
\_\_\_ 1 Month presence - \$100

#### Hot Stuff!

Promotions e-mailed within 15 days of promo-  
tion submission.  
\_\_\_ 35 words - \$15/e-blast  
\_\_\_ 70 words - \$25/e-blast

#### Payment Method

\_\_\_ Check \_\_\_ VISA \_\_\_ MasterCard

Card # \_\_\_\_\_

Security Code \_\_\_\_\_

Expire Date \_\_\_\_\_

Card Street Address \_\_\_\_\_

Card Billing Zip \_\_\_\_\_

Make check payable to CSAE, 17 Rivendell  
Road, Marlborough, CT 06447-1260 or fax form  
with credit card payment to 860.228.1337.

# Connecticut Society of Association Executives

## ★ Annual Conference

### In Person and Personal

The CSAE Annual Conference has increased attendance every year since 2005. This steady growth makes this event not only a desirable place to make contacts but it is also a very reasonably-priced venue.

### Exhibits are Prime Time at the CSAE Annual Conference

Exhibits are featured during our prime time events: lunch, reception and auction. There is no better way to meet and greet the Connecticut association community. An exhibitor registration entitles the organization to one booth, one representative registration, and access to all annual conference events and educational programming. Additional representatives may register at the regular attendee rate.

### Annual Conference Sponsorships

Expand your visibility with an Annual Conference Sponsorship. Give your presence at the conference added visibility and opportunities to let the conference population know you're there, recognize your name, and understand your business.

### Annual Conference Exhibits and Sponsorships

Organization \_\_\_\_\_

Representative \_\_\_\_\_

Second Representative \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_

E-mail \_\_\_\_\_

Web \_\_\_\_\_

### Exhibit Booth

\_\_\_ CSAE Member, \$320 \_\_\_ Non Member, \$395 \_\_\_ Second Representative, \$99

### Sponsorship

\_\_\_ Major Sponsor, \$1,000 - includes three minutes at the microphone prior to keynote address, signage, mention at the Business Meeting, conference bag insert, website listing, and a quarter page ad in the December/January issue of the *CSAE Source*.

\_\_\_ Lunch Sponsor, \$500 - includes three minutes at the microphone during the Business Meeting, signage, and mention from the podium at the general session.

\_\_\_ Breakfast Sponsor, \$250 - includes signage at the registration desk or breakfast table. Insert in attendee conference bag. Mention from the podium at general session.

**Payment Method** \_\_\_ Check \_\_\_ VISA \_\_\_ MasterCard Amount Enclosed \$ \_\_\_\_\_

Card # \_\_\_\_\_

Security Code \_\_\_\_\_ Expire Date \_\_\_\_\_

Card Street Address/Zip \_\_\_\_\_

Make check payable to CSAE, 17 Rivendell Road, Marlborough, CT 06447-1260 or fax form with credit card payment to 860.860.228.1337.

### Auction Mania Strikes Annually!

CSAE has a combination live and silent auction that closes the conference. The auction is promoted prior to the conference and then is visible all day the day of the conference. This signature event has been part of the CSAE conference experience for many years and has high attendee anticipation and participation. It's the perfect way to get extra recognition for a small investment.

Organization \_\_\_\_\_

Representative \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State/Zip \_\_\_\_\_

Phone \_\_\_\_\_

E-mail \_\_\_\_\_

Web \_\_\_\_\_

Item Name \_\_\_\_\_

Item Details/Description \_\_\_\_\_

Approximate Retail Value \$ \_\_\_\_\_

Mail auction information to CSAE, 17 Rivendell Road, Marlborough, CT 06447-1260 or fax form to 860.228.1337.

# Connecticut Society of Association Executives

## ★ Education – Event Hosts

### Host a Meeting or Meeting Series

CSAE holds a variety of meetings every year and offer sites the opportunity to promote their facility by hosting an event. Every host opportunity includes:

- An eighth page ad in one issue of the *CSAE Source*
- Introduction to the attendees at the meeting.
- A three- to five-minute presentation to the attendees.
- Opportunity to distribute promotional materials at the meeting.
- Opportunity to host tours for attendees after the meeting.
- Opportunity for host staff to mingle with attendees during the social parts of every meeting. Registration included for all meetings except Executive Forums.

### Annual Conference Site

The host facility provides meeting space the last Monday in October or the first Monday in November for one day including exhibit space for up to 50 exhibits and breakout space to run three concurrent workshops plus hall large enough to seat 150 theater style for the general session and business meeting. Host also sponsors either the lunch or the reception.

### Professional Development and Networking Receptions

Five programs are offered annually. Each program is preceded by a CSAE Board meeting and are followed by a reception. The host facility provides:

- Meeting space for a board meeting of 11-15 with a light lunch, 1:00-3:00 p.m.
- Meeting space for 20-60 attendees, classroom, with water, pads and pens. Registration at 3:00 p.m. Program is 3:30 p.m. to 5:00 p.m.
- Reception for 20-60 people. Setting, food and beverage is host's choice. Held 5:00 to 6:00 p.m.

### Hot Topic Presentation Series

Host one to three hot topic presentations. These sessions are held in the morning for one to four hours. The facility provides:

- Meeting space for 15-50 attendees, classroom style. Program lengths vary but begin no earlier than 8:00 a.m. and end no later than noon.
- Water, pads and pens.
- Continental breakfast.

### Executive Forum Series

A meeting for association CEOs who are members of CSAE. These meetings are small and intimate. The host facility provides:

- Meeting space for one meeting each quarter.
- Meeting space for 8-20, conference set up, 7:45 to 9:30 a.m.
- Continental breakfast.

### Annual Board Retreat

The CSAE Board meets the first or second Friday of December for a full day strategic planning session. The host facility provides:

- Meeting and work space for 15-20, hollow square. 8:00 a.m.-4:30 p.m.
- Continental breakfast, lunch and afternoon break.
- Four flip charts, markers. Pads and pens for attendees.

### Event Host

Organization \_\_\_\_\_

Representative \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

City \_\_\_\_\_

State/Zip \_\_\_\_\_

Phone \_\_\_\_\_

E-mail \_\_\_\_\_

Web \_\_\_\_\_

### Host Opportunity

\_\_\_ Annual Conference Site

\_\_\_ Professional Development and Networking Receptions

\_\_\_ Hot Topic Presentation Series

\_\_\_ Executive Forum Series

\_\_\_ Annual Board Retreat

Mail or fax your commitment to CSAE,  
17 Rivendell Road, Marlborough, CT  
06447-1260 or fax 860.228.1337. Call  
the office at 860.228.1336 if you have  
questions.

# Connecticut Society of Association Executives

## ★ Education – Present, Author, Sponsor

### Present in Your Area of Expertise

If you have a product or service that is of interest to the association community, you may also have the expertise in your field to serve as a presenter at one of CSAE's programs or at one of the Annual Conference educational tracks. These presentation opportunities give you the chance to become the expert in your service or product area and the resource association professionals think of when they need to purchase a product or service in your area. Presentations must be educational. These are not opportunities to direct market and there is no charge to be presenter.

### Author an Article in Your Area of Expertise

If you have the knowledge, share it with our CSAE Source readers. Articles may also be included a national newsletter article database for other societies' of association executives to pick up for their newsletters. Your byline will be included in the article as well as an "About the Author" closing paragraph that includes your company and contact information. Articles must be educational. There is no charge to be an author or to be included in the national database. All articles must be copyright free.

### Sponsor an Educational Event

Sponsor one of CSAE's educational events for five minutes at the podium in front of the attendees (usually 20-50). Distribute your organization's promotional material to each attendee or organize a table top display in the meeting room.

### Education Present, Author, Sponsor

Organization \_\_\_\_\_

Representative \_\_\_\_\_

Second Representative \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_

E-mail \_\_\_\_\_

Web \_\_\_\_\_

### Present (no charge)

Suggested presentation titles: \_\_\_\_\_

### Author an Article (no charge)

Suggested article title: \_\_\_\_\_

### Event Sponsorship

Professional Development and Networking Reception - \$250

Hot Topic Presentation - \$200

Executive Forum - \$100

Annual Board Retreat - \$300

### Payment Method

Check  VISA  MasterCard Amount Enclosed \$ \_\_\_\_\_

Card # \_\_\_\_\_

Security Code \_\_\_\_\_

Expire Date \_\_\_\_\_

Card Street Address \_\_\_\_\_

Card Billing Zip \_\_\_\_\_

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# Connecticut Society of Association Executives

## ★ New Development – Joint CEO Symposium

### Joint CEO Symposium

The Connecticut Society of Association Executives, Empire State Society of Association Executives, and the New England Society of Association Executives are jointly sponsoring a CEO Symposium featuring acclaimed speaker Bob Harris, CAE on April 4, 2008 at The Williams Inn in Williamstown, Massachusetts. Many influential association leaders are expected to attend. As a valued Associate Member, we would like to offer you the following ways to participate and gain the attention of this group of decision makers.

The sponsor levels are:

#### **Exclusive Sponsorship: \$15,000**

Be the sole sponsor of this fantastic event. Your company's representatives (up to five) will be the only associate members allowed to attend and will receive all benefits outlined below.

#### **Platinum Sponsorship: \$1,500 or more**

- 2-3 minutes of podium time
- Display table during entire event
- Materials may be displayed at registration table or placed on attendee chairs
- Registration to the entire symposium for one additional representative
- All the benefits of Gold Level Sponsorship

#### **Gold Sponsorship: \$1,000 or more**

- Registration for the entire symposium for two representatives
- All the benefits of Silver Level Sponsorship

#### **Silver Sponsorship: \$500 or more**

- Registration for April 3rd networking reception for one representative
- A sponsor ribbon to wear on your badge
- Your company's logo in the program as well as each association's newsletter
- All the benefits of Bronze Level Sponsorship

#### **Bronze Sponsorship: \$250 or more**

- Acknowledgement in the program as well as each association's newsletter and web site
- A verbal thank you at the CEO Symposium Luncheon

### CEO Symposium Sponsorship

Organization \_\_\_\_\_

Representative \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State/Zip \_\_\_\_\_

Phone \_\_\_\_\_

E-mail \_\_\_\_\_

Web \_\_\_\_\_

### Marketing Opportunity

Exclusive Sponsorship: \$15,000

Platinum Sponsorship: \$1,500

Gold Sponsorship: \$1,000

Silver Sponsorship: \$500

Bronze Sponsorship: \$250

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17 Rivendell Road, Marlborough, CT  
06447-1260 or fax 860.228.1337. Call  
the office at 860.228.1336 if you have  
questions.

# Connecticut Society of Association Executives

## ★ New Developments – Students, SIGs

### Students

CSAE is expanding its membership and services to college students. The programs we would like to establish for students and the benefits of these programs to our existing members are:

**Internships** – students will be placed in the non profit and hospitality industries for a semester. Students would work in the industry for college credit and work experience. Associations and businesses would be asked to give the students projects and work experiences that would introduce them to the industry and give them a well-rounded perspective on at least one aspect of association management and/or the hospitality industry.

**Mentorships** – students will be matched with a CSAE member who is in the same field as the student’s area of interest. The student would have someone to contact with their industry and career questions. Mentors would have the opportunity to introduce students to varying aspects of the non profit world.

**Scholarships** – students receive complementary registrations to CSAE, ASAE and other association management- or hospitality-related programs through the CSAE College Student Scholarship Program. Sponsors fund student tuitions and travel expenses (if applicable) to various industry-related educational events.

### Special Interest Groups (SIGs)

The association management industry employs a faceted workforce. With CEOs who are responsible for implementing strategic, operational and marketing plans while overseeing staff and volunteer functions to staff who specialize in membership, meeting planning, financial administration, marketing, publications. . .

CSAE is expanding its membership benefits to include Specialized Interest Groups where members can band together for education and networking in a designated area of interest. CSAE would like to support these SIGs through sponsorships that will cover the costs of their meetings, education materials, and speakers. There are several ways our sponsors can get involved:

- Host a SIG at your facility or meeting space and include food and beverage.
- Provide a speaker or sponsor the speaker fees for a SIG.
- Propose a SIG in your area of expertise and, if there is interest, work with CSAE members to organize it.

### Student or SIG Sponsorship

Organization \_\_\_\_\_

Representative \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State/Zip \_\_\_\_\_

Phone \_\_\_\_\_

E-mail \_\_\_\_\_

Web \_\_\_\_\_

### Involvement

\_\_\_ Student Intern, position(s)

available: \_\_\_\_\_

\_\_\_ Mentor, area of expertise: \_\_\_\_\_

\_\_\_ Special Interest Groups

\_\_\_ Host SIG

\_\_\_ Provide Speaker for topic:

Mail or fax your commitment to CSAE, 17 Rivendell Road, Marlborough, CT 06447-1260 or fax 860.228.1337. Call the office at 860.228.1336 if you have questions.