

2021 MASAE ANNUAL MEETING & EXHIBITION

SPONSORSHIP & EXHIBITOR PROSPECTUS

UPWARD

ONWARD

SIDEWAYS

December 9-10, 2021

**The Hard Rock Hotel
and Casino
Atlantic City, NJ**

Mid-Atlantic Society of Association Executives

MASAE

ANNUAL CONFERENCE - 2021

The Mid-Atlantic Society of Association Executives offers a unique opportunity to companies and professionals who want to connect with the association communities of New Jersey, Pennsylvania, Delaware, and Maryland.

MASAE's membership includes more than 350 of the leading association and meetings professionals in the region. Our sponsorship opportunities build brand loyalty, while delivering exposure to key decision makers and buyers in this industry.

MASAE members understand that sponsorship dollars help MASAE underwrite expenses of serving their professional community and MASAE works to provide those members with a constant reminder of the commitment our partners make to our work. Each of the sponsorship opportunities below is rich with added value, and offer the chance to be in front of the national, regional, and local association leaders who comprise the MASAE membership. While we value each one of those sponsorship investments, we want to build partnerships that offer equal value to both our professional and associate members.

Who Attends:

The MASAE Annual Meeting brings together the region's top association executives and meeting planners. With nearly 150 attendees, this event will feature decision makers for associations that represent local, state, national and international associations.

HOW YOU CAN SUPPORT THIS EVENT

Meal & Event Sponsorships

Each meal or beverage sponsor will receive an exhibit booth and two full-conference registrations.

CEO Dinner Discussion Sponsorship - \$2,000

(1 Available)

This is an exclusive opportunity for one company to sponsor the Wednesday evening CEO Dinner Discussion. The sponsoring company will be given 5 minutes to address the attendees. While we are limiting the attendees to 25 people for this session, all attendees will be C-suite executives.

Thursday Lunch Sponsor - \$1,500 *(1 Available)*

This is an exclusive opportunity for one company to sponsor lunch for attendees on Thursday afternoon. The sponsoring company will be given 5 minutes to address the attendees with a presentation about their firm.

Friday Lunch Sponsor - \$1,500 *(1 Available)*

This is an exclusive opportunity for one company to sponsor lunch for attendees on Friday afternoon. The sponsoring company will be given 5 minutes to address the attendees with a presentation about their firm.

Friday Breakfast Sponsor - \$1,500 *(1 Available)*

This is an exclusive opportunity for one company to sponsor breakfast for attendees on Friday morning. The sponsoring company will be given 5 minutes to address the attendees with a presentation about their firm.

Coffee Break Sponsor - \$1,250 *(2 Available)*

This opportunity includes recognition as a sponsor of a specific coffee break where dedicated signage will be displayed alongside the coffee stations.

Session Sponsorships

Each session sponsor will receive an exhibit booth and two full-conference registrations.

Opening Keynote Sponsorship - \$2,500

(1 Available)

This is an exclusive sponsorship for one company. As the opening keynote sponsorship, your company will be prominently featured on all signage, event marketing, and recognized at the podium prior to the session. A representative of your company will be given 10 minutes to introduce your company and the keynote speaker.

Closing Keynote Sponsorship - \$2,500 *(1 Available)*

This is an exclusive sponsorship for one company. As the closing keynote sponsorship, your company will be prominently featured on all signage, event marketing, and recognized at the podium prior to the session. A representative of your company will be given 10 minutes to introduce your company and the keynote speaker.

Track Session Sponsorship - \$2,000 *(3 Available)*

Sponsor one of three conference tracks, including Executive, Association Essentials or Meetings & Events. This sponsorship includes recognition on event signage and recognition at each session within that track. A representative of your company will be given 5 minutes to introduce your company and the speaker at one of the sessions.

Promotional Item Sponsorships

Each session sponsor will receive an exhibit booth and one full-conference registrations.

Lanyard Sponsor - \$1,000

An exclusive sponsorship that includes your company logo and the MASAE logo printed on each attendee lanyard.

Attendee Notebook - \$1,000

An exclusive sponsorship that includes your company logo and the MASAE logo printed on an attendee notebook with pen.

Fuzzy Socks - \$1,500

An exclusive sponsorship that includes your company logo and the MASAE logo on fun fuzzy socks.

Winter Scarf - \$2,250

An exclusive sponsorship that includes your company logo and the MASAE logo on a winter scarf.

Exhibit Space

The conference exhibit space includes a pipe and draped area, one six-foot table, two chairs and a waste basket. Additional materials may be purchased for the booth area. **Each exhibit space includes one registration.** Additional registrations may be purchased for \$125 for members and \$225 for non-members.

- MASAE Member Rate - \$650
- Non-Member Rate - \$850

SPONSOR REGISTRATION FORM

Primary Contact: _____

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Attendee #1 Name: _____

Attendee #1 Email: _____

Attendee #2 Name (if applicable): _____

Attendee #2 Email: _____

Please sign us up for the following Sponsorships:

Meal & Beverage Sponsorships (includes 2 registrations)

CEO Dinner Discussion Sponsorship - \$2,000

Thursday Lunch Sponsor \$1,500

Friday Lunch Sponsor \$1,500

Friday Breakfast Sponsor \$1,500

Coffee Break Sponsor \$1,250

Session Sponsorships (includes 2 registrations)

Opening Keynote Sponsor \$2,500

Closing Keynote Sponsor \$2,500

Track Sponsorship \$2,000

Promotional Item Sponsorships (includes 1 registration)

Winter Scarf \$2,250

Fuzzy Socks \$1,500

Lanyard Sponsor \$1,000

Notebook Sponsor \$1,000

Exhibit Space (includes 1 registration)

MASAE Member Rate \$650

Non-Member Rate \$850

Payment Information:

I will pay with a check (payable to MASAE). I will pay with a credit card.

Credit Card Number: _____ EXP: _____ CCID: _____

Name on Card: _____

Card Billing Address: _____

Return form and payment to: MASAE, P.O. Box 518, Mount Laurel, NJ 08054 Fax: 856-727-9504.

Questions? Email: Office@midatlantic-sae.org or call 267-597-3818