

MASAE 2023

ANNUAL CONFERENCE

JUNE 6-7, 2023 • HARRAH'S RESORT • ATLANTIC CITY, NJ

Transforming
TOGETHER
for Tomorrow's Team

EXHIBITOR +
SPONSORSHIP
Opportunities

Mid-Atlantic Society of Association Executives

MASAE

Your local resource for education and networking.



WHY PARTNER WITH MASAE

MASAE is heading back to Atlantic City for another excellent program! This year, not only will attendees enjoy dynamic education with opportunities to connect with their team, but they will also experience the benefits Atlantic City has to offer in June. Springtime in southern New Jersey is a real treat! Take a moment to learn how you can engage with the MASAE Community and be sure to pack your shades!

Exhibitor Opportunities

We are excited to invite our partners to take an active role in this year's Annual Meeting as exhibitors. Our exhibitors enjoy a more intimate, exclusive exhibit floor — perfect for robust discussions with conference attendees about your organization's unique value and service offerings. Each company will be provided space in the main session room to gain maximum visibility among attendees. You can treat this space as a "homebase" for your company collateral and materials; while enjoying a unique opportunity to join attendees for education sessions, create valuable connections and enjoy conference programming.



340

TOTAL MASAE
MEMBERS

316

ASSOCIATION
PROFESSIONALS

19

ASSOCIATION
MANAGEMENT
COMPANIES

35

STAND ALONE
ASSOCIATIONS

MASAE
BY THE
NUMBERS



PARTNERSHIP OPPORTUNITIES

MASAE Team Supporters \$1,000

You will receive a 10'X10' space, in addition to the following items and recognition:

- > One full attendee registration (additional attendees available at reduced rate)
- > One 6' table, two chairs
- > One session introduction with the opportunity to briefly introduce your company's product/services (no more than two minutes, please)
- > Recognition as exhibitor on all meeting materials (pre, onsite, and post-event)
- > Visibility in Conference App
- > **Members Only Benefit:** Contact list of Annual Meeting attendees including mailing addresses.

MASAE Team Captains \$2,500

You will receive a 10'X10' space, in addition to the following items and recognition:

- > One guest registration to the Virtual Peer Group Peer Reception, an invite-only event for Association CEOs and other decision-makers
- > One full attendee registration (additional attendees available at reduced rate)
- > One 6' table, two chairs
- > One session introduction with the opportunity to briefly introduce your company's product/services (no more than two minutes, please)
- > One dedicated eblast (either before or after the meeting, exhibitors' choice, exhibitor to provide content)
- > Recognition as exhibitor on all meeting materials (pre, onsite, and post-event)
- > Visibility in Conference App
- > **Members Only Benefit:** Contact list of Annual Meeting attendees including mailing addresses.

MASAE Team Champions \$4,750

You will receive a 20'X20' space, in addition to the following items and recognition:

- > One Refreshment Break inside your exhibit space
- > Two guest registrations to the Virtual Peer Group Peer Reception, an invite-only event for Association CEOs and other decision-makers
- > Two full attendee registrations (additional attendees available at reduced rate)
- > One Keynote Speaker introduction with the opportunity to introduce your company's product/services (no more than five minutes, please)
- > Two dedicated eblasts (before and after the meeting, exhibitor to provide content)
- > Two 6' tables, four chairs
- > Recognition as exhibitor on all meeting materials (pre, onsite, and post-event)
- > Enhanced visibility in Conference App
- > **Members Only Benefit:** Contact list of Annual Meeting attendees including mailing addresses.



A LA CARTE SPONSORSHIPS OPPORTUNITIES

Our A La Carte Sponsorships Opportunities allow your organization the unique opportunity to customize your MASAE Annual Meeting partnership!

Digital Marketing Sponsor \$495

Allow MASAE to share your message with our stakeholders to educate them about your unique product or service. Eblasts may be sent either before or after the Annual Meeting, depending on availability. First come, first served. (Distribution: 1500)

BONUS: For an additional \$100, you can share one additional message to our stakeholders.

Webinar Post-Meeting Sponsorships

Keep the conversation going after the Annual Meeting by hosting a content-driven webinar for the MASAE community of over 1,500 association executives. We offer three webinar opportunities:

- > **\$250**
15 min Brand Awareness Session: (single topic, Ignite style webinar – great way to introduce your brand and a single product/service)
- > **\$500**
25 min Product Highlight Session: (go deeper with the audience and expand content to include a functional area suite of products/ services)
- > **\$750**
45 min Brand Enrichment/Functional Development Session: (Develop a framework for going deep with the audience – Outline your band, value proposition and market your top services!)

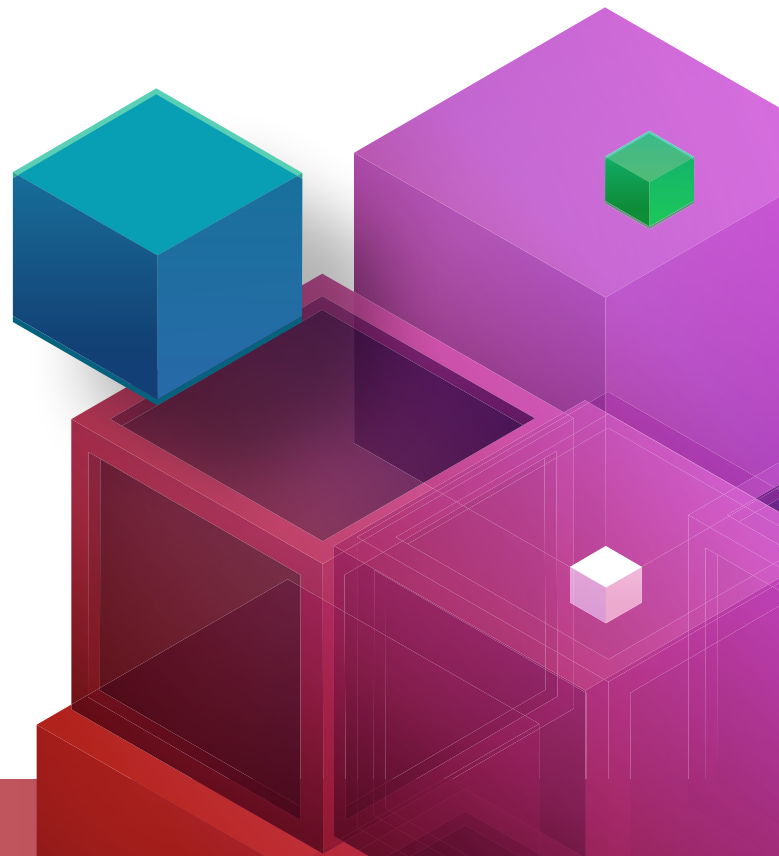
Your session will be recorded and cataloged in the MASAE Online Handout Library for one year.

Custom Giveaway Sponsor \$1,000+

Create a buzz while in Atlantic City and sponsor a giveaway for attendees! Sponsors may provide an item for inclusion in onsite swag bags, or MASAE will procure the item for the sponsor. Let's discuss!

Invite a Non-member, First-time Attendee! Annual Meeting Attendee Scholarship Program \$876

Help MASAE show association professionals what MASAE is all about inviting them to check out MASAE at a reduced rate. We will cover the cost of registration as well as one night's lodging at Harrah's Atlantic City. Sponsorship includes one attendee registration for the sponsor.





QUESTIONS?

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