

Immediate Opportunities



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**For more information about
Partnership Opportunities, contact**

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Dec. 12-13, 2018
 Hyatt Regency
 Chicago

Association Forum's Holiday Showcase® is the Midwest's No. 1 business services and meeting sites exhibition. Holiday Showcase attracts more than 2,300 attendees comprising of CEOs, COOs, CFOs, meeting planners, supplier partners and other association professionals

CEOnly® Reception Partner

As the Holiday Showcase CEOnly® Reception Partner, your organization will receive the following benefits:

Investment Value: \$15,000

CEOnly® Seminar Partners

This is your opportunity to connect your brand with senior decision makers. This exclusive, elite-level experience is designed to help association CEOs and executive directors align their business strategy with operations and implement changes in leadership thinking and behavior to support organizational transformation. Your organization will receive the exclusive opportunity to network with CEO attendees throughout the education program.

Investment Value: \$15,000

Supporting Partner of the CEOnly® Seminar

- Opportunity for CEO and up to one (1) senior-level executive from the partner organization to attend the CEOnly® Seminar
- Brand recognition on all pre, post, and on-site event-related marketing material—print and digital
- Attendee mailing list (excludes email addresses)

Investment Value: \$10,000

Opening Reception

As the exclusive partner of the Holiday Showcase Opening Reception, your organization will receive the following benefits:

Investment Value: \$15,000

Closing Reception

As the Closing Reception partner at Holiday Showcase, your organization will receive the following benefits:

- Opportunity for your staff to attend the reception
- Opportunity for podium time to welcome guests, say a few words about your organization
- Opportunity to work with staff to brand closing reception with organization items; napkins, etc.
- Opportunity to host specialty bar; organization responsible for all costs and expense related to specialty bar
- Branding on all pre, post, and onsite event related marketing materials; print & digital
- Attendee mailing list (excludes email addresses). Estimated attendance is 300 - 400

Investment Value: \$10,000



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Corporate Social Responsibility Partner

Association Forum and partner will align to support a charitable organization or initiative leading up to and during Holiday Showcase. This collaborative approach to social responsibility will allow for an elevated communication and social media campaign with the goal of increasing awareness and driving support of this charitable cause among our membership and event attendees.

As our exclusive Corporate Social Responsibility Partner of Holiday Showcase, your organization will receive the following benefits:

Investment Value: \$15,000

Education Session Partner

As an Education Session Partner, your organization will receive the following benefits:

- Opportunity for podium time to welcome guests, say a few words about your organization or show a video (three minutes max)
- Brand recognition on all pre, post and on-site event-related marketing material—print and digital
- Attendee mailing list (excludes email addresses)

Investment Value: \$5,000

Brunch Partner

As the exclusive partner of the Holiday Showcase Brunch, your organization will receive the following benefits:

Investment Value: \$40,000

Brunch Keynote Partner

As the partner of the Holiday Showcase Brunch Keynote, your organization will receive the following benefits:

Investment Value: \$15,000

Brunch Table

- Includes one (1) reserved table for ten (10)
- Logo recognition on table(s)
- Opportunity to purchase enhanced beverages (i.e., mimosa's or bloody marys)
- Opportunity to place your company's collateral on your table(s)

Investment Value: \$850



Dec. 12-13, 2018
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Chicago

The following items are also available for partnership:

- WiFi Partner - \$10,000**
- Breakfast Partner (General session) - \$7,500**
- Registration Partner - \$10,000**
- Lanyard Partner - \$7,500 - SOLD**
- Exhibit Floor Snack Partner - \$7,500**
- Parking Partner - \$7,500**
- Breakfast Partner (CEOnly session) - \$5,000**
- Coat Check Partner - \$5,000**
- Coffee Stations (8 available) - \$2,500**

All of the above pricing Includes:

- One (1) registration for representative of Partner's organization to attend Holiday Showcase
 - Brand recognition on all pre, post, and on-site event-related marketing material—print and digital
 - Attendee mailing list (excludes email addresses)
- *Note this list does not apply to the Bag Insert Sponsor

See page 9 for additional signage opportunities at Holiday Showcase



March 2019

The Annual Women's Executive Forum started in 2011. It was designed to bring together the Chicagoland association industry's brightest current and future women leaders to discuss key issues; exchange compelling, personal stories; and experience powerful, interactive educational programs.

The program's format is designed to allow CEOs and executive directors the opportunity to candidly discuss specific challenges they face and then share with and learn from future leaders. The educational content emphasizes interactivity, the sharing of personal experiences and dialogue.

Title Partner of Women's Executive Forum

- Opportunity for CEO and up to two (2) senior-level executives from partner organization to attend the Women's Executive Forum
- Two or three minutes of stage time during Women's Executive Forum program to showcase partner organization
- Brand recognition on all pre, post and on-site event-related marketing material—print and digital
- Attendee mailing list (excludes email addresses)

Investment Value: \$15,000

Supporting Partner of Women's Executive Forum

- Opportunity for CEO and one (1) senior-level executive from the partner organization to attend the Women's Executive Forum
- Opportunity to network with attendees
- Brand recognition on all pre, post, and on-site event-related marketing materials—print and digital
- Attendee mailing list (excludes email addresses)

Investment Value: \$7,500

Opening General Session Title Partner

As Title Partner of the Opening session, your organization will receive the following benefits:

- Opportunity for podium time to welcome guests, say a few words about your organization or show a video (three minutes max)
- Opportunity to provide marketing collateral and/or giveaway item for distribution to attendees
- Two (2) registrations for representatives of Partner's organization to attend Women's Executive Forum
- Brand recognition on all pre, post, and on-site event-related marketing material—print and digital
- Attendee mailing list (excludes email addresses)

Investment Value: \$7,500

Mid-day Keynote Title Partner

As Title Partner of the Mid-day keynote session, your organization will receive the following benefits:

- Opportunity for podium time to welcome guests, say a few words about your organization or show a video (three minutes max)
- Opportunity to provide marketing collateral and/or giveaway item for distribution to attendees
- Two (2) registrations for representatives of Partner's organization to attend Women's Executive Forum
- Brand recognition on all pre, post, and on-site event-related marketing material—print and digital



March 2019

- Attendee mailing list (excludes email addresses)

Investment Value: \$7,500

Closing General Session Title Partner

As Title Partner of the Closing session, your organization will receive the following benefits:

- Opportunity for podium time to welcome guests, say a few words about your organization or show a video (three minutes max)
- Opportunity to provide marketing collateral and/or giveaway item for distribution to attendees
- Two (2) registrations for representatives of Partner's organization to attend Women's Executive Forum
- Brand recognition on all pre, post, and on-site event-related marketing material—print and digital
- Attendee mailing list (excludes email addresses)

Investment Value: \$7,500

Education Session Partner (3 remaining)

As an Education Session Partner, your organization will receive the following benefits:

- Opportunity for podium time to welcome guests, say a few words about your organization or show a video (three minutes max)
- One (1) registrations for representatives of Partner's organization to attend Women's Executive Forum
- Brand recognition on all pre, post and on-site event-related marketing material—print and digital
- Attendee mailing list (excludes email addresses)

Investment Value: \$5,000

Reception Partner

The Women's Executive Forum reception delivers uncompromised peer-to-peer networking for association professionals, CEOs or executive directors. The Reception Partner opportunity provides you with access to all event attendees and puts your organization in the spotlight as you welcome guests, mingle with colleagues and connect with new business opportunities while enjoying cocktails.

Investment Value: \$7,500

Woman of Influence Recognition

Association Forum supports members in achieving their goals and advancing their careers by celebrating each other's accomplishments and acknowledging the ideas and contributions.

Association Forum will each year recognize a Women of Influence to individuals who have made outstanding contributions in associations and vendor sectors, as well as a "One to Watch" acknowledging an up-and-coming thought leader.

As the Women of Influence Award Partner, your organization will receive the following benefits:

- Opportunity for senior-level executive from partner organization to present the award to the recipient at the Women's Executive Forum and at the Special Cocktail party and say a few words (one to two minutes) about the partner organization
- Brand recognition at the Women's Executive Forum program as the Award Partner

Investment Value: \$7,500

*** Visit the Year Round Education Opportunities guide for additional Women only events.**



SmartTech Conference

January 30, 2019

OLC Education
and Conference
Center
Rosemont, Illinois

Association Forum is offering on a unique content delivery format that will bring the insights to the Chicago association community and Association Forum's members. This one-of-a-kind learning experience will deliver curated concepts and stories as presented by the globally recognized thought leaders. Through a series of video "snackables," moderated panels and insightful discussions, the association community in the Chicago area will have a unique opportunity to access some of the most highly rated content that was shared during these powerful and provocative keynote sessions. This is a must-attend-interactive, content rich, substantive and application learning experience.

As **Title Partner of SmartTech**, your organization will receive the following benefits:

- Opportunity for two (2) senior staff from the partner organization to attend
- Opportunity for podium time to welcome guests, say a few words about your organization or show a video (three minutes max)
- Brand recognition on all pre, post and on-site event-related marketing material—print and digital
- Attendee mailing list (excludes email addresses)

Investment Value: \$15,000

As **Supporting Partner of SmartTech**, your organization will receive the following benefits:

- Opportunity for two (2) staff from partner organization to attend
- Brand recognition on all pre, post and on-site event-related marketing material—print and digital
- Attendee mailing list (excludes email addresses)

Investment Value: \$8,000

Opening General Session Title Partner

As Title Partner of the Opening session, your organization will receive the following benefits:

- Opportunity for podium time to welcome guests, say a few words about your organization or show a video (three minutes max)
- Opportunity to provide marketing collateral and/or giveaway item for distribution to attendees
- Two (2) registrations for representatives of Partner's organization to attend SmartTech
- Brand recognition on all pre, post, and on-site event-related marketing material—print and digital
- Attendee mailing list (excludes email addresses)

Investment Value: \$7,500

Closing General Session Title Partner

As Title Partner of the Closing session, your organization will receive the following benefits:

- Opportunity for podium time to welcome guests, say a few words about your organization or show a video (three minutes max)
- Opportunity to provide marketing collateral and/or giveaway item for distribution to attendees
- Two (2) registrations for representatives of Partner's organization to attend SmartTech
- Brand recognition on all pre, post, and on-site event-related marketing material—print and digital
- Attendee mailing list (excludes email addresses)

Investment Value: \$7,500


**ASSOCIATION
FORUM**[®]
SmartTech Conference
January 30, 2019
OLC Education
and Conference
Center
Rosemont, Illinois

Education Session Partner (6 remaining)

As an Education Session Partner, your organization will receive the following benefits:

- Opportunity for podium time to welcome guests, say a few words about your organization or show a video (three minutes max)
- One (1) registrations for representatives of Partner's organization to attend SmartTech
- Brand recognition on all pre, post and on-site event-related marketing material—print and digital
- Attendee mailing list (excludes email addresses)

Investment Value: \$5,000

Lunch Partner

As the SmartTech Lunch Partner, your organization will be highlighted throughout the event, including through stage time during lunch. The SmartTech lunch operates as an open-format function offering considerable flexibility of options to promote the Lunch Partner.

- Enhancement to table décor and menu above budgeted expense for Association Forum is the responsibility of partner
- Opportunity to show video during the lunch (three minutes max)
- Two (2) registrations for representatives of Lunch Partner's organization to attend SmartTech
- Brand recognition on all pre, post, and on-site event-related marketing material—print and digital
- Attendee mailing list (excludes email addresses)

Investment Value: \$5,000

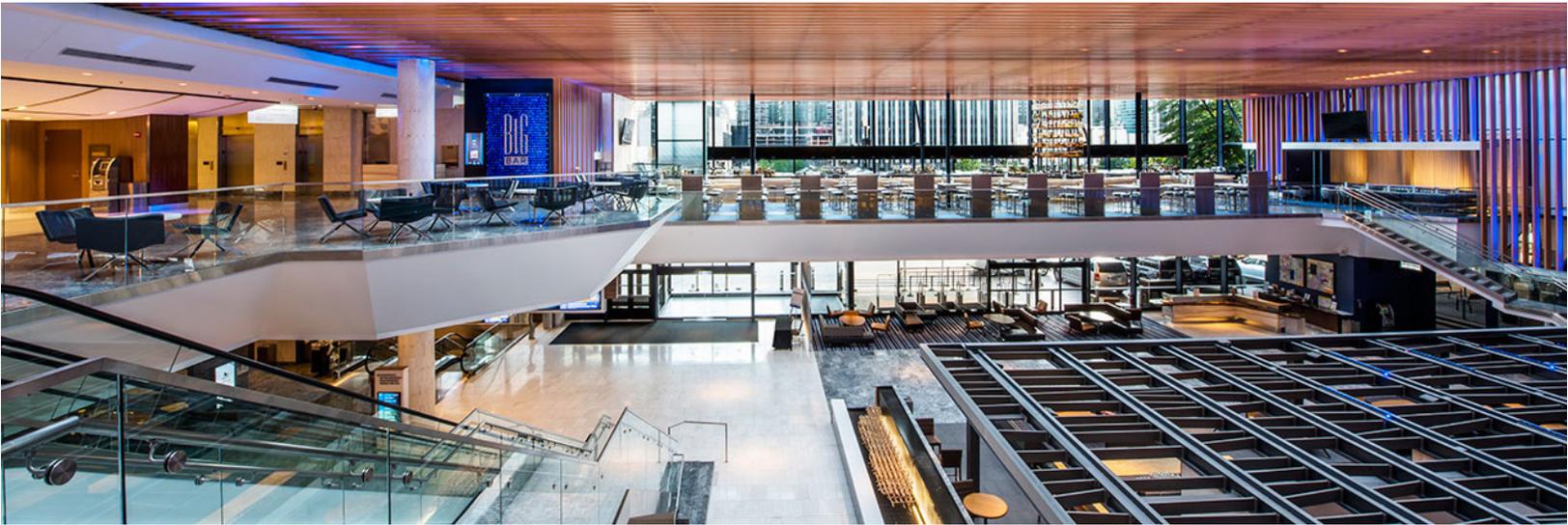
Reception Partner

The SmartTech reception delivers uncompromised peer-to-peer networking for association professionals, C-level executives and the supplier partners communities. The Reception Partner opportunity provides you with access to all event attendees and puts your organization in the spotlight as you welcome guests, mingle with colleagues and connect with new business opportunities while enjoying cocktails and live music.

- Opportunity to work with the meeting team to provide centerpieces, décor, or enhance menu options during the reception. Enhancement to décor and menu above budgeted expenses for Association Forum responsibility of partner
- Opportunity for podium time to welcome guests, say a few words about your organization or show a video (three minutes max)
- Two (2) registrations for representatives of Reception Partner's organization to attend SmartTech
- Brand recognition on all pre, post, and on-site event-related marketing material—print and digital
- Attendee mailing list (excludes email addresses) (Estimated attendance 60-80 for reception)

Investment Value: \$7,500

Holiday Showcase 2018 Branding Guide



HOLIDAY
SHOWCASE®

Produced by af ASSOCIATION FORUM®

From Holiday Showcase, You Can Go Anywhere

12.13.18
HYATT REGENCY CHICAGO



Big Bar

Graphic BB G1 - G11 (11 positions available)
30" W x 64" H Single Sided - Facing Lobby



\$2,200 each



Main Lobby

Graphic EL G1

528" W x 48" H Single Sided



\$9,000

Railing EL R1

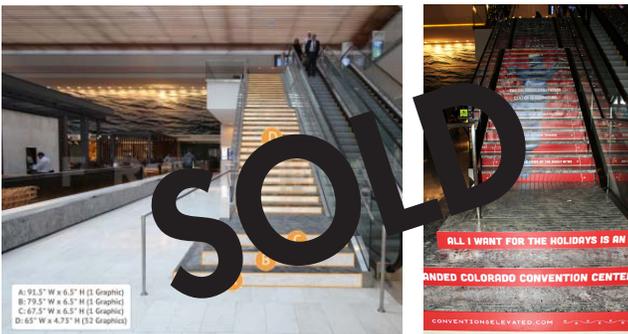
208" W x 40.5" H Single Sided



\$3,000

Stairway EL S1 A-D

Sold as 1 Complete Set Single Sided



\$6,000 Sample

Window EL W1

78.25" W x 84" H Double Sided



\$2,500

Window EL W5-W8 (4 positions available)

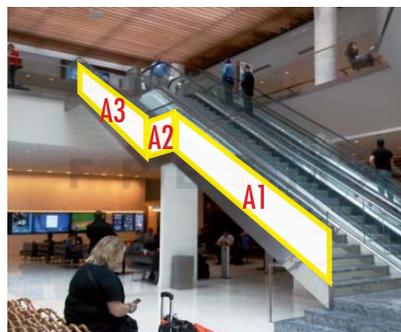
82" W x 120" H Single Sided



\$3,000 each

Stairway Railing SR1A A1-SR1A A3

(3 positions available) Double Sided



SR1A A1: 203.5" x 28.5"

SR1A A2: 53.5" x 28.5"

SR1A A3: 219" x 28.5"

A1 - \$3,500

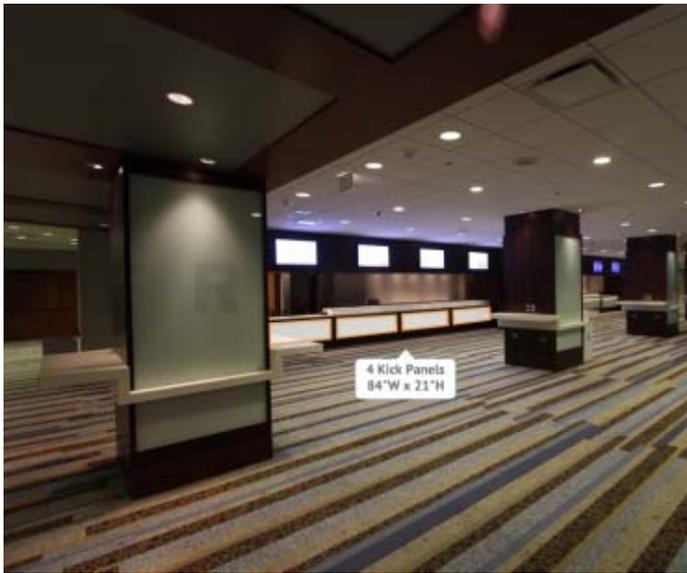
A2 - \$2,500

A3 - \$3,500



Registration Kick Panels

Reg Kick Panels GR KP1 (4 panels total)
84" W x 21" H Single Sided



\$2,500 (set of 4 panels)

Reg Kick Panels GR KP2 (4 panels total)
84" W x 21" H Single Sided



\$2,500 (set of 4 panels)

Reg Kick Panels GR KP2 (2 panels total)
75" W x 21" H Single Sided

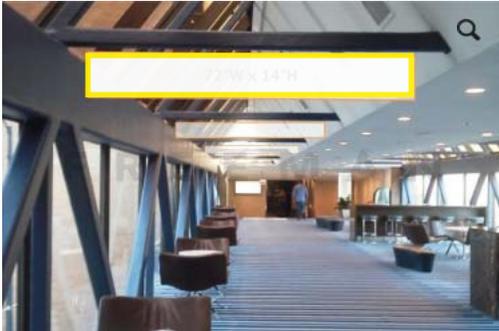


\$1,500 (set of 2 panels)



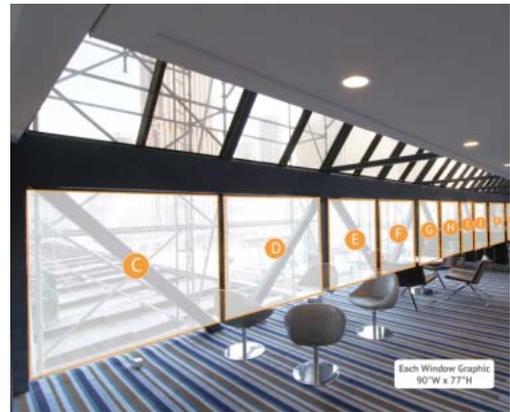
Skybridge

Banner SB B2A-B2F (6 banners available)
72" W x 14" H Double Sided



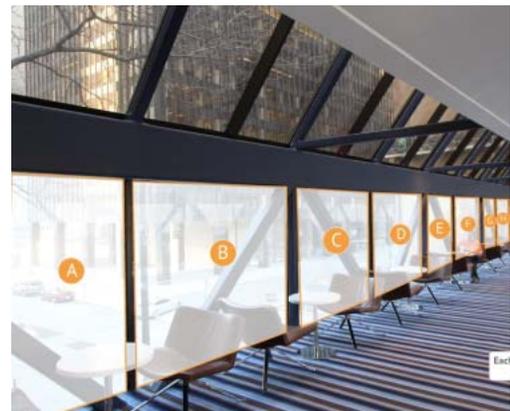
\$2,000 each

Window SB W1A-W1L (12 positions available)
90" W x 77" H Single or Double Sided
North side of Skybridge



\$2,000 each

Window SB W2A-W2L (12 positions available)
90" W x 77" H Single or Double Sided
South side of Skybridge



\$2,000 each

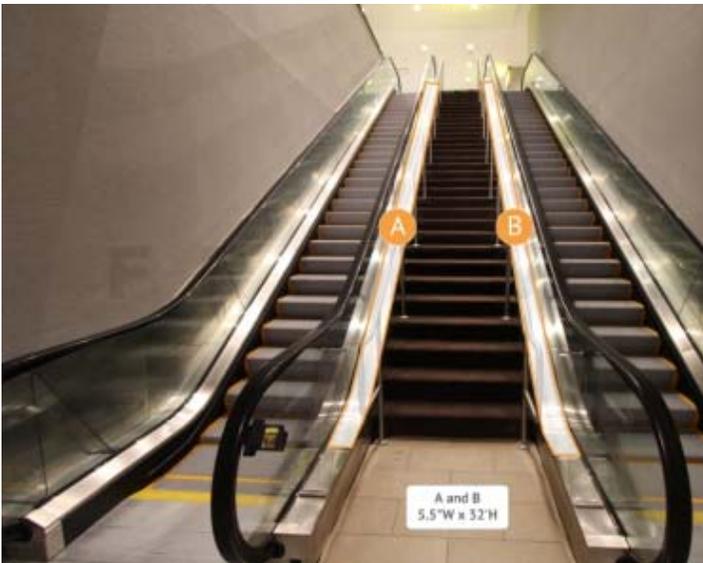


Escalator Runner

Leading down to Exhibit Hall

RE ER1 (2 total)

5.5" W x 32' H Single Sided



Sample

\$2,300



Offered as a highly rated, member benefit, Association Forum's Shared Interest Groups (SIGs) offer a no-pressure environment to learn, network and share ideas with like-minded peers. Each of the 14 SIGs holds two (2) meetings per year and participate in the annual SIG Summit and on occasion will join forces with another SIG to address specific issues (i.e., Marketing and Information Technology SIGs join to explore marketing technology). SIG content and speakers are selected by SIG Chairs and Vice Chairs. Final consideration will be determined by Association Forum.

As a **Shared Interest Group Partner**, your organization will be positioned as a thought leader and receive the following benefits:

- Opportunity to recommend a speaker (a member of the partner's team or a thought leader who can enhance the program subject) for one (1) of the scheduled programs during the course of the agreement term, final consideration will be determined by Association Forum.
- Opportunity for podium time to welcome guests, say a few words about your organization or show a video (three minutes max) at both meetings
- Brand recognition on all pre, post, and onsite event-related marketing material—print and digital
- Attendee mailing list (excludes email addresses)

Investment Value: \$5,000 per SIG

Association Forum's Shared Interest Groups

AMC Professionals SIG (NEW)

Begins April 1, 2018

Certification of Professionals SIG

100+ members
 Average attendance: 50

Communication SIG

270+ members
 Average attendance: 25

Component Relations SIG

125+ members
 Average attendance: 25

Educational Program Development SIG

275+ members
 Average attendance: 35

Finance SIG

210+ members
 Average attendance: 25

Fundraising & Development SIG

100+ members
 Average attendance: 25

Governance SIG

160+ members
 Average attendance: 30

Information Technology SIG

230+ members
 Average attendance: 20

Marketing SIG

390+ members
 Average attendance: 30

Meeting Professionals SIG

260+ members
 Average attendance: 25

Membership Development & Services SIG

350+ members
 Average attendance: 25

No. 2 Executives/COOs SIG

100+ members
 Average attendance: 10

Public Policy and Advocacy SIG

140+ members
 Average attendance: 20

Young Professionals SIG

165+ members
 Average attendance: 25



Shared Interest Group

March 2019

SIG Summit

As **Title Partner** of the SIG Summit, your organizations will receive the following benefits:

- Opportunity to speak to attendees or show video (three minutes max)
- Opportunity to network with attendees and participate in Summit
- Brand recognition on all pre, post, and onsite event-related marketing material—print and digital
- Opportunity to distribute branded collateral on-site
- Estimated attendance: 75-100
- VIP attendance at SIG reception
- Attendee mailing list (excludes email addresses)

Investment Value: \$10,000

As **Supporting Partner** of the SIG Summit, your organizations will receive the following benefits:

- Opportunity to network with attendees and participate in Summit
- Brand recognition on all pre, post, and onsite event-related marketing material—print and digital
- Opportunity to distribute branded collateral on-site
- Estimated attendance: 75-100
- Attendance at SIG reception
- Attendee mailing list (excludes email addresses)

Investment Value: \$5,000

SIG Summit Reception Partner

The SIG Summit reception delivers uncompromised peer-to-peer networking for association professionals, CEO's and executive directors. The Reception Partner opportunity provides you with access to all event attendees and puts your organization in the spotlight as you welcome guests, mingle with colleagues and connect with new business opportunities while enjoying cocktails.

Investment Value: \$7,500

Emerging Leaders

The purpose of the Emerging Leaders program is to provide Association Forum with a program that concentrates its focus on advancing association professionals under the age of 35 within their careers. The program highlights influential and powerful techniques that teaches young professionals how to take the next steps to success using conventional and non-conventional methods.

The need for the program was recognized through the results of the 2017 Membership Research survey, conducted by McKinley Advisors, and will be developed to benefit emerging leaders in the association community. Currently, Association Forum has limited, dedicated programs and courses to satisfy the needs of this demographic. The program will create a quality, exclusive cohort consisting of future senior staff members to grow and learn together over the course of six months.

As the **Title Partner** of the Emerging Leaders program, you will receive the following benefits:

- One (1) complimentary Emerging Leaders registration for all ten sessions
- Premier Partner recognition in September 2018 issue of FORUM magazine announcing the Emerging Leaders Program
- Brand recognition on all pre, post, and on-site event-related marketing material—print and digital
- Attendee mailing list (excludes email addresses)

Investment Value: \$15,000

Emerging Leaders Closing Celebration Reception Partner

As the reception partner of the Emerging Leaders program, you will receive the following benefits:

- Two (2) complimentary Emerging Leaders Reception registrations
- Opportunity to work with the meeting team to provide centerpieces, décor, set takeaways at each seat or enhance menu options during the reception
- Enhancement to décor and menu above budgeted expenses for Association Forum responsibility of partner
- Opportunity for podium time to welcome guests, say a few words about your organization or show a video (three minutes max)
- Brand recognition on all pre, post, and on-site event-related marketing material—print and digital
- Emerging Leaders attendee mailing list (excludes email addresses)

Investment Value: \$5,000

Program Schedule:

1. Forum Forward: June 27
2. Executive Presence Session @ CCIM Institute: July 19
3. A Day in the Life of a CEO @ ADA: August 1
4. Webinar—Project Management: August 9
5. Disruptive Innovation Open Dialogue session @ AF: September 20
6. Managing Change & Conflict session @ AF: October 11
7. Webinar—People Management: November 7
8. Book Report Presentations @ AF: November 30
9. Holiday Showcase: December 13
10. Reception @ Rail Car Chicago: January (date TBD)



CEOnly® Exchange Partner (One remaining)

Quarterly, Association Forum hosts a two-hour, facilitated roundtable discussion for CEOs and Executive Directors of small- to mid-sized associations to discuss the myriad unique business challenges and opportunities facing today's executive leaders. The roundtable is provided as a member benefit to association CEOs who meet the criteria. The result is an exclusive opportunity to engage in ongoing peer meetings.

As the exclusive partner of the CEOnly® Exchange, you will receive the following benefits:

- Opportunity for one (1) CEO or senior-level staff member to welcome guests and say a few words at the start of each meeting; three minutes max
- Brand recognition on all pre, post and on-site event-related marketing material—print and digital
- Attendee mailing list (excludes email addresses)

Investment Value: \$20,000 or \$5,000 each Exchange



CEOnly® Chef's Table Partner

Chef's Tables are intimate dinner events for Association Forum's CEO and Executive Director members. The event provides an opportunity for CEOs to network with each other and learn more about the supplier partner host.

Other related logistics include:

- Partner is responsible for all costs associated with hosting dinner
- Date, time and location to be decided on between partner and Association Forum
- Management of RSVP's is the responsibility of Association Forum
- Attendance to be determined by partner and assume seats for two to three (2-3) representatives from partner organization and one (1) representative from Association Forum (President and CEO)
- Attendee mailing list (excludes email addresses)

Investment Value: \$7,500

Association C-Suite Executive Breakfast (One remaining)

This program offers a platform for engaging C-Suite Association Professionals in a specific education experience focused on delivering a relevant and timely topic drawing from critical business challenges and opportunities impacting associations. Location: Association Forum office.

As the Association C-Suite Executive Breakfast Partner, you will receive the following benefits:

- Two (2) complimentary registrations for staff to attend the Breakfast
- Opportunity to deliver brief remarks or present video (3 minutes max)
- Opportunity to provide marketing material and amenities for attendees
- Brand recognition on all pre, post, and on-site event-related marketing material—print and digital
- Attendee mailing list (excludes email addresses)

Association Forum to provide continental breakfast

****CONTENT IN FORUM MAGAZINE FROM ASSOCIATION C-SUITE BREAKFAST**

Chicagoland associations rely on Association Forum as a main source for professional development, news and ideas. FORUM magazine is published and distributed nine (9) times per year to more than 5,000 members and nonmembers. FORUM readers rate the magazine as their top-read professional resource stating that the content is "extremely useful" to their job and organization.

Investment Value: \$7,500

Leadership Recognition Reception Partner: March 2019

The Leadership Recognition Reception is a special night to show our appreciation for all of the volunteers who have served Association Forum in a leadership role throughout the year. Approximately 75 guests will be in attendance, comprising of Association Forum’s board of directors, committee chairs, working group leaders and shared interest group leaders.

Included in this benefit, the partner will receive the following benefits:

- Opportunity for two (2) representatives from the partner’s organization to attend the reception
- Opportunity to provide an amenity for attendees with promotional material from partner’s organization
- Opportunity for podium time to welcome guests, say a few words about your organization or show a video (three minutes max)
- Brand recognition on all pre, post and onsite event related marketing material—print and digital
- Attendee mailing list (excludes email addresses)

Investment Value: \$10,000

Leadership Development for Forty Under 40® Partner

Held four times per year, Association Forum will host education and networking programs for current Forty Under 40® honorees. The Forty Under 40 Honorees will have the opportunity to connect with fellow honorees through a broad range of learning methods: online, face-to-face, social media, webinars, etc. Education offerings will vary; however, they will all focus on leadership development. CEOs and C-suite members will be invited as the topic and networking opportunities are relevant. Dates to be determined.

- Opportunity for three (3) staff to attend education and networking programs
- Opportunity to collaborate with Association Forum education team on program content and speaker
- Opportunity for podium time to welcome guests, say a few words about your organization or show a video (three minutes max)
- Opportunity to send one (1) email communication to final attendee list up to 30 days after close of each program. Partner to provide html email copy, and Association Forum marketing team to distribute message (message copy and distribution date subject to change based on Association Forum organizational marketing communication plan). Distribution request to be made at minimum of two (2) weeks prior to launch date
- Brand recognition on all pre, post, and on-site event-related marketing material—print and digital
- Attendee mailing list (excludes email addresses)

Investment Value: \$10,000



Association Forum Board Meeting

As a partner, your organization will receive the following benefits:

- Hosting Hotel to provide Hotel Accommodations and F/B expenses, Dinner with Board, Reception, etc.
- Opportunity for two (2) representatives from the partner's organization to attend the reception
- Opportunity to provide an amenity for attendees with promotional material from partner's organization
- Opportunity for podium time to welcome guests, say a few words about your organization or show a video (three minutes max)
- Brand recognition on all pre, post and onsite event related marketing material—print and digital
- Attendee mailing list (excludes email addresses)

Investment Value: \$10,000

Forum After Dark Member Mixers Partner: March 2019

Association Forum hosts quarterly Forum After Dark member mixers in downtown and suburban locations. With approximately 40 percent of our members in the suburbs and many more requesting engagement and networking opportunities, we are excited to deliver this event. Forum After Dark provides a unique opportunity for the partner to gain access and visibility to Association Forum members year-round while sharing the unique features and benefits of the partner's destination/product and/or service. Approximately 100 attendees.

As a partner, your organization will receive the following benefits:

- Opportunity for up to two (2) representatives from the partner organization to attend
- Opportunity for podium time to welcome guests, say a few words about your organization or show a video (three minutes max)
- Partner to provide wine, beverages and hors d'oeuvres for event
- Display collateral on the registration table and throughout the event
- Brand recognition on all pre, post and on-site event-related marketing material—print and digital
- Attendee mailing list (excludes email addresses)

Investment Value: \$2,500 per quarter





CAE Study Groups (Spring & Fall Sessions: Suburban and downtown) Partner

Certified Association Executive (CAE) is the professional designation for the association management profession. Association Forum was the first local society to provide study groups for CAE candidates back in the mid-1970s. The 12-week CAE study group program hosted each spring and fall is an interactive group of association professionals that meets for a structured case study series based on the nine domain areas of identified competencies facilitated by existing CAEs.

As a partner of the CAE Study Course, your organization will receive the following benefits:

- Opportunity to display marketing collateral at CAE study group sessions
- Opportunity to host a pizza party for CAE study group at last session prior to exam at partner expense
- Brand recognition on all pre, post and on-site event-related marketing material—print and digital
- Attendee mailing list (excludes email addresses)

Investment Value: \$2,500 for each course

Women Executive Events

Conversations & Cocktails

Association Forum hosts two female only evening mixers in downtown and suburban locations. With approximately 40 percent of our members in the suburbs and many more requesting engagement and networking opportunities, we are excited to deliver this event. Cocktails After Dark provides a unique opportunity for the partner to gain access and visibility to Association Forum members year-round while sharing the unique features and benefits of the partner’s destination/product and/or service. Approximately 100 attendees.

As a partner, your organization will receive the following benefits:

- Opportunity for up to two (2) representatives from the partner organization to attend
- Opportunity for podium time to welcome guests, say a few words about your organization or show a video (three minutes max)
- Partner to provide wine, beverages and hors d’oeuvres for event
- Display collateral on the registration table and throughout the event
- Brand recognition on all pre, post and on-site event-related marketing material—print and digital
- Attendee mailing list (excludes email addresses)

Investment Value: \$3,000 per event

Conversation Circles

Association Forum convenes two conversations circles with female professionals to facilitate community, sharing, networking and support. These conversations are facilitated by a female member and will uncover areas for inspiration and support unspoken challenges, implicit bias and assumptions within our community. Average attendance: 20-30.

As a partner, your organization will receive the following benefits:

- Opportunity for up to two (2) representatives from the partner organization to attend
- Opportunity for podium time to welcome guests, say a few words about your organization or show a video (three minutes max)
- Partner to provide wine, beverages and hors d’oeuvres for event
- Display collateral on the registration table and throughout the event
- Brand recognition on all pre, post and on-site event-related marketing material—print and digital
- Attendee mailing list (excludes email addresses)

Investment Value: \$3,000 per event

Education Program Host Partner

Opportunity for partner to host a breakfast focused on educational offering. This program will provide partner access to audience to highlight the positive connection between the discussion topic and service/product partner provides during this intimate education program and networking breakfast event.

Included in this benefit, the partner will receive the following benefits:

- Opportunity for partner to provide materials, tools or takeaways for attendees
- Opportunity to bring up to two (2) staff to program
- Opportunity for podium time to welcome guests, say a few words about your organization or show a video (three minutes max)
- Brand recognition on all pre, post, and on-site event-related marketing material—print and digital
- Attendee mailing list (excludes email addresses)

The following events are currently available:

- **Association 101:** An orientation for association professionals, Association 101 is designed to provide a solid foundation of knowledge and appreciation for the unique environment, culture and dynamics of associations
- **Association Management Essentials Series:** Designed to meet the growing needs of your entry and mid-level employees. This series consists of half-day explorations of core management essentials to build your team's potential! A certificate of completion will be awarded to those participants who complete the entire series
- **Career Pathway Series:** Designed to equip association professionals with the key tools to advance their career including resume writing, career mapping and your social brand
- **Day of Preparedness:** Dedicated to developing, managing, maintaining, and exercising a Business Continuity or Disaster Recovery Plan. Attendees will learn the keys to developing, implementing and maintaining an effective business continuity management program and also take part in a mock disaster experience
- **Executive Bootcamp:** Designed for aspiring CEOs, this full-day program designed to empower and educate association leaders who want to make the jump to the role of chief executive
- **Governance Essentials:** Association Management Center (AMC) has developed this half-day workshop that will present core governance practices with a focus on the "nuts and bolts" of good governance. Association Forum is the exclusive Midwest provider of this program
- **Volunteer Relationship Management and Support:** Through a two-part workshop, attendees will first, participate in a series of simulations to enhance volunteer and staff effectiveness and, later, have an opportunity to discuss volunteer successes and challenges — and get additional solutions

Investment Value: \$5,000 (for each education session)



Healthcare Collaborative

Chicago represents the largest geographic concentration of healthcare professional organizations in the United States, most of whom are members and active in Association Forum. Chicago is also home to many of this nation's premier universities, hospitals, payers, patient organizations, innovators and think tanks. With this critical mass, we believe we have the opportunity, indeed the responsibility, to convene our healthcare community, to help transcend industry segments and facilitate collaborative solutions to the pressing challenges we all face.

Association Forum convenes 40-50 CEOs and C-Suite leaders from the Chicago healthcare association community to participate in a Healthcare Collaborative to identify pressing issues that can be addressed collectively for benefit for all participants.

As a Healthcare Collaborative Partner, you will receive the following benefits:

- Opportunity for CEO and one (1) senior executives from partner organization to attend all events
- Brand recognition for all assets listed above; pre-, onsite, and post marketing material; print & digital
- Attendee mailing list (excludes email addresses)

Investment Value: \$25,000



Association Industry Meetings Metrics Program (AIMM)

The program's mission is to develop and maintain a user-friendly, self-service, online tool whereby participants can access meeting information to benefit both members and suppliers in determining the viability for an Association to hold their respective meeting in a specific destination, as well as provide industry leading benchmark intelligence on the Chicagoland Association Meetings marketplace.

As a Founding Partner of the AIMM project, you will receive the following benefits:

- Access to selected segments of the data
- Industry recognition as a Founding Partner
- Member of the AIMM Advisory Committee
- Brand recognition for all marketing related to the database - print and digital

Investment Value: \$10,000



Welcoming Environment

Creating a work environment that focuses on inclusion and belonging is no longer a choice, it is expected by the workforce of the future. This program will engage decision makers at associations on the importance of creating a welcoming environment by leveraging success stories from corporate America as well as the association community.

Association Forum will hold the 2nd Annual WE Summit in February 2019. This Summit is part of our WE initiative which also includes a Resource Kit and WE Organizational Award. This first Summit was held in conjunction with Holiday Showcase 2017.

As a Supporting Partner, you will receive the following benefits:

- Opportunity for one (1) senior executives from partner organization to attend all events
- Brand recognition for all assets listed above; pre-, onsite, and post marketing material; print & digital
- Attendee mailing list (excludes email addresses)

Investment Value: \$15,000 (Each session)