



SPONSORSHIP OPPORTUNITIES FOR CESSE 2011 ANNUAL MEETING
CONFERENCE DATES: JULY 19-22, 2011
VANCOUVER, BC CANADA

CONTACT:

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Thank you for your interest in participating as a sponsor for the CESSE 2011 Annual Meeting, which will be held at the Hyatt Regency Vancouver, BC Canada. CESSE has a membership of approximately 180 societies, whose combined memberships total approximately 4 million, representing over \$1 billion in annual meeting, convention and ancillary business. We invite you to visit our website at www.cesse.org.

We anticipate 500-600 attendees including association executives, meeting planners and vendors to attend the 2011 meeting. Sponsorship provides your organization with direct exposure to these key individuals. Below are the sponsorship opportunities available and the benefits of each. Sponsors who participated in 2010 are given the first option to renew sponsorships for 2011. However, there are many sponsorship opportunities for those of you who plan to rejoin CESSE as a sponsor or join as a sponsor for the first time.

[SPONSORED EVENTS AND ACTIVITIES](#)

MAJOR SPONSORS:

Sponsors of any monetary, service or meal that has a **minimum value of \$15,000** will receive a **full-page ad** in the **Final Program**. Events or services (that total \$15,000) can be co-sponsored and each sponsor can receive a half-page ad. Sponsors of an event or service that has a **minimum value of \$10,000** will receive a **half-page ad** in the **Final Program**.

[STANDARD SPONSOR BENEFITS](#)

The following sponsor levels all receive the following standard sponsor benefits:

- Logo and URL in official CESSE on-site Final Program
- Logo and URL on official CESSE Annual Meeting website
- Brochure display in Resource Center during Annual Meeting
- Electronic copy of pre-registration list provided two weeks prior to Annual Meeting (minus emails)
- Electronic copy of final registration list provided following the conclusion of the Annual Meeting (minus emails)

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SPONSOR LEVELS

The following criteria must be met for all sponsored events/goods/services:

1. A minimum value of events/goods/services has been established below for each level of sponsorship.
2. Sponsors may be asked to provide a financial commitment plan/proposal of events/goods/services being contributed to ensure events/goods/services meet the minimum sponsorship level requirements.

Events/goods/services opportunities - Level A

- Breakfasts (Wed & Thurs) – Monetary sponsorship of \$12,500
- Friday Brunch – Monetary sponsorship of \$12,500
- Luncheons (Wed & Thurs) – Monetary sponsorship of \$18,500 **THURS SPONSORED**
- Final Reception and Banquet **SPONSORED**
- Opening Reception **SPONSORED**
- Wednesday Night Reception **SPONSORED**
- Program Graphic Design
- Electronic Marketing & Promotion
- Afterglow **SPONSORED**
- Fun Run / Walk
- Network Room
- Printing of Advance Program Grid and Final (on-site) Program **SPONSORED**
- Registration, badge, badge holders and Internet café **SPONSORED**
- Audio-visual equipment/services and Speaker Ready Room
- Decorating services* **SPONSORED**

*includes: meeting registration equipment, internet café kiosk and signage

Criteria

1. Minimum value of events/goods/services to be \$10,000

Benefits

1. Standard Sponsor Benefits – See above
2. Three complimentary registrations (additional staff, from same company, may register at the additional supplier staff rate)
3. Banner ad on the Member website **and** Meeting website for 11 months or until the end of July of the year you are a sponsor, whichever comes first
4. Recognition by CESSE at a major function
5. Introduction or remarks to attendees at the sponsored event (ten minutes or less)
6. Materials/handouts to attendees at sponsored event (if applicable)

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Events/goods/services opportunities - Level B

- Registration Totes
- Session Evaluations and Reports
- 4 - Refreshment Breaks (Mon AM & PM/Tues AM & PM) **THURS AM SPONSORED**

Criteria

1. Minimum value of events/goods/services to be \$5,000

Benefits

1. Standard Sponsor Benefits – See above
2. Two complimentary registrations (Additional staff, from same company, may register at the additional supplier staff rate)
3. Recognition by CESSE at a major function
4. Banner ad* on the Meeting website
5. Materials/hand-outs to attendees at sponsored event (if applicable)

Banner ad* on the Member website: To add your banner ad to the Member website, add an additional \$750. Ad will be placed as soon as you confirm and supply ad through the end of the conference month of the year you are a sponsor.

Events/goods/services opportunities - Level C

- Turn-down service/In-room gifts (Tuesday, Wednesday, Thursday)
- First Timer's Reception **SPONSORED**
- Lanyards and pens
- Board of Directors/Track Chair Gifts **SPONSORED**
- President's Reception **SPONSORED**
- Board Dinner **SPONSORED**

Criteria

1. Minimum value of events/goods/services to be \$2,500

Benefits

1. Standard Sponsor Benefits – See above
2. One complimentary registration (additional staff, from same company, may register at the additional supplier staff rate).
3. Materials/hand-outs to attendees at sponsored event (if applicable)

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General Monetary Sponsorship

- \$2,500 - One complimentary registration
- \$2,900 - Two complimentary registrations

Benefits

1. Standard Sponsor Benefits – See above

Program Sponsors (note limited availability)

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|---------|--|
| \$3,800 | One-quarter page ad in the on-site (Final) program – one complimentary registration. |
| \$5,000 | Half-page ad in the on-site (Final) program – two complimentary registrations. |
| \$7,000 | Full-page ad in the on-site (Final) program – three complimentary registrations. Plus a banner ad* on the Meeting website through the end of the conference month – July 31, 2011. |

Benefits

1. Standard Sponsor Benefits
2. Ad in the on-site (Final) program as listed above
3. Complimentary registrations as listed above

SPONSOR GUIDELINES

All sponsors will be recognized on the CESSE 2011 website and your company name and logo will be posted on the site upon receipt of your commitment of sponsorship - providing further exposure for your company – sign now and provide your logo and get visible! When filling out the sponsorship form please **email your logo in a .JPG, or .GIF less than or equal to 180 pixels wide and less than or equal to 180 pixels long - we can accept .AI or .EPS, but .JPG or .GIF is preferred** please send to kevin@cesse.org.

1. Sponsors of major meal functions only (breakfast, lunch, dinner) are permitted to make introductions or remarks. The remarks can be no more than ten minutes. This includes events that have more than one sponsor. Remarks made by sponsors of meal functions may include materials and handouts in good taste. Times for showing videos are included in the ten minutes.
2. The Managing Director of Sales & Marketing (MDSM) in advance of the sponsored event will screen all presentations, visuals, and handouts from sponsors. The MDSM is authorized by the Board of Directors to prohibit any presentation or materials that are not in the best interest of the attendees.

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3. Sponsors of non-meal functions will not be permitted to make introductions or remarks.
4. CESSE will provide all major meal sponsors (breakfast and lunch) that utilize the designated meal room with an LCD projector and a screen. All other AV needs required by the sponsor(s) will be directed to the sponsor AV company and the sponsor will work directly with the AV company and be responsible for all fees. Sponsors, while presenting and using visuals should be reminded that the effectiveness of their presentation is enhanced with clear, readable audio-visual materials.
5. Copies of the CESSE advance registration (minus emails) will be provided to sponsors of CESSE meetings approximately two weeks in advance of the meeting.
6. No alcoholic beverages shall be served at coffee breaks or breakfast. Beer and wine may be served at luncheon functions. It is permissible to serve hard liquor at evening events including pre-dinner receptions. Third parties licensed to serve alcohol in the Host City will serve all alcoholic beverages.
7. There shall be only one sponsored hospitality event at any one time. Evening events will conclude by midnight. It is acceptable for two or more sponsors to jointly sponsor an activity or event as long as they each meet the minimum sponsorship level requirements.
8. The sponsor of an event that is not within walking distance from the headquarters hotel must provide transportation to/from your event or obtain a sponsor for it. Walking distance is considered two to three blocks.
9. If multiple sponsors are contributing to an event, it is suggested that they receive one complimentary registration per co-sponsoring organization providing they are contributing a minimum of \$2,500 per co-sponsoring organization. Primary host must supply to the MDSM a list of co-sponsoring organizations/people.
10. Employees of sponsoring companies, who do not plan to attend the full CESSE meeting, may attend *only* their own event free of charge. Primary sponsor of event must provide a list of attendees to CESSE meeting planner.
11. Sponsorship fees and/or in-kinds cannot be used as part of a donation to charitable organizations.