

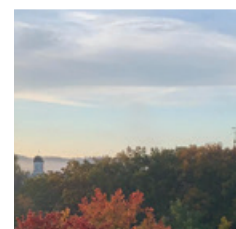


OHIO SOCIETY OF
ASSOCIATION EXECUTIVES

SPONSORSHIP & EXHIBITOR

PROSPECTUS

Help us build your relationships



ANNUAL CONFERENCE JULY 21-23, 2021

Space is limited. Reserve your package today!



Why sponsor or exhibit?

76%

of attendees are involved in choosing meeting locations for their organization

96%

of attendees visited with exhibitors during the conference

93%

of attendees play a role in the purchasing process for their organization

Expose your products and services to leading decision-makers and buyers in just three days!

The 2021 OSAE Annual Conference is the premier annual event for Ohio's leading industry experts and influencers to gather for education, dynamic speakers, knowledge sharing and networking.



OHIO UNIVERSITY INN
And Conference Center



Athens
COUNTY OHIO

Visit osae.org/annual for the complete schedule!

2021 OSAE Annual Conference Sponsorship Opportunities



Annual Conference Sponsorships offer unique and compelling opportunities to communicate directly with attendees throughout the event! Sponsorships are sold on a first-come, first-served basis!

Platinum Sponsor

**COST: \$6,000
YOU RECEIVE:**

SOLD

Exclusive Opportunities

- Logo recognition as Platinum Sponsor at the event, in the conference program and on the conference website, which receives an average of 2,000 hits annually
- Abundant pre-event and on-site publicity, including recognition on the cover of the event program
- One exclusive digital ad placement in *Executive News Briefs* (e-newsletter)
- Name badge sponsor with company logo on every participant's name badge
- Exclusive logo and name placement on (8-foot tall x 3-foot wide) signage at Annual Conference

Prime Advertising Opportunities

- Full-page ad in conference program, premium placement
- Full-page in *Executive News* magazine 2021 issue mailed to more than 600 readers
- Logo recognition in Fall *Executive News* magazine distributed to more than 600 readers
- Visibility in conference mobile app
- Access to all OSAE Annual Conference educational offerings and opening and closing networking events, alongside conference attendees

Business Development Spotlight

- Complimentary exhibit table including four (4) exclusive non-competing exhibit hours

Relationship-building Opportunities

- Ability to address attendees at a general session
- Option to include collateral in swag bag
- Recognition from the lectern throughout the event
- Logo recognition in PowerPoint during all general sessions
- First right of refusal to sponsor in 2022

Gold Sponsor

**COST: \$2,600
YOU RECEIVE:**

Prime Advertising Opportunities

- Logo recognition as Gold Sponsor at the event, and in conference program
- Half-page ad in conference program
- Logo recognition in Fall *Executive News* magazine distributed to more than 600 readers
- Marketing materials distributed at each seat during sponsored event
- Visibility in conference mobile app
- Access to all OSAE Annual Conference educational offerings and opening and closing networking events, alongside conference attendees

Business Development Spotlight

- Complimentary exhibit table including four (4) exclusive non-competing exhibit hours
- Lead generation through complete OSAE membership mailing labels
- Complimentary registration for two (2) including all meals, breaks and receptions
- Company website linked to the conference webpage with an average of 100 click-throughs to your organization's website

Relationship-building Opportunities

- Opportunity to address attendees at a general session
- Option to include collateral in swag bag
- Recognition from the lectern throughout the event
- Logo recognition in PowerPoint during all general sessions

Silver Sponsor

**COST: \$1,850
YOU RECEIVE:**

Prime Advertising Opportunities

- Logo recognition as Silver Sponsor at the event and in conference program
- Quarter-page ad in conference program
- Logo recognition in Fall *Executive News* magazine distributed to more than 600 readers
- Visibility in conference mobile app
- Access to all OSAE Annual Conference educational offerings and opening and closing networking events, alongside conference attendees

Business Development Spotlight

- Complimentary exhibit table including four (4) exclusive non-competing exhibit hours
- Lead generation through complete OSAE membership mailing labels
- Complimentary registration for one (1) including all meals, breaks and receptions
- Company website linked to the conference webpage with an average of 100 click-throughs to your organization's website

Relationship-building Opportunities

- Option to include collateral in swag bag
- Recognition from the lectern throughout the event
- Logo recognition in PowerPoint during all general sessions

Bronze Sponsor

**COST: \$600
YOU RECEIVE:**

Prime Advertising Opportunities

- Recognition as Bronze Sponsor at the event and in conference program
- Logo recognition in conference program
- Logo recognition in Fall *Executive News* magazine mailed to over 600 readers
- Visibility in conference mobile app

Business Development Opportunities

- Company website linked to the conference webpage with an average of 100 click-throughs to your organization's website.

Relationship-building Opportunities

- Option to include collateral in swag bag
- Logo recognition in PowerPoint during all general sessions



"The opportunity to connect with association execs is an invaluable benefit of exhibiting at the OSAE Annual Conference. The great educational sessions are a bonus!"

- Pat King, CTA, Industry Partner

2021 OSAE Annual Conference Exhibit Opportunities



Exhibit tables are a great way to showcase your product or service to OSAE's captive-member audience! Various session breaks are scheduled throughout the conference to encourage table visits and one-on-one conversations with you or your company's representatives.



Exhibit-only Package

COST: \$835 MEMBERS, \$985 NON-MEMBERS
Prime Advertising Opportunities

Preferential Placement

- Company recognition in conference program
- Visibility in conference mobile app
- Access to all OSAE Annual Conference educational offerings and opening and closing networking events, alongside conference attendees

Business Development Spotlight

- One skirted table with 2 chairs, including four (4) exclusive non-competing exhibit hours
- Complimentary registration for one (1) participant including all meals, breaks and receptions. Additional registrations for your group may be purchased; however, there is a limit of two (2) representatives per table. Contact OSAE regarding additional costs.

Relationship-building Opportunities

- Pre-conference exposure through the electronic floor plan and activities designed to draw attendees into the exhibit hall
- Company website linked to the conference webpage with an average of 100 click-throughs to your organization's website.

KEY EXHIBITOR POLICIES

BOOTH ASSIGNMENT: Exhibit space is assigned based on receipt of contract with payment. All contracts received with payment will be confirmed with booth number on a space available basis by email following June 25, 2021. If seeking a preferred space next to an industry partner, it is the responsibility of the exhibitor to coordinate with the partner for floor space. OSAE reserves the right to determine the eligibility of any company or product for inclusion as an exhibitor.

EXHIBIT INSTALLATION & REMOVAL: Installation of exhibits will be from 11:00 a.m. - 2:00 p.m. on Wednesday, July 21, 2021. Dismantling should be done following the closing session ending at 12:00 p.m. on Friday, July 23, 2021. All materials and displays not dismantled by 1:00 p.m. (or arranged for dismantling) will be discarded.

EARLY TEAR DOWN/LIQUID DAMAGES: Due to the difficulty of determining and detailing the losses which would result from the dismantling of exhibit space prior to the close of the event, the exhibitor agrees to pay \$150 as liquidated damages (and not as a penalty) if the exhibitor begins dismantling of exhibit space prior to the close of the event at 12:00 p.m. on July 23, 2021.

DOOR PRIZES: Exhibitors are welcome to bring door prizes. Exhibitors are responsible for collecting business cards at their tabletops and conducting a drawing to determine the winner. OSAE will be pleased to announce the winners at the conclusion of the conference on July 23, 2021. In the event winner is not present, it is the exhibitor's responsibility to deliver/ship the item to the winner.

CANCELLATION POLICY: Cancellations must be made in writing (email or fax is acceptable) and cannot be taken over the phone. Cancellations are effective as of the date of receipt. Any exhibitor cancelling booth space on or before June 25, 2021 will receive a full refund. Any exhibitor canceling space between June 25-July 9, 2021 forfeits 50 percent of the total rental cost for each booth requested. Any company canceling after July 9, 2021 forfeits the entire booth rental fee (no exceptions). Any exhibitor canceling with a balance due is responsible for paying the remainder in full within 30 days of the cancellation.

NO SHOW POLICY: Exhibitors are considered "no show" if a company does not occupy and exhibit in the designated space by 2:30 p.m. on Wednesday, July 21 and has not given OSAE the required written notice of cancellation. OSAE has the right to use "no show" exhibit space in such a manner as it may deem in the association's best interest. Failure to occupy exhibit space does not relieve the exhibitor from their obligation to pay the full booth rental fee.

LOST OR STOLEN ITEMS: OSAE is not responsible for lost or stolen items.

READ ALL POLICIES ON THE OSAE ANNUAL CONFERENCE WEBSITE.

KEY CONFERENCE INFORMATION

Deadlines: For inclusion in the 2021 Annual Conference Program, sponsorship commitments must be received no later than June 25, 2021. Any logo and ad materials for the program are due no later than July 2, 2021. Payments must be received by July 9, 2021.



2021 OSAE Annual Conference

SPONSORSHIP & EXHIBITOR COMMITMENT FORM

Please indicate below the areas in which you would like to participate and email to martha@osae.org. Please provide the sum total in the location as noted below. All fees are payable to Ohio Society of Association Executives. The organization reserves the right to refuse any advertising.

SPONSORSHIP COMMIT

☒ **SOLD** Platinum Sponsor - \$6,000

☐ Gold Sponsor - \$2,600

☐ Silver - \$1,850

☐ Bronze - \$600

TOTAL COMMITMENT \$ _____

À LA CARTE OPTIONS

☐ Exhibit Only Package - \$835 members, \$985 non-members

If seeking a preferred space next to an industry partner, it is the responsibility of the exhibitor to coordinate with that partner for floor space.

☐ Member Labels - \$250 members; \$325 non-members

☐ Full-page ad in Conference Program - \$800

☐ Half-page ad in Conference Program - \$400

2 METHODS OF PAYMENT:

Send checks to: Ohio Society of Association Executives
1335 Dublin Rd. Ste. 224-A
Columbus, Ohio 43215

OR: register and pay online

<http://bit.ly/3ytSbbo>

NAME _____

ADDRESS _____

CITY _____

STATE _____ **ZIP** _____

EMAIL _____

PHONE _____

Please provide a list of the representatives for your company for name badge purposes.

Note: Exhibitor package includes one (1) conference registration; contact OSAE regarding registration pricing for additional company representatives.

If you are an exhibitor, will your booth need power?

YES

NO

If possible, please place our booth near the following companies: _____

If possible, please DO NOT place our booth near the following company or companies: _____

**For more information and to reserve your space, call Martha Mattson, CTA
at (614) 824-4054 or email Martha@osae.org today!**