



T ♦ S ♦ A ♦ E

**TALLAHASSEE SOCIETY OF
ASSOCIATION EXECUTIVES**

2012 Marketing and Promotion Packages

Many of you know that TSAE offers a range of “event specific” sponsorships and a variety of advertising opportunities which provide benefits and exposure for our associate members throughout the year. Here are some facts you may not know:

TSAE accesses more than 700 Members, who in turn plan more than 32,000 annual events throughout the state, with more than 2.8-million attendees and encompassing almost every existing profession. Tallahassee-based associations generate more than 887-million in economic impact annually, including more than \$129-million on conventions. *(2007 economic impact survey, Kerr & Downs Research)*

Advertising and Sponsorship Packages stretch your resources and dollars. TSAE offers packaged rates which help our associates receive more exposure for your investment. Receive package discounts of up to **15% off** for your advertising dollars and up to **50% off** your first Trade Show booth at Education Day.

We ask that you let TSAE be your entryway to reaching this market and achieving your sales goals. Contact Ann Rogers, Director, Marketing and Membership (850) 561-6124 or ann@tallysae.org for additional information and to secure your advertising and sponsorship prices.

TSAE Monthly Power Luncheon: Average 120 attendees (11 sponsorships available)

(Sponsor costs will vary – sponsors coordinate and cover costs for venue, food and beverage.)

1. Sponsors receive on-site recognition including signage and a fifteen-minute spotlight to introduce yourself and co-sponsors, and to promote your products and services to attendees.
2. Pre and post mailing labels: Receive labels for all TSAE Regular Members prior to the Luncheon and afterwards, for actual attendees
3. Complimentary registration for all sponsor and co-sponsor staff to attend the luncheon. A list of staff persons is requested by TSAE prior to the luncheon.
4. Pre-event promotion including recognition on the TSAE Homepage, www.tallysae.org and in the E-Zine during the month for which you are sponsoring. Sponsors will be included on all marketing materials including luncheon notices and the online calendar of events where applicable. Sponsors should provide information including official name(s) and/or logo(s) electronically.
5. A 50% discount on the cost of one exhibit space for the 2012 Education Day and Tradeshow.

TSAE Meeting Planner Roundtables: \$1,600 ea. (11 monthly sponsorships available)

1. Sponsors receive on-site recognition including signage and a five-minute spotlight during the program to promote your facilities and services to attendees.
2. Food and beverage (non-alcoholic) costs for all attendees. (average 25-30 attendees monthly)
3. Pre-event promotion including recognition in the E-Zine and Online calendar of events during the month for which you are sponsoring. Sponsors will be included on all marketing materials including roundtable notices and the TSAE website where applicable. Sponsors should provide information including official name(s) and/or logo(s) electronically.

4. Pre and post mailing labels: Labels for all TSAE Member meeting planners prior to the Roundtable and a list of actual attendees with contact information afterwards.
5. Complimentary registration for up to four (4) sponsor staff persons to attend the luncheon. Staff must be pre-registered by the Monday prior to the Roundtable.
6. Meeting facility, food and beverage are the responsibility of TSAE. Sponsor may recommend alternative facilities, food and beverage however; this may affect the cost of sponsorship. TSAE will do all we can to accommodate your recommendations.
7. A 15% discount on the cost of any online, E-Zine or Capital Executive advertising placements.

TSAE Meeting Planner Holiday Social: \$3,000 ea. (1 sponsorship available)

1. Sponsors receive on-site recognition including signage and up to 15-minutes in the spotlight during the program to promote your facilities and services to attendees.
2. Food and beverage (non-alcoholic) costs for all attendees. (average 50-55 attendees)
3. Pre-event promotion including recognition in the E-Zine and Online calendar of events during the month of December. Sponsors will be included on all marketing materials including roundtable notices and the TSAE website where applicable. Sponsors should provide information including official name(s) and/or logo(s) electronically.
4. Pre and post mailing labels: Labels for all TSAE Member meeting planners prior to the Roundtable and a list of actual attendees with contact information afterwards.
5. Complimentary registration for up to twelve (12) sponsor staff persons to attend the luncheon. Staff must be pre-registered by the Monday prior to the Roundtable.
6. Meeting facility, food and beverage are the responsibility of TSAE. Sponsor may recommend specific venues, food and beverage however; this may affect the cost of sponsorship. TSAE will do all we can to accommodate your recommendations.
7. A 15% discount on the cost of any online, E-Zine or Capital Executive advertising placements.
8. First choice to re-book the following year's meeting planner roundtable program(s).

TSAE Roundtables (3 categories available: Technology; or Membership & Communications; or Finance & Operations): \$1,500 (annual sponsor fee)

1. Sponsors receive on-site recognition including special mention during the program to promote your business services, specials or messages.
2. Monthly recognition in the E-Zine, our monthly email newsletter which goes to all members.
3. Pre-event promotion including recognition on all marketing materials including roundtable notices, the TSAE Website and calendar of events and where else applicable. Sponsors should provide information including official name(s) and/or logo(s) electronically.
4. Sponsors may select two (2) months during their sponsorship year for which to provide speakers and presentations. Program content must be applicable to the audience. There are ten total meetings annually.
5. Four sets of mailing labels for TSAE Members for promotion, (upon request.)
6. A list of actual attendees with contact information after each monthly roundtable.
7. Sponsors receive Roundtable notices and an opportunity to register staff prior to each roundtable. (Cost of lunch for sponsors, guests and participants is up to the individuals.) Staff representative(s) should be pre-registered by Monday prior to each roundtable.
8. A 15% discount on the cost of any online, E-Zine or Capital Executive advertising placements.

TSAE CEO & Executive Director Roundtables: \$2,000 (annual sponsor fee)

1. Sponsors receive on-site recognition including an opportunity to introduce the program speakers and promote any special deals being offered.
2. Sponsors receive special logo recognition in the E-Zine, our monthly email newsletter.
3. Pre-event promotion including recognition in all marketing materials including roundtable notices, the TSAE Website and calendar of events where applicable. Sponsors should provide information including official name(s) and/or logo(s) electronically.
4. Pre and post mailing labels: Labels for all TSAE CEO/Executive Director members prior to the roundtable may be requested at any time and a list of actual attendees with contact information will be provided afterwards.
5. Up to 2 complimentary banner placements in the monthly TSAE-Zine newsletter

6. Sponsors may select venue(s) and opt to coordinate and purchase food and beverage for attendees, optional. (Cost of lunch for sponsors, guests and participants is up to the individuals.)
7. A 15% discount on the cost of any online, E-Zine or Capital Executive advertising placements.

Educational Workshop: \$2,500 ea. (30-60 people)

1. Sponsors receive on-site recognition including signage and a three-minute spotlight during the program to promote your business services, specials or messages
2. Food & beverage costs for all attendees
3. Pre and post mailing labels: Receive labels for all TSAE Members prior to the workshop and afterwards, for actual attendees
4. Distribute collateral material and promotional pieces on site
5. *Capital Executive* recognition in appropriate issues
6. Two (2) complimentary registrations
7. On-site signage during the event(s)
8. Complimentary Banner placement in TSAE-Zine newsletter for one month
9. Receive one (1) complimentary set of labels for TSAE's executives
10. A 15% discount on the cost of any online, E-Zine or Capital Executive advertising placements.

EDUCATION DAY & TRADE SHOW (October 17, 2012)

TSAE boasts a one-to-one ratio of exhibitor to attendee. With approximately 400 registrants, TSAE's Annual Education Day is Tallahassee's premier event of its kind. Bringing more than 200 executives, planners and staff together for a full day of education, networking and business, you really shouldn't miss this one.

Remember: TSAE Monthly Power Luncheon Sponsors receive 50% off their first exhibit space.

T-S-A-Ed Day Sponsor Opportunities

T-Tally Gold Sponsor, Luncheon Exclusive

\$10,000

- Food and beverage costs for all registered luncheon attendees
- Exclusive recognition as the Education Day Luncheon Sponsor
- Complimentary lunch registration for up to fifteen (15) sponsor representatives
- Exclusive promotional spotlight, 15-20 minutes during Education Day luncheon
- Four (4) complimentary full-conference registrations
- Exclusive purchase option of a Trade Show Island at standard table top rate per table (8- 10 tables)
- Up to twenty (20) representatives at the Education Day Trade Show, no additional charge
- Two (2) sets of TSAE regular member labels for pre- and post- conference mailings
- Recognition in applicable issues of *Capital Executive* magazine
- Online logo recognition on www.tallysae.org through December 2012
- Opportunity to place promotional brochures/items in attendee registration packets
- Distribute collateral material and promotional pieces at tables of sponsored meal
- Signage prominently displayed throughout Education Day and Trade Show
- Name and logo recognition in all printed promotional materials
- Sponsor ribbons

S-Society Silver Sponsor, Continental Breakfast

\$6,000

- Food and beverage costs for continental breakfast, open to all attendees
- Exclusive purchase option of Trade Show Island at standard table top rate per table (8 tables, up to 10 representatives) - OR - One (1) complimentary booth during Education Day Trade Show
- Your company logo on the registration kiosk
- Half-off a second booth space during Education Day Trade Show
- Online logo recognition on www.tallysae.org through December 2012
- Recognition in applicable issues of *Capital Executive* magazine
- Two (2) complimentary full-conference registrations
- One (1) set of TSAE regular member labels for conference mailings
- Signage prominently placed during the Continental Breakfast
- Opportunity to place flyers, brochures, etc. in attendee packets
- Name and logo recognition in all printed promotional materials
- Signage prominently placed at Education Day and Trade Show
- Sponsor Ribbons

A-Appraise Sponsor, Conference Totes.....

\$4,000

- Logo on conference bags for all full-day registrants – OR –
- Logo displayed or projected on carpet or walls at the trade show

In addition, the following benefits:

- One complimentary prime tabletop exhibit space, or \$750 off booth exhibit space during the Education Day Trade Show
- Your company logo displayed at the registration or silent auction kiosks
- Opportunity to place flyers, brochures, etc. in attendee packets
- Name and logo recognition in all printed promotional materials
- Signage prominently placed at Education Day and Trade Show
- Sponsor Ribbons

E-Education Sponsors (choose from an a la carte benefits menu below)

- \$1,600** Logo on Conference Lanyards/Name Badge Holders
- \$1,200** AM or PM Refreshment Break, two available
- \$ 500** Educational Track, four-full day tracks available
- \$250** Opportunity to place promotional item or brochure in attendee packets
-OR- opportunity to place brochures on display table in Break areas

In addition, the following benefits to the above sponsorships apply:

- Opportunity to place promotional item or brochure in attendee packets
- Name and logo recognition in the Official Conference Program
- Listed on sponsor signage prominently placed during Education Day
- Sponsor Ribbons

TSAE Tracker Combos

(choice of any: 1 of 3=\$250; 2 of 3=\$450; or all 3=\$650)

1. Place promotional item or brochure in attendee packets
2. Online promotional link through www.tallysae.org
3. E-news: your logo/name/exhibit number in the September and/or October issues of TSAE-Zines

Advertising Opportunities

Remember: TSAE Roundtable & Education Sponsors receive 15% off gross advertising rates.

TSAE-Zine (monthly e-newsletter)

Promotional space is limited to two, TSAE Member companies per issue. Available slots are sold on a first come, first serve basis.

Cost: \$350, TSAE Member Rate

- **Slot A:** Banner ad, 125X400 pixels and up to 35 words promoting your product, service or special event. Your banner is also "clickable" when you supply a company Web site link.

Cost: \$275, TSAE Member Rate

- **Slot B:** Banner ad, 100X300 pixels, and up to 25 words promoting your product, service or special event. Your banner is also "clickable" when you supply a company Web site link.

E-Zine advertisers should provide complete banner ads in jpg or gif format, along with information including official name(s) and/or logo(s) electronically. Banner ads may be adjusted to fit the margins of the publication. They are not limited to a particular shape which should be determined by advertisers, but are typically around 100 wide by 300 height (pixels.) Ask TSAE for a sample to view E-Zine dimensions.

Banners and advertising text / information should be provided electronically **to TSAE by the Monday of the last full week in the Month** prior to the advertising issue.

Online Advertising (TSAE Website) www.tallysae.org

Choose your place on the TSAE Website to build and grow your presence in the Florida Association market. Promotional space is limited and placed/reserved on a first come, first serve basis.

Cost: \$400, TSAE Member Rate (monthly)

Homepage: Banner ad, 125X400 pixels. Your banner is "clickable" when you supply a company Web site link.

Cost: \$250, TSAE Member Rate (monthly)

- **Secondary Pages:** Banner ad, 125X400 pixels. Your banner is "clickable" when you supply a company Web site link. Placement pages can be best determined by individual advertisers and TSAE staff on a by case basis.
- **Homepage:** Logo recognition only, 80X100 pixels.

Sign up today! It's the smart choice for ***Sponsorship and/or Advertising*** investments.