

# ACCESSE23

JULY 11–13, 2023

■ DETROIT, MI ■

## Partnership Prospectus

Leaders in STEM societies learn, connect, and grow at ACCESSE, CESSE's annual 3-day event for **300+ current and future association executives and industry partners**.

The ACCESSE conference provides leadership development, functional expertise, and innovative experiential learning in an environment prime for networking.

The association leaders who attend represent **more than 2.5 million individual and organizational members**, plan **approximately 400 major association meetings** annually, and make buying decisions on **product and service solutions** to meet myriad association business needs.

This pinnacle event in the STEM society community will be held in Detroit, MI, July 11–13, 2023.

**Partner with CESSE today to engage with the valuable audience of association professionals who will attend ACCESSE23.**



# ACCESSE23

JULY 11-13, 2023

■ DETROIT, MI ■

CESSE partners play an integral role in the meeting as both investing supporters *and* participating attendees, and we value the opportunity to partner with organizations that provide thought leadership, products, services, and other business solutions to fulfill the needs of the STEM society community.

With the valuable audience of association professionals in attendance, our partnership opportunities are in high demand. Partners who participated at ACCESSE22 will have first right of refusal and then they will be available on a first come - first served basis.

### **All partners receive these ACCESSE standard Partner benefits:**

- **One complimentary full event registration**, unless additional are noted
  - Recognition on the ACCESSE23 website, with link and logo
- Recognition in the CESSE mobile app, with logo and company description
  - Electronic registrant list, provided four weeks in advance, including attendee name, organization, title, address, and phone number
- Permission to provide promotional material to attendees (*format TBD*)
- Additional representatives permitted at the sponsored activity (*please review rules in "Partnership Policies"*)

***Please contact Partnership Manager Mary Paulson at [mpaulson@cesse.org](mailto:mpaulson@cesse.org) with any questions.***



# ACCESSE23

JULY 11-13, 2023

■ DETROIT, MI ■

## Top Partnerships Valued at \$15,000+

Opening Reception	\$45,000	*Visit Detroit
Closing Reception	\$35,000	*Visit Detroit
Audiovisual	\$40,000	*Projection
Wednesday Lunch	\$22,000	<b>AVAILABLE!</b>
Thursday Lunch	\$21,000	2024 Host City
Wednesday Breakfast T	\$21,500	Destination Canada Business Events
Thursday Breakfast (hot buffet)	\$16,500	<b>AVAILABLE!</b>
Thursday Breakfast (continental)	\$14,500	<b>AVAILABLE!</b>
Networking Lounge	\$15,000	Morressier

*\*Denotes partnership to be funded in-kind. Recommended minimum spend is displayed.*

***In addition to the ACCESSE Standard Partner Benefits listed on page 2, all partners at this level also receive:***

- Two additional complimentary ACCESSE registrations, plus the best-discounted rate of \$550 per attendee for additional staff beyond the complimentary offering
- Recognition by CESSE at a major function
- Podium time, limited to 3-4 minutes or less, to provide remarks, show a video, etc.
- Banner advertisement in the CESSE 360 mobile app
- Permission to provide promotional material to attendees at the sponsored event



# ACCESSE23

JULY 11-13, 2023

■ DETROIT, MI ■

## Partnerships Valued \$7,500 - \$14,999

Presentation Technology	\$13,200	*Warp Speed Technologies
Wednesday Afterglow	\$13,000	*MultiView
Mobile App	\$10,000	*Results Direct
IGNITE Session	\$8,250	*Web Scribble
Wi-Fi	\$8,000	*Chattanooga
Signage	\$8,000	* <b>AVAILABLE!</b>
Notebooks/pens	\$8,000	ConferenceDirect

*\*Denotes partnership to be funded in-kind. Recommended minimum spend is displayed.*

***In addition to the ACCESSE Standard Partner Benefits listed on page 2, all partners at this level also receive:***

- Two *additional* complimentary ACCESSE registrations, with a \$715 rate per attendee for additional staff beyond the complimentary offering
- Recognition by CESSE at a major function
- Banner advertisement in the CESSE 360 mobile app
- Permission to provide promotional material to attendees at the sponsored event



# ACCESSE23

JULY 11-13, 2023

■ DETROIT, MI ■

## Partnerships Valued \$4,500 - \$7,499

CESSE Member Mixer	\$7,600	Magdex
Hand Sanitizer	\$7,000	Marcum
Keynote Session - DEI	\$7,000	Montreal
Keynote Session - Health & Wellness	\$7,000	Portland
Keynote Session - Innovation	\$7,000	Association Analytics
Beverage Break (Wed AM)	\$5,800	Visit Mobile
Beverage Break (Wed PM)	\$5,800	McKinley Advisors
Beverage Break (Thurs AM)	\$5,800	Visit Houston
Beverage Break (Thurs PM)	\$5,800	Wiley
Board of Directors Dinner	\$5,000	Marriott International
Lanyards	\$5,000	Venable

***In addition to the ACCESSE Standard Partner Benefits listed on page 2, all partners at this level also receive:***

- One *additional* complimentary ACCESSE registration, with a \$715 rate per attendee
- Recognition by CESSE at a major function
- Banner advertisement in the CESSE 360 mobile app
- Permission to provide promotional material to attendees at the sponsored event



# ACCESSE23

JULY 11-13, 2023

■ DETROIT, MI ■

## Partnerships Valued Up to \$4,499

Board Breakfast & Coffee Break	\$3,700	<b>AVAILABLE!</b>
Tuesday Turndown Service	\$3,700	HelmsBriscoe
Board of Directors Lunch	\$3,425	Visit Raleigh / Raleigh Conv. Ctr.
*Partner Welcome Bags - 5 spots	\$3,000	HelmsBriscoe, DelCor, Huntsville
Speaker Gifts (1)	\$3,000	AMC Consulting
Speaker Gifts (2)	\$3,000	Destination Madison
Program Committee Gifts	\$3,000	Visit Anchorage
Water Coolers – 2 Branded	\$3,000	Visit Salt Lake
Investor	\$2,885	<b>AVAILABLE!</b>

*\*Post COVID we have realized that many individuals are maintaining privacy in their rooms so we are pivoting to a Partner Welcome Bag.*

***In addition to the ACCESSE Standard Partner Benefits listed on page 2, all partners at this level also receive:***

- \$875 per attendee registration fee for additional staff beyond complimentary offering
- Permission to provide promotional material to attendees at the sponsored event, where applicable



# ACCESSE23

JULY 11-13, 2023

■ DETROIT, MI ■

## Partnership Policies

### Partner Registrations

Registrants from partnering organizations may participate in education and social events, but not in member-only events or sessions, which will be designated on signage and in the printed program, if applicable. Partner registrations are non-transferable to other organizations. Partnering organizations with employees who do not intend to participate in the ACCESSE meeting may attend only their own sponsored event free of charge. Such individuals do still need to be reported to CESSE for planning purposes. CESSE is unable to provide discounts or concessions to partners that are unable to send attending staff.

### Partner Opportunity-Sharing

Multiple partners may agree to co-host a single opportunity, although the registration privileges per opportunity will hold. Each partner, whether attending the event or not, is responsible to contribute the minimum partnership level to receive the benefit. The coordinating partner must inform CESSE of all organizations participating in the partnership opportunity.

### In-Kind Partnerships

Partners may be asked to provide a proposal of events and services being contributed to ensure the financial minimum is met, and the partner will be billed for the difference of actual cost and the minimum level indicated within the prospectus if needed.

### Partner Logos

Partners should email their logo to [sbinder@cesse.org](mailto:sbinder@cesse.org) (specifications: JPG, GIF, AI, or TIF, minimum 300 dpi, or BMP 600 dpi).

### Podium Time & Entertainment

Meal partners (breakfast, lunch, and dinner only) may make brief remarks, which may include media presentations. Podium time is limited to 3-4 minutes or less. Partners who exceed podium time are subject to review for future partnership with CESSE. Meal partners using the common meal room will have access to a projector and screen. Any other AV needs required by the partner will be directed to CESSE's AV company and the partner will be responsible for any additional fees or logistics to accommodate their additional AV request.

For beverage breaks, sponsored entertainment should be limited to normal speaking tones to allow for uninterrupted conversations. CESSE staff reserves the right to screen all presentations, visuals, and handouts in advance of the event for suitability.

### Event Limitations and Requirements

There shall be only one sponsored hospitality event at any one time. Evening events will conclude by midnight. Additional transportation costs may need to be provided. The partner of an event that is not within walking distance from the hotel or meeting venue must provide transportation or obtain a partner for it. Walking distance is considered two to three blocks.

### Use of CESSE Logo

Partners will not be permitted to use the CESSE logo on advertising materials or in presentations. The CESSE brand is separate and unique from the product and services of the CESSE partners, and partnership support does not imply an endorsement.

### Payment and Cancellation Policies

Partners choosing to cancel a partnership commitment on or before April 22<sup>nd</sup>, 2023, will be refunded 25% of the value of the selected partnership(s). No refunds are available after April 22<sup>nd</sup>, 2023. All payment is due in full by June 1<sup>st</sup>, 2023.

*Partners who participated in the 2023 CESSE CEO Meeting will not receive a refund as the ACCESSE23 Partnership is part of the 2023 CESSE CEO agreement.*



# ACCESSE23

JULY 11-13, 2023

■ DETROIT, MI ■

## ACCESSE23 Partnership Commitment Form

*Thank you for choosing to partner with CESSE for this pinnacle association executive event! Please note:*

**This form confirms your intent to partner with CESSE and agreement to the Partnership Policies.**

- Registration information for your meeting attendee(s) will be collected separately. All ACCESSE attendees must adhere to the Attendee Code of Conduct.
- Partner invoices will be sent by Sonia Binder, [sbinder@cesse.org](mailto:sbinder@cesse.org). Please pay promptly after receiving the invoice.

Organization Name:	
Address:	
City, State, Zip:	
Website URL:	
Coordinating Contact Name:	
Contact Job Title:	
Contact Email:	Contact Phone:
Selected Partnership Opportunity & Value:	
List additional partnerships of interest, should they become available ( <i>optional</i> ):	

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

*Please return your signed form to [mpaulson@cesse.org](mailto:mpaulson@cesse.org) by **April 14, 2023**, to ensure your participation!*

