

# ACCESSE19

THE CESSE LEADERSHIP CONFERENCE

Baltimore, MD | July 23-25

## Partnership Prospectus

Leaders in scientific and engineering associations are developed and supported at the ACCESSE meeting, 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.

The Baltimore Convention Center and Hyatt Regency Baltimore Inner Harbor will host this pinnacle event in the scientific and engineering association community on July 23-25, 2019.

**To engage with the valuable audience of association professionals who will attend ACCESSE19, partner with CESSE today!**





## Partnership Prospectus

CESSE greatly values the opportunity to partner with organizations that provide thought leadership, products, services, and other business solutions to fulfill the needs of the scientific and engineering association community.

CESSE partners play an integral role in the meeting as both investing supporters *and* participating attendees. Partnership opportunities are outlined on the following pages.

With the valuable audience of association professionals in attendance, our partnership opportunities are in high demand, and are currently 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 in the ACCESSE printed program
- Recognition on the ACCESSE website, with link
- Recognition in the CESSE mobile app, with logo and company description
- Association profiles listing of ACCESSE attendees with key staff contacts
- 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"*)
- Option to purchase a printed program ad at a discounted rate (*see page 7 pricing*)





## Partnership Prospectus

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

Opening Reception	\$50,000	<b>SOLD</b> - 2019 Host, Visit Baltimore
Closing Reception	\$50,000	<b>SOLD</b> - 2019 Host, Visit Baltimore
Audiovisual	\$40,000	<b>AVAILABLE!</b>
Wednesday Lunch	\$20,000	<b>AVAILABLE!</b>
Thursday Lunch	\$20,000	<i>On Hold - 2020 Host</i>
Networking Lounge	\$20,000	<b>SOLD</b> - SMG Convention Centers
Printed Program & Materials	\$15,200	<b>SOLD</b> - Omnipress
Wednesday Breakfast	\$15,000	<b>SOLD</b> - Business Events Canada
Thursday Breakfast	\$15,000	<b>SOLD</b> - Hawaii Convention Center
Signage	\$15,000	<b>AVAILABLE!</b>
WiFi	\$15,000	<b>AVAILABLE!</b>

***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 5 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





## Partnership Prospectus

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

Presentation Technology	\$12,000	<b>SOLD</b> - Warp Speed Technologies
Wednesday Afterglow	\$10,000	<b>SOLD</b> - MultiView
Session Radios (1)	\$10,000	<b>AVAILABLE!</b>
Session Radios (2)	\$10,000	<b>AVAILABLE!</b>
SEEKER Session (1)	\$10,000	Visit Salt Lake ( <i>first right of refusal</i> )
SEEKER Session (2)	\$10,000	<b>AVAILABLE!</b>
IGNITE Session	\$7,500	Visit Phoenix ( <i>first right of refusal</i> )

***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





## Partnership Prospectus

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

CESSE Member Mixer	\$6,500	<b>SOLD</b> - HelmsBriscoe & Arlington CVB
Fun Run/Walk	\$5,000	<b>SOLD</b> - Travel Portland
Beverage Break (Wed AM)	\$5,000	<b>SOLD</b> - Visit Mobile
Beverage Break (Wed PM)	\$5,000	<b>AVAILABLE!</b>
Beverage Break (Thurs AM)	\$5,000	<b>SOLD</b> - Houston First
Beverage Break (Thurs PM)	\$5,000	<b>SOLD</b> - Hyatt Hotels & Resorts
Board of Directors Dinner	\$4,500	<b>SOLD</b> - Marriott
Lanyards	\$4,500	<b>SOLD</b> - Community Brands

***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 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





## Partnership Prospectus

### Partnerships Valued Up to \$4,499

Experiential Learning Field Trip (1)	\$4,000	<b>AVAILABLE!</b>
Experiential Learning Field Trip (2)	\$4,000	<b>AVAILABLE!</b>
Experiential Learning Field Trip (3)	\$4,000	<b>AVAILABLE!</b>
Board of Directors Lunch	\$3,250	<b>SOLD</b> - Visit Raleigh / Raleigh Conv. Ctr.
Tuesday Turndown Service	\$2,750	<b>SOLD</b> - Visit Milwaukee
Wednesday Turndown Service	\$2,750	<b>SOLD</b> - Visit Seattle
Thursday Turndown Service	\$2,750	<b>SOLD</b> - DelCor
Speaker Gifts (1)	\$2,750	<b>SOLD</b> - Boise CVB
Speaker Gifts (2)	\$2,750	<b>AVAILABLE!</b>
Program Committee Gifts	\$2,750	<b>SOLD</b> - Pasadena CVB
Investor	\$2,750	<b>MULTIPLE AVAILABLE!</b>

***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





## Partnership Prospectus

### Printed Program Advertising Rates

**ACCESSE printed program advertising is now available for partners at all levels with varying discounted rates!**

Non-partnering organizations are welcome to purchase ACCESSE program advertising. Non-partners are not eligible for the *Standard Partner Benefits* outlined on page 2 of the Partnership Prospectus. The Non-Partner Organization rates shown below only cover the placement of the program advertisement.

*Please note—only one advertisement per organization is permitted in the program. The deadline for program content is June 21, 2019.*

Partnership Amount	Full Page Ad Rate		Half Page Ad Rate		Quarter Page Ad Rate
Top Partners at \$15,000+	Complimentary!		N/A		N/A
Partners at \$7,500-\$14,999	\$1,295	<b>Or</b>	Complimentary!		N/A
Partners at \$2,750-\$7,499	\$1,465	<b>Or</b>	\$1,295	<b>Or</b>	\$1,125
Non-Partner Organizations	\$1,950	<b>Or</b>	\$1,725	<b>Or</b>	\$1,500



**CESSE**  
 Council of Engineering and Scientific Society Executives  
 Tracy L. Vanneman, CAE  
 Partnership Sales Manager  
[tracy@cesse.org](mailto:tracy@cesse.org) | 419-308-8486





## 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 [tracy@cesse.org](mailto:tracy@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 five (5) 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 March 29, 2019, will be refunded 25% of the value of the selected partnership(s). No refunds are available after March 29, 2019. All payment is due in full by May 24, 2019.







## ACCESSE19 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 Kate Feick [kate@cesse.org](mailto:kate@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> ):	
Would you like a program ad ( <i>see Prospectus page 7 for pricing</i> )? \$ _____ Full \$ _____ Half \$ _____ Quarter	

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

*Please return your signed form and logo to [tracy@cesse.org](mailto:tracy@cesse.org) by **March 29, 2019**, to ensure your participation!*

