

★ asae®
mm&c
conference
marketing, membership & communications

JUNE 2-4, 2021

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THINGS**

INDUSTRY PARTNER
PROSPECTUS

JUNE 2-4, 2021

We are proud to present NEW offerings of engagement at the 2021 ASAE Marketing, Membership, & Communications Conference (MMCC), held virtually, June 2-4. We listened to valuable feedback and have taken an accurate account of exhibitor offerings in a virtual environment. We appreciate your support and want to present a solid foundation to aide in your success and help you achieve your goals and ROI.

We repurposed the typical virtual expo hall and will now feature the Solution Center where association professionals can gather resources and participate in webinars with industry partners. The Solution Center will house (5) hubs which represent the (5) conference learning tracks:

- Communications
- Governance
- Marketing & Branding
- Membership Recruitment
- Membership Service & Retention

We also created innovative engagement packages for your desired level of participation to help you connect with your target audience. Choose from any of the new offerings for the opportunity to:

- Gain valuable customer insights
- Generate quality sale leads to secure new contacts and refresh relationships
- Maximize brand exposure
- Share your innovative ideas, products, and solutions with decision makers in association marketing, membership, and communications
- Showcase your thought leadership

Learn more about our engagement opportunities in the following pages.

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BENEFITS OF ENGAGEMENT

MMCC will benefit your organization in six distinct ways:

- 1** Gain **Exclusive Visibility** with Exposure to a Global Marketplace of Your Target Audience
- 2** Experience Unique Networking Opportunities with **Enhanced Collaborative Conversations**
- 3** Showcase Your Valuable Products and Services with **Broader Information Sharing**
- 4** Effectively Engage in Innovative Ways, Taking Advantage of **Virtual Cost-Effective Opportunities**
- 5** Attend Sessions, Learn, and Contribute Alongside Key Membership and MARCOM Professionals **Without Being Tethered to Your Booth**
- 6** Gather Tangible and Timely Feedback to Better Understand Your Audience and Substantial Lead Generation to **Expand Your Clientele**

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INDUSTRY PARTNER REGISTRATION & CONVERSATION PACKAGES

ESSENTIAL \$1,750 m/\$2,000 nm*	TEAM \$5,000 m/\$5,250 nm* <i>Limited to 10 companies</i>	ENTERPRISE \$8,000 m/\$8,250 nm* <i>Limited to 10 companies</i>
2 Complimentary Registrations	5 Complimentary Registrations	8 Complimentary Registrations
Five (5) Searchable Product/Service Categories		
Exclusive Pre- and Post-Show Attendee List Access		
Industry Partner Directory Listing with Link to Company Website		
	1 Resource Document Upload in 1 Pre-Selected Solution Center hub	2 Resource Document Uploads in 1-2 Pre-Selected Solution Center hubs
	TEAM REGISTRATION PACKAGE UNIQUE OFFERING Host (1) of (5) concurrent live 30-min PivotFest conversation with one of your association clients via webinar in a Solution Center hub: <ul style="list-style-type: none"> Facilitate a fast-paced, lesson-learned focused, sharing talk from the perspective of your best client, on what your successful partnership was able to accomplish to meet the challenges of this past year and key takeaways that you both will implement in the future 	ENTERPRISE REGISTRATION PACKAGE UNIQUE OFFERING Host (1) of (5) concurrent live 45-minute “Community Conversations” with small group table discussions between interested association professionals: <ul style="list-style-type: none"> Community Conversations allow the opportunity for candid and honest dialogue among (1) IP and up to (5) association professionals per table based on a topic that is pre-generated by ASAE and solicited based on the needs of the conference attendees

JUNE 2-4, 2021

EXCLUSIVE BRAND & PRODUCT VISIBILITY PACKAGES

MMCC INSIDER DAY (Wednesday, June 2, 2021 only)

Choosing the right software, platforms, and partner is crucial to the success of an association. Demo your meeting products or association-nonprofit technology innovations during the first day of the conference.

\$4,500 m/\$4,750 nm*

Available opportunities: (24) total between various tracks

BENEFITS:

- 35-minute live presentation for each solution provider with a 10-minute text-based chat Q&A
- (3) complimentary Industry Partner registrations
- Access to the Drop Business Card Feature for an instantaneous lead with attendee profile information sent directly to you
- Pre- and Post-Event virtual attendee lists including attendee demographics to target strong prospects (*Please Note: by law, ASAE must allow any registrants to opt-out and only the title and Organization Name will be provided for those registrants*)
 - Post Show List includes attendees who participated in demo

RECOGNITION:

- Logo Recognition on [conference website](#)
- Recognition in pre-event promotions
- Presentation/collateral (partial) archived as post-event event resource for ASAE members

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JUNE 2-4, 2021

EXCLUSIVE BRAND & PRODUCT VISIBILITY PACKAGES

MMCC SOLUTIONS CHAT

Deliver a morning conversation based on a topic of expertise, similar to Facebook Live, to conference attendees. Sponsor will supply title, abstract, moderator, and learning objectives for their online discussion (must be approved by ASAE Learning & Meetings Team). Conference attendees ask questions and comment via the chat box for you and your team to answer live on video.

\$2,500 m/\$2,750 nm*

Available opportunities: (8) total - (4) Thursday | (4) Friday

BENEFITS:

- 35-minute, live, one-way discussion with a live text chat with conference attendees
- (2) complimentary Industry Partner registrations
- Pre- and Post-Event virtual attendee lists including attendee demographics to target strong prospects (*Please Note: by law, ASAE must allow any registrants to opt-out and only the title and Organization Name will be provided for those registrants*)
 - Post-Show List includes attendees who participated in morning discussion

RECOGNITION:

- Logo Recognition within solutions chat description on conference website and platform
- Recognition in pre-event promotions

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EXCLUSIVE BRAND & PRODUCT VISIBILITY PACKAGES

MMCC KEYNOTE HOST

This exclusive opportunity provides you access to address all MMCC attendees during one of the conference keynote presentations. Although no direct sales pitch is allowed during the presentation, the benefits listed below are included.

\$8,000 m/\$8,250 nm*

Available opportunities: (2)

BENEFITS:

- Pre-recorded introduction of the keynote from your company's selected spokesperson.
- If Keynote agrees to LIVE Q&A, a representative from your company that would be best suited can conduct the Q&A with the speaker after their pre-recorded session airs (10-15-minute Q&A)
- (8) complimentary Industry Partner registrations
- Pre- and Post-Event virtual attendee lists including attendee demographics to target strong prospects (*Please Note: By law, ASAE must allow any registrants to opt-out and only the title and Organization Name will be provided for these registrants*)

RECOGNITION:

- Logo Recognition on conference website and platform.
- Logo Recognition in pre-event promotions

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EXCLUSIVE BRAND & PRODUCT VISIBILITY PACKAGES

MMCC CONCURRENT SESSION TRACK HOST

Associate your brand with the latest information inside the following session tracks that will run throughout the event. As attendees choose their sessions, each will navigate to and spend time in the virtual session you sponsor. Choose from one of the following focused tracks offered:

- **\$4,800 m/\$5,050 nm*** - Communications | (6) Sessions
- **\$2,400 m/\$2,650 nm*** - Governance | (3) sessions
- **\$4,800 m/\$5,050 nm*** - Marketing & Branding | (6) Sessions
- **\$4,800 m/\$5,050 nm*** - Membership Recruitment | (6) Sessions
- **\$4,800 m/\$5,050 nm*** - Membership Service & Retention | (6) sessions

Available opportunities: (5)

BENEFITS:

- (3) complimentary Industry Partner registrations
- Pre- and Post-Event virtual attendee lists including attendee demographics to target strong prospects (*Please Note: by law, ASAE must allow any registrants to opt-out and only the title and Organization Name will be provided for these registrants*)
 - Post-Show List will also indicate attendees who participated in sessions within their track

RECOGNITION:

- Logo Recognition on [conference website](#)
- Logo Recognition on slides that play before the session begins
- Recognition in pre-event promotions

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ENGAGEMENT ADD-ON OPTIONS

The following items can be added on to any preexisting opportunities:

FEATURED VIDEO WITHIN SOLUTION CENTER HUB - \$2,000

Available opportunities: (10)

- Choose (1) video to be highlighted on the main screen within a Solution Center hub listed below. This video will be showcased on one day of the conference.
 - Communications
 - Governance
 - Marketing & Branding
 - Membership Recruitment
 - Membership Service & Retention
- Hub selection (day and category) is on a first-come/first-serve basis

IP ADDITIONAL REGISTRATIONS - \$895 m/\$995 nm*

- Industry Partner additional registrations can be added on to any existing opportunity listed previously

COMPANY DESCRIPTION - \$175/50 WORDS | \$225/75 WORDS

- Enhance your standard company description added to your industry partner recognition in the virtual directory

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Thank you to our Alliance Partners for their generous support of the 2021 MM&C Conference!

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