

## Associations @ Work

### Industry Partner Opportunities – Overview

#### About Associations @ Work

ASAE is pleased to announce that our premier business administration conference FHRBOC has been renamed Associations @ Work, to be held October 15-17, 2017 at the Baltimore Marriott Inner Harbor at Camden Yards. Associations @ Work uniquely focuses on skills development and networking for those operations leaders charged with the business of managing association productivity, financial health, people, and effectiveness. Associations @ Work enhances both individual and organizational viability with participants who work in executive management, finance, fundraising, operations, human resources and other infrastructure oriented professional roles. Learning programs during Associations @ Work deliver mission-critical insights into cross-functional challenges, leading to solutions for both emerging and age-old hurdles alike. Content addresses inter-departmental strategies that propel associations, large and small, forward and ensure administrative practices keep pace with the changing demands of the association marketplace.

#### Why ASAE

ASAE represents the largest association marketplace in the world. Trade and professional associations; national, state, regional and local associations; and thousands of non-profit organizations turn to ASAE for answers, inspiration, and connections.

#### Get Involved

The industry community plays an important role in our success. Participating alongside others working with and for associations, you will engage in a combination of learning and content leadership as together we explore the latest trends, resources and opportunities related to association business administration. Below you will find available ways to get involved. Participating industry partners will include ASAE Alliance Partners, ASAE Endorsed Business Solutions Providers, ASAE Foundation Donors, past FHRBOC Exhibitors and other attending Industry Partners/Consultants. Participation will be available on a tiered basis, with first right of refusal available as shown.

#### **Phase 1**

- 2017 Alliance Partners – opens 5/9  
Contact: 202-326-9552 or [dmelesurgo@asaecenter.org](mailto:dmelesurgo@asaecenter.org)
- ABSI (ACHQ, EBS, Retirement Trust) – opens 5/9  
Contact: 202-626-2837 or [jbaker@asaecenter.org](mailto:jbaker@asaecenter.org)

#### **Phase 2**

- 2016-17 Foundation Donors – opens 5/22  
Contact: 202-626-2712 or [ppatterson@asaecenter.org](mailto:ppatterson@asaecenter.org)

#### **Phase 3**

- 2015-16 FHRBOC Exhibitors – opens 5/29  
Contact: 202-626-2805 or [exhibit@asaecenter.org](mailto:exhibit@asaecenter.org)

#### **Phase 4**

- Industry Partners/Consultants – opens 6/5  
Contact: 202-626-2805 or [exhibit@asaecenter.org](mailto:exhibit@asaecenter.org)

## Available Opportunities

- |                                   |                                     |
|-----------------------------------|-------------------------------------|
| I. Signature Partner Activations  | VI. Lightening Talks                |
| II. Conference Education Sessions | VII. Structured Networking Activity |
| III. Conference Attendance        | VIII. Toolkit Content Advertising   |
| IV. Industry Sessions             |                                     |
| V. Industry Breakfast Sessions    |                                     |

## Benefits of Participation

Industry Partners *hosting Industry Sessions, Industry Breakfast Sessions, Networking Activities or participating in Lightening Talks* will receive:

- Name / logo on Associations @ Work website
- Name recognition on signage outside session room
- Opportunity to share logo and contact information on-screen, if applicable (see description)
- Opportunity to use own corporate branding on PPT/Visuals/Handouts, if applicable (see description)
- Opportunity to participate in promotional giveaways, if applicable (see description)
- Corporate branding theme/logo on presentation PowerPoint and handouts

**Note:** *Corporate recognition is limited to those participating in these IP Opportunities. No corporate recognition will be provided for conference attendees, or general education session content leaders beyond standard listing as might accompany a name in a roster or brochure.*

# Associations @ Work Industry Partner Opportunities

## *Detailed Descriptions*

### I. Signature Partner Activations – *Exclusive for ASAE Alliance Partners*

The Alliance Partnership Program was developed to provide the industry partner community with opportunities to align itself with ASAE to help build and maintain year-round relationships with our members and the greater association community. Alliance Partner recognition and visibility is comprehensive throughout all ASAE conferences through verbal recognition and signage based on level of participation, and may be further enhanced through custom activations. Activations may include but are not limited to pop-up amenities/refreshment, keynotes, lounges, networking activities, etc.

### II. Conference Education Sessions – *Open Call for Proposals*

Thought leaders and subject experts who are employed by an industry partner organization are encouraged to participate in the open call for proposals conducted approximately eight months prior to the conference. These educational sessions are to focus on building knowledge, skills and abilities. Terms promoting commercialization of instructions, examples or experience in any way are strictly prohibited. While all prospective content leaders have equal chance of being selected given our inclusion of a “blind” peer review process and volunteer advisory committee, it should be noted that competition for these sessions is high, as we receive more requests than can be accommodated. Selection is awarded personally to the content leader, and not to their employer. All presentation materials are produced on ASAE templates and content is reviewed by ASAE learning professional staff.

### III. Conference Attendance – *Open to all Registrants*

*Alliance Partner - \$1,099*

*IP Member - \$1,299 (Early Bird) \$1,399 (Regular)*

*IP Non-Member \$1,499 (Early Bird) \$1,599 (Regular)*

However good your product or service is, the simple truth is that knowing and understanding your customer’s needs is at the center of your success. We are pleased to open conference attendance up to all our industry partners to help you clearly understand what it is your customers really want and the issues they struggle with in their work. Learning and networking alongside one another is a perfect first step to using new knowledge and building relationships that help persuade potential and existing customers that they want and need what you're offering.

### IV. Industry Session – *60 min. sessions throughout each day (8 Available) - \$2,000\* (limit one per company)*

An **Industry Session** is a 60-minute presentation for up to 60 participants (*attendance not guaranteed*) hosted by a participating industry partner. Industry presenters are solely responsible for session material, which may include product-specific examples, client case studies and proprietary tools/resources.

- **Topic:** Chosen by host presenter with ASAE approval; final session titles, abstracts and host presenter information due June 7, 2017 (*no exceptions*).
- **Registration:** Limited to four presenters registered at the speaker rate
  - Industry Partner: \$799-M / \$899-NM
  - Association Executive: \$599-M / \$699-NM
- **Visual Aids:** Corporate branding on PPT/visual design template is permitted (*deadline applies*)
- **Handouts:** Corporate branding on electronic handout(s) is permitted, and will be made available on the conference website & app. (*Deadline applies*)

- **Give-Aways:** Branded collateral or other promotional items may be distributed in the session by host presenter, at their own expense.
- **AV Set:** Projector, screen and up to two microphones provided by ASAE (*computer not provided*)
- **Capacity:** Session may be limited to 60 guests.
- **Publicity:** Sessions will be designated as Industry Partner sessions in onsite, website and mobile conference materials. Session and speaker information will appear on conference app and website. Signage with company logo will be provided outside of session room. (*Due to time constraints, session information will not appear in preliminary brochure.*)

V. **Industry Breakfast Sessions – 8:00 - 9:00 a.m. each day (4 Available) - \$2,000\* (limit one per company)**

An **Industry Breakfast Session** is a 30-minute presentation shared during a private breakfast for up to 40 participants hosted by a participating industry partner. Industry presenters are solely responsible for session material, which may include product demos, client case studies and proprietary tools/resources. Attendance is first-come, first-served and attendance is not guaranteed.

- **Topic:** Chosen by host presenter with ASAE approval; final session titles, abstracts and host presenter information due June 7, 2017 (*no exceptions*).
- **Registration:** Limited to four presenters registered at the speaker rate:
  - Industry Partner: \$799-M / \$899-NM
  - Association Executive: \$599-M / \$699-NM
- **Visual Aids:** Corporate branding on PPT/visual design template is permitted
- **Handouts:** Corporate branding on electronic handout(s) is permitted, and will be made available on the conference website & app. (Deadline applies)
- **Give-Aways:** Prizes, branded collateral or other promotional items may be distributed at the breakfast by host presenter, at their own expense.
- **AV Set:** Projector and screen (*computer not provided*)
- **F&B:** Standard continental breakfast provided by ASAE in-room.
- **Capacity:** Session will be limited to 40 guests; ASAE will staff the door and upon capacity will “close” the session.
- **Attendee List:** Badges of attendees will be scanned upon entry, and attendee list will be provided to Industry Partner within two weeks of conference.
- **Publicity:** Sessions will be designated as Industry Partner sessions in onsite, website and mobile conference materials. Registrants will be notified by email two weeks prior to conference about the breakfast sessions. Session and speaker information will appear on conference app and website. Signage with company logo will be provided outside of session room. (*Due to time constraints, session information will not appear in preliminary brochure.*)

VI. **Lightening Talks – Tuesday, October 17 – During planned conference lunch (8 Available) – \$1,500\* (limit one per company)**

Held during lunch, up to 8 industry partners will participate in a series of **five-minute Lightening Talks**. The goal of these presentations is to articulate a topic in a quick, insightful, and clear manner. These concise and efficient talks are intended to grab the attention of the audience, convey key information, and allow several presenters to share their ideas in a brief period of time. This program will be delivered from the main stage to approximately 400 conference participants. (*food & beverage costs and selection by ASAE*).

## Lightening Talks - Topics:

Associations @ Work strives to bring Association Executives and Industry Partners to foster collaboration on addressing business challenges. To address this, Lightening Talk speakers will present their perspective on one of the following questions:

1. How can associations rapidly adapt to market and environmental changes in productive and cost-effective ways?
  2. What are examples of organizational systems and strategies that can enhance the collaborative efforts of association business teams?
  3. What are examples of ways that associations can adapt an employee's physical environment to enhance their productivity, retention and overall experience?
  4. What are examples of ways that associations can adapt an employee's technological environment to enhance their productivity, retention and overall experience?
  5. What are examples of professional development that will enhance employee productivity, retention and overall experience?
- **Registration:** Limited to one speaker per company who must register at the IP speaker rate: \$799-M/\$899-NM.
  - **Topic:** Prompt is chosen by from the list above and talk title/outline and slides must be reviewed with ASAE learning staff by June 7, 2017 (*no exceptions*).
  - **Visual Aid:** Company logo and contact information will be provided on-screen during remarks; Up to five slides will be permitted (but not required) to support presentation.
  - **Handouts:** None

## VII. Structured Networking Activity – 4:15– 5:00 p.m. each day (*2 Available*) – Starting at \$5,000\*

Associations @ Work will feature a structured networking activity at the close of each full day of learning. Networking is a top value for participants and one of the most powerful activities an individual can do to launch and manage their career. The goal of the activity must be beyond social, and will focus on helping participants build an interconnected group of relationships with others to enhance effectiveness both personally and professionally. ASAE staff will work with Industry Partner to co-create an activity that accomplishes the goals stated above and provides visibility for the host company.

- **Give-Aways:** Prizes, branded collateral or other promotional items may be distributed by host at the activity, at their own expense.
- **AV Set:** Projector and screen to display company name and logo throughout the program.
- **F&B:** Food and beverage will be determined together with ASAE and the Industry Partner based upon the type of program designed.
- **Publicity:** Activity will be designated with company name and logo in onsite, website and mobile app. Signage with company logo will be provided outside of session room. (*Due to time constraints, session information will not appear in preliminary brochure.*)

## VIII. Toolkit Content Advertising: Associations Now – *price tbd*

This pull-out, digest-sized supplement will showcase your expertise and will position you and your company as market leaders. Your content will be published in the Associations @ Work Toolkit which is to be distributed onsite at the conference and inserted in the September/October issue of Associations Now (*distribution list = 22,000*). *For details, contact: 202-626-2889.*

*\*denotes price of opportunity as described. Price does not include registration fees for speakers/hosts.*

## Associations @ Work | Oct 15–17 | Baltimore

Sunday, October 15, 2017

1:00 p.m. – 4:00 p.m.	Margins Matter: Make More Money with Proactive Pricing	Focus on What Matters: How and When to Sunset Programs
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Monday, October 16, 2017

8:00 a.m. – 9:00 a.m.	Registration and Continental Breakfast	IP Breakfast	IP Breakfast		
9:00 a.m. – 9:30 a.m.	<b>Keynote</b>				
9:45 a.m. – 10:45 a.m.	Deep Dive #1	Learning Lab	Learning Lab	Learning Lab	IP Session
11:00 a.m. – 12:00 p.m.		Learning Lab	Learning Lab	Learning Lab	IP Session
12:15 p.m. – 1:45 p.m.	<b>Lunch &amp; Roundtable Discussions</b>				
2:00 p.m. – 3:00 p.m.	Deep Dive #2	Learning Lab	Learning Lab	Learning Lab	IP Session
3:15 p.m. – 4:15 p.m.		Learning Lab	Learning Lab	Learning Lab	IP Session
4:15 p.m. – 5:00 p.m.	<b>Networking Activity – Program TBD</b>				

Tuesday, October 17, 2017

8:00 a.m. – 9:00 a.m.	Registration and Continental Breakfast	IP Breakfast	IP Breakfast		
9:00 a.m. – 9:30 a.m.	<b>Keynote</b>				
9:45 a.m. – 10:45 a.m.	Deep Dive #3	Learning Lab	Learning Lab	Learning Lab	IP Session
11:00 a.m. – 12:00 p.m.		Learning Lab	Learning Lab	Learning Lab	IP Session
12:15 p.m. – 1:45 p.m.	<b>Lunch &amp; IP Lightening Talks (up to 8)</b>				
2:00 p.m. – 3:00 p.m.	Deep Dive #4	Learning Lab	Learning Lab	Learning Lab	IP Session
3:15 p.m. – 4:15 p.m.		Learning Lab	Learning Lab	Learning Lab	IP Session
4:15 p.m. – 5:00 p.m.	<b>Networking Activity – Program TBD</b>				