Colorado Society of Association Executives
Excellence by Association

2021 Partnership Opportunities

Colorado Society of Association Executives (CSAE) is THE association for associations in Colorado. Explore the many partnership opportunities that connect association professionals and provide the latest information on industry trends, management issues, and more!
Colorado is one of the highest-ranking association states in the country, with CSAE’s membership representing annually:

- **$235 MILLION in Revenue**
- **$226 MILLION in Expenses**

C-Level Decision Makers:
- Executive Director, CEO: 51%
- Associate Director, Vice President: 32%
- Other: 9%

CSAE members spend roughly $39 MILLION on outsourced services, including:

- **$10.6 mil** Meetings/Conventions/Trade Shows
- **$7.8 mil** HR & Payroll
- **$7.5 mil** Advertising/Promotion/Publication
- **$6.8 mil** IT & Digital Services
- **$3.2 mil** Lobbying/Government Relations
- **$2 mil** Legal
- **$1 mil** Accounting

Meetings are frequently held at outside venues, with Denver as the most popular, followed closely by the Front Range and Mountain regions.

Annual Event Spending:
- **$59 mil** Lodging
- **$18 mil** Venues
- **$10.1 mil** Travel

CSAE members represent very large to smaller associations, with their own memberships ranging from 400 to over 80,000.*

- 51% are state associations
- 32% are international associations
- 29% are national associations
- 20% are regional associations
- 9% are local associations

**Association members include:**
- National Geological Society
- American Water Works Association
- National Cattlemen’s Beef Association
- American Beverage Association
- Colorado Oil and Gas Association
- Colorado Restaurant Association
- Colorado Dental Association
- Colorado Bar Association
- .....and many others

“CSAE is a family of remarkable heart centered leaders and I am deeply privileged to be part of this group. There is a special authenticity that thrives here and the events feel more like a gathering of family and friends than just a networking event. Everyone welcomed us with generous invitations to help connect us within the CSAE family. It was remarkable! It’s as if we skipped the awkward getting to know you phase and jumped into the joy of a genuine relationship!”

– Shannon Stone, AMG Bank
CSAE 2019 Sponsor
2021 CSAE Partnership Opportunities

Did you know that Colorado is one of the highest ranking association states in the nation with CSAE’s membership representing $235 million annually in revenue? And, they spend $226 million operating their associations each year. From monthly events to the annual conference, CSAE is the place to connect with top-level decision makers year-round.

<table>
<thead>
<tr>
<th>Platinum Partner (EXCLUSIVE)</th>
<th>Gold (only 4 available)</th>
<th>Silver (only 7 available)</th>
<th>Bronze (only 10 available)</th>
</tr>
</thead>
<tbody>
<tr>
<td>$12,500</td>
<td>$10,000</td>
<td>$7,500</td>
<td>$5,000</td>
</tr>
</tbody>
</table>

### Year-Round Branding

<table>
<thead>
<tr>
<th>Advertising</th>
<th>Platinum Sponsor Ribbon on your registration badge at all CSAE events throughout the year.</th>
<th>Gold Sponsor Ribbon on your registration badge at all CSAE events throughout the year.</th>
<th>Silver Sponsor Ribbon on your registration badge at all CSAE events throughout the year.</th>
<th>Bronze Sponsor Ribbon on your registration badge at all CSAE events throughout the year.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Networking</td>
<td>Podium announcement and recognition at all Learn with Leaders throughout the year.</td>
<td>Podium announcement and recognition at all Learn with Leaders throughout the year.</td>
<td>Podium announcement and recognition at all Learn with Leaders throughout the year.</td>
<td>Your logo and reference, as the Bronze Sponsor, placed on all print and digital and event signage throughout the year.</td>
</tr>
<tr>
<td>Online Branding</td>
<td>Your logo and reference, as the Platinum Sponsor, placed on all print and digital and event signage throughout the year.</td>
<td>Your logo and reference, as the Gold Sponsor, placed on all print and digital and event signage throughout the year.</td>
<td>Your logo and reference, as the Silver Sponsor, placed on all print and digital and event signage throughout the year.</td>
<td>Receive one monthly Learn with Leaders luncheon registration.</td>
</tr>
<tr>
<td></td>
<td>Receive three monthly Learn with Leaders luncheon registrations.</td>
<td>Receive one monthly Learn with Leaders luncheon registration.</td>
<td>Receive one monthly Learn with Leaders luncheon registration.</td>
<td></td>
</tr>
</tbody>
</table>

12-month banner on www.csaee.org **AND** Briefly Speaking monthly enewsletter.


To reserve your opportunity contact Jennifer Siorek at jsiorek@thewymancompany.com
## 2021 CSAE Partnership Opportunities (Continued)

<table>
<thead>
<tr>
<th>Platinum Partner (EXCLUSIVE)</th>
<th>Gold (only 4 available)</th>
<th>Silver (only 7 available)</th>
<th>Bronze (only 10 available)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CONFERENCE</strong></td>
<td></td>
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<tr>
<td>EXCLUSIVE EVENT</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Exclusive ownership of the CAE Only Breakfast Event. Opportunity to share marketing materials and introductions to all in attendance. Venue may be decorated with your brand.</td>
<td>Exclusive ownership of the major General Session at the Annual Conference. Opportunity to share marketing materials and introduction with all attendees. Venue may be decorated with your brand.</td>
<td>Exclusive ownership of one Breakout Session at the Annual Conference. Opportunity to share marketing materials and introduction with all attendees. Venue may be decorated with your brand.</td>
<td>Exclusive sponsorship one Coffee Break, Snack Break or Emerging Leaders Session at the Annual Conference.</td>
</tr>
<tr>
<td>Exhibit Table Space; priority placement.</td>
<td>Exhibit Table Space, priority placement.</td>
<td>Exhibit Table Space.</td>
<td>Exhibit Table Space.</td>
</tr>
<tr>
<td>PARTICIPATION</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Two full complimentary registrations to all events and meals. Also, one “Bring a Guest” with the same access; must be a non-member.</td>
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<td>One full complimentary registration to all events and meals.</td>
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</tr>
<tr>
<td>Participation in the Speed Meeting Session.</td>
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<td>Participation in the Speed Meeting Session.</td>
<td>Participation in the Speed Meeting Session.</td>
</tr>
<tr>
<td>PARTICIPATION</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Video ad (60-90 sec; sponsor provided); played throughout</td>
<td>Video ad (60-90 sec; sponsor provided); played throughout</td>
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<td></td>
</tr>
<tr>
<td>ADDITIONAL EXPOSURE</td>
<td></td>
<td></td>
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<tr>
<td>Room drop; priority selection of date</td>
<td></td>
<td></td>
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</tbody>
</table>

### All Sponsors will receive the following at the CSAE Annual Conference:

*Your company’s logo will be included:*

- On all print and digital signage at the conference.
- On the conference app.
- On all email promotion and prints for the annual conference.
- Sponsor ribbon on badge.
- Post-conference mailing or one-time use of attendee email list.

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To reserve your opportunity contact Jennifer Siorek at jsiorek@thewymancompany.com
CSAE Annual Conference

The Annual Conference is THE place to meet with a wide range of over 100 professional decision makers within the association community, from staff specialists to the top chief executive officer. It’s fun. It’s interactive. And, it is a great way to learn. Long-lasting relationships are built during the many networking and social opportunities during the three-day event.

CSAE Annual Conference
June 30 - July 2, 2021
Grand Hyatt Vail

Premier Table Top Space - $3,000
Only 20 available

INCLUDES:
• Exhibit Table Space.
• Two quarter-page, full-color ads in the Executive Memo conference issues (Spring and Summer).
• One full complimentary registration to all events and meals.
• Receive all sponsorship bonus items (see table on bottom of page 4)

Table Top Space - $1,000
Limited supply based on sponsors and space.

INCLUDES:
• Exhibit Table Space.
• One full complimentary registration to all events and meals.
• Name listed in Executive Memo conference issue.
• Name listed on conference app.
• Company name listed on all print and digital signage at conference.

NEW for 2021

Additional Conference Items Available:
• Drink Ticket Sponsor = $3,000.00
• Water Refill Sponsor = $2,500.00
• Speed Meeting Entry = $1,595.00
• Room Drop (supplied promotional item) = $1,500.00

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Connecting with association professionals in person is the best way to develop long-term relationships. CSAE offers year-round face-to-face opportunities to make this happen. These events and sponsorship opportunities are targeted to specific audiences such as association membership specialists, business development specialists, education specialists, and communication specialists.

**Learn with Leaders**
This networking opportunity invites association professionals to participate in conversations and presentations relevant to their specific job responsibilities and learning needs. More than 60 professionals attend monthly.

**INCLUDES:**
- Your logo on all marketing materials promoting the event (print and digital)
- Your logo on the video screen to be displayed prior to and after keynote presenter
- Receive attendance list (first/last names, address and emails)
- Three minutes of time at the podium to introduce your company
- You introduce the keynote presenter
- Your company logo on the CSAE website in conjunction with the event
- A giveaway or door prize opportunity
- Exhibiting table to display your company and services to association executives
- One complimentary plated lunch

**COST:** $750

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**C-Suite Level Critical Knowledge Series**
These stand-alone education opportunities are exclusively designed for association professionals. These are prestigious high-level events with nationally recognized association speakers. The audience size is limited to no more than 30 participants. Because of the C-level audience and the critical knowledge series content, we invite only one sponsor to be part of this event.

**EXCLUSIVE Sponsorship Opportunity**

**INCLUDES:**
- Attendance at the private executive dinner the night prior to the Critical Knowledge Series Event
- Participation in the half-day Critical Knowledge Series Event for the C-Level Executive
- Your logo on all marketing materials promoting the event (print and digital)
- Your logo on the video screen to be displayed prior to and after the keynote presenter
- Three minutes at the podium to introduce your company
- You introduce the keynote presenter
- Your company logo on the CSAE website in conjunction with the event
- A giveaway or door prize opportunity
- Exhibiting table to display your company and services to association executives
- One complimentary plated lunch at the event

**COST:** $2,000

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**Products and Services Display Opportunities**
Each month at Learn with Leaders events you have an opportunity to display your products and services.

**INCLUDES:**
- One-six foot, draped table to display your product/service.
- One complimentary registration
- One complimentary plated lunch during the monthly program
- Name listed on program

**COST:** $300 per event or a package of 3 events for $750

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Custom packages are also available upon request.
Executive Edge
> Excellence by Association

Read by more than 3,000 Colorado-based association professionals, the Executive Memo is published four times per year. Readers of the magazine vary from local, regional, and national organizations. Each issue delivers solid, up-to-date information providing innovation and insights to help diverse association communities.

CSAE members are looking to grow and develop their organizations through an assortment of tools and by way of various mediums. You can present your services to those who are looking for them by placing an ad in CSAE’s directory. With over 3,000 directory readers, this is an excellent way to promote your business and get in on the action!

*Purchase of a display ad includes a complimentary Resource Guide listing

<table>
<thead>
<tr>
<th>ADVERTISING RATES</th>
</tr>
</thead>
<tbody>
<tr>
<td>4C Color Ads</td>
</tr>
<tr>
<td>Inside Front Cover</td>
</tr>
<tr>
<td>Inside Back Cover</td>
</tr>
<tr>
<td>Back Cover</td>
</tr>
<tr>
<td>Spread</td>
</tr>
<tr>
<td>Full Page Tab</td>
</tr>
<tr>
<td>Full Page</td>
</tr>
<tr>
<td>1/2 Horizontal</td>
</tr>
<tr>
<td>1/3 Vertical/Square</td>
</tr>
<tr>
<td>1/4 Vertical</td>
</tr>
<tr>
<td>1/6 Vertical/Horizontal</td>
</tr>
<tr>
<td>Resource Guide Listing</td>
</tr>
</tbody>
</table>

All full page advertisers (including Platinum and Gold sponsors) will receive a social media push from CSAE. Include a photo and 100 word description that will be shared with all of CSAE’s followers!

<table>
<thead>
<tr>
<th>Issue Deadlines</th>
<th>Ad Deadline</th>
<th>Art Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Winter 2021</td>
<td>January 4, 2021</td>
<td>January 11, 2021</td>
</tr>
<tr>
<td>Spring 2021</td>
<td>March 23, 2021</td>
<td>March 30, 2021</td>
</tr>
<tr>
<td>Summer 2021</td>
<td>June 15, 2021</td>
<td>June 22, 2021</td>
</tr>
<tr>
<td>Fall 2021</td>
<td>September 10, 2021</td>
<td>September 17, 2021</td>
</tr>
</tbody>
</table>

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CSAE’s New Mobile App

CSAE members will use the new mobile app on their phones and tablets to:

- Search the member directory
- Update their profiles
- Access white papers and special reports
- Register for events
- On-site conference guides at their fingertips
- Plus more on the horizon

MOBILE APP RATES & SPECS

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Rotations</th>
<th>Cost</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Main Accent Ad</td>
<td>2</td>
<td>$1,250</td>
<td>Fixed positions; one at the top of the Home page underneath the CSAE logo and one at the bottom of ALL pages.</td>
</tr>
<tr>
<td>Individual Event Ad</td>
<td>5</td>
<td>$375</td>
<td>Appearing at the bottom of individual event pages (Map, Details, Attendee list, etc.)</td>
</tr>
<tr>
<td>Learn w/ Leaders</td>
<td>One per month</td>
<td>included with $750 sponsorship rate</td>
<td>Appearing next to the highlighted Monthly Luncheon Series info and will also receive a complimentary logo on the sponsorship page.</td>
</tr>
<tr>
<td>Featured Spotlight</td>
<td>One per month</td>
<td>$450 each</td>
<td>Listed in the Menu options, the Featured Spotlight will allow you to highlight a specific product, service or property.</td>
</tr>
</tbody>
</table>

Specs: 100px x 100px min.; 200px x 200 px max.
Advertising Specs

MAGAZINE ADVERTISING SPECS

Magazine Trim Size:
8.375” x 10.875”

Full Page Safe Area:
7.625” x 10.125”

Full Page Spread (With Bleed)
17” x 11.25”

Full Page Spread (No Bleed)
16” x 10.1225”

Full Page
8.625” x 11.125”

Full Page w/o Bleed
7.625” x 10.125”

2/3 Page
2.25” x 4.75”

1/2 Page Island
4.75” x 7.25”

1/2 Page Vertical
2.25” x 9.875”

1/4 Page
3.5” x 4.75”

1/3 Page Vertical
4.75” x 4.75”

1/3 Square
4.75” x 4.75”

1/6 Page Vertical
2.25” x 4.75”

1/6 Page Horizontal
4.75” x 2.25”

1/2 Page
4.75” x 7.5”

2 FULL PAGES (SPREAD WITH BLEED)
9.5” x 7.5”

2 FULL PAGES (SPREAD, NO BLEED)
9.5” x 7.5”

FULL PAGE
6” x 9”

FULL PAGE (NO BLEED)
4.75” x 7.5”

1/2 VERTICAL
2.25” x 7.5”

1/2-PAGE HORIZONTAL
4.75” x 3.5”

1/4 PAGE
2.25” x 3.5”

LOGO AD
2.25” x 2.25”

Publication size:
5.5” x 8.5”

Live area:
5” x 8”

Note: Text placed outside the safe area of any Full Page ad may be cut off. Please keep text inside the safe area. Additional sizes may be available for this publication.

PAGE DIMENSIONS

MEMBERSHIP

DIRECTORY

MOBILE APP SPECS

Minimum: 100px x 100px

Maximum: 200px x 200 px

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