



Make Your Brand More Memorable

Branded Events | Speaking Opportunities
Visual Presence | Recognition



FSAE 2025 Annual Conference

SPONSORSHIP OPPORTUNITIES

July 9-11, 2025
Hilton West Palm Beach



Establish New Connections Maximize Your Reach

Connect with Florida's Association Executives and make your brand more memorable when you participate in the FSAE Annual Conference as a sponsor. We have multiple opportunities to meet any budget to help you reach your target audience.

Sponsorship support during the FSAE Annual Conference provides you three days of exposure to your target audience of association decision makers and marketing exposure to the **entire FSAE membership** throughout the year - that's over 1,100 association industry professionals, 60% + are your target customers and prospects.

Associations bring **\$3.9 billion** to Florida's economy through budget expenditures and hosting **over 40,500 meetings** a year. In addition, **Members spend approximately \$443 million with our Associate Supplier Members.**

FSAE can help you make your brand even more memorable to association decision-makers who are looking for your services.



FSAE MEMBERSHIP

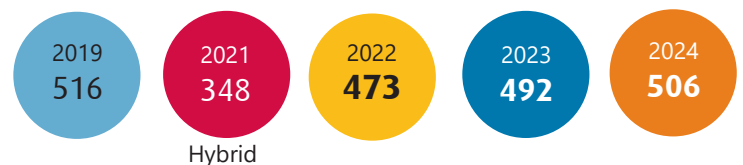


1,161 Members
December 2024

60%
Association Executives

40%
Associate Suppliers

CONFERENCE REGISTRATIONS



July 9-11, 2025 | Hilton West Palm Beach



High-Visibility Sponsorships

Gold Sponsor \$20,000

Opening Session Luncheon (1 Available)

- Two (2) Conference Registrations
- High Boy table for marketing materials in prime location (available upon request)

Onstage Presence During General Session:

- 7-minute speaking opportunity in front of attendees
- Podium recognition
- Onstage and room branding with help of production team

SOLD



OPAL
COLLECTION

Advertising & Branding:

- One
- One
- One
- Half
- Incl
- Two
- Rec
- Golc
- Facebook, Instagram & LinkedIn Recognition with Images
- One (1) marketing piece included in conference tote bags
- Sponsor recognition in Conference Emails, Source Magazine, Conference Slides and in special Conference Marketplace in Source Magazine (in up to 2 Issues)

Event App Recognition:

- Promoted post in Conference App on the day of event
- Rotating ad on App homepage
- Included on custom Sponsor page in App
- Participate in Sponsor Trivia – provide 1 question
- Sponsor listing in App

Silver Sponsor \$15,000

Thursday Leadership Breakfast (1 Available)

- Two (2) Conference Registrations
- High Boy table for marketing materials in prime location (available upon request)

Onstage Presence During General Session:

- 5-minute speaking opportunity in front of attendees
- Podium recognition
- Onstage and room branding with help of production team
- Marketing materials distributed at each seat during sponsored general session
- Provide center pieces on each table during general session
- Reserved table for eight at sponsored event (if applicable)

Advertising & Branding:

- Half page ad in Onsite Conference Workbook
- One (1) Homepage rotating logo
- Inclusion in Silver Sponsor signage during Conference
- Two (2) sets of labels for pre & post conference mailings
- Recognition as a SILVER SPONSOR in the Onsite Workbook
- Silver level sponsor ribbon for name badge
- Facebook, Instagram & LinkedIn Recognition with Images
- One (1) marketing piece included in conference tote bags
- Sponsor recognition in Conference Emails, Source Magazine, Conference Slides and in special Conference Marketplace in Source Magazine (in up to 2 Issues)

Event App Recognition:

- Promoted post in Conference App on the day of event
- Rotating ad on App homepage
- Included on custom Sponsor page in App
- Participate in Sponsor Trivia – provide 1 question
- Sponsor listing in App

July 9-11, 2025 | Hilton West Palm Beach

Bronze Sponsor

\$3,500 - \$6,000

Conference App - \$5,000

- **App Branding** - Banner ad on home screen, app menu and agenda page Specific App - 2 promoted posts (Wed & Thurs) - (if selected app)
 - Branded page from app menu
 - BRONZE level sponsor name badge
 - Recognition in Onsite Conference Workbook
 - Recognition as a BRONZE SPONSOR on signage
 - One (1) set of attendee mailing labels post conference
 - One (1) marketing piece included in tote bags
 - Recognition as a BRONZE SPONSOR on signage
 - Recognition on conference email, applicable issues of Source and on conference sponsor slide
 - Social Media Sponsor Recognition
 - Inclusion in App Sponsor Trivia and Sponsor Listing
- Contact FSAE for more information and sample graphics



Networking Refreshment Breaks - \$4,000 (3 Total - 0 Available)

- Exclusive sponsored break
- Recognition in Onsite Conference Workbook
- Recognition as a BRONZE SPONSOR on signage
- One (1) set of attendee mailing labels post conference
- One (1) marketing piece included in tote bags
- Recognition as a BRONZE SPONSOR on signage
- Recognition on conference email, applicable issues of Source and on conference sponsor slide
- Social Media Sponsor Recognition
- Inclusion in App Sponsor Trivia and Sponsor Listing

Breakout Sponsor - \$4,000 (3 Total - 2 Available)

- Exclusive signage during sponsored track
- **2 minute speaking opportunity at start of each breakout**
- Distribution of collateral material during session
- Bronze sponsor ribbon for name badge
- Recognition in Onsite Conference Workbook
- Recognition as a BRONZE SPONSOR on signage
- One (1) set of attendee mailing labels post conference
- One (1) marketing piece included in tote bags
- Recognition as breakout track sponsor
- Recognition on conference email, applicable issues of Source and on conference sponsor slide
- Social Media Sponsor Recognition
- Inclusion in App Sponsor Trivia and Sponsor Listing

Executive Welcome Break - \$4,000

- **Exclusive sponsored break for members**
- Welcome Break listed as a BRONZE SPONSOR in Onsite Conference Workbook
- BRONZE level sponsor name badge
- Recognition in Onsite Conference Workbook
- Recognition as a BRONZE SPONSOR on signage
- One (1) set of attendee mailing labels post conference
- One (1) marketing piece included in tote bags
- Recognition as a BRONZE SPONSOR on signage
- Recognition on conference email, applicable issues of Source and on conference sponsor slide
- Social Media Sponsor Recognition
- Inclusion in App Sponsor Trivia and Sponsor Listing



Keynote Speaker - \$3,500 (3 Total - 0 Available)

- **Podium recognition & introduce speaker**
- **One(1)-Minute Presentation**
- Distribution of collateral material during session
- Logo recognition as a BRONZE SPONSOR on signage
- BRONZE level sponsor name badge
- Recognition in Onsite Conference Workbook
- Recognition as a BRONZE SPONSOR on signage
- One (1) set of attendee mailing labels post conference
- One (1) marketing piece included in tote bags
- Recognition as a BRONZE SPONSOR on signage
- Recognition on conference email, applicable issues of Source and on conference sponsor slide
- Social Media Sponsor Recognition
- Inclusion in App Sponsor Trivia and Sponsor Listing



July 9-11, 2025 | Hilton West Palm Beach

WiFi Sponsor - \$3,500

- Your Company name as Co-Sponsor with password
- Logo recognition on WiFi for all attendees
- BRONZE level sponsor name badge
- Recognition in Onsite Conference Workbook
- Recognition as a sponsor in conference signage
- One (1) set of signage for conference
- Recognition on source and on conference
- Social Media Sponsor Recognition
- Inclusion in App Sponsor Trivia and Sponsor Listing

SOLD

MEETINGS & Events

Onsite Conference Workbook Sponsor - \$3,500

- Full page ad in Onsite Conference Workbook - back cover OR inside-front
- BRONZE level sponsor ribbon for name badge
- Sponsor Recognition in Onsite Conference Workbook
- Recognition as a sponsor in conference signage
- One (1) set of signage for conference
- One (1) set of signage for conference
- Social Media Sponsor Recognition
- Inclusion in App Sponsor Trivia and Sponsor Listing

SOLD



Learning Lounge Sponsor - \$3,500

- Exclusive signage in Learning Lounge
- BRONZE level sponsor ribbon for name badge
- Recognition in Onsite Conference Workbook
- Ability to distribute market materials throughout Learning Lounge
- Recognition as a sponsor in conference signage
- One (1) set of signage for conference
- One (1) set of signage for conference
- Social Media Sponsor Recognition
- Inclusion in App Sponsor Trivia and Sponsor Listing

SOLD



Copper Sponsor

\$1,500 - \$3,000

Meeting Planner Roundtable - \$3,000

- Exclusive 5 minute presentation for up to 5 Meeting Planners
- Distribution of collateral material during roundtable
- COPPER level sponsor ribbon for name badge
- Recognition in Onsite Conference Workbook
- Recognition as a sponsor in conference signage
- One (1) set of signage for conference
- One (1) set of signage for conference
- Social Media Sponsor Recognition
- Event App Recognition - Sponsor listing in app

SOLD



Association Trends/ Leadership Roundtable - \$3,000

- Exclusive 5 minute presentation for up to 5 Association Executives
- Distribution of collateral material during roundtable
- COPPER level sponsor ribbon for name badge
- Recognition in Onsite Conference Workbook
- Recognition as a sponsor in conference signage
- One (1) set of signage for conference
- One (1) set of signage for conference
- Social Media Sponsor Recognition
- Event App Recognition - Sponsor listing in App

SOLD



July 9-11, 2025 | Hilton West Palm Beach

Copper Sponsor Continued

Friday Special Baggage Storage Station - \$3,000

Provide attendees with designated and secure baggage location - Friday morning thru end of Conference

- Listed as part of program on all marketing channels
- Executive Turndown (\$2,500 Value) on evening prior to promote baggage storage location
- Exclusive signage at sponsored Location on Friday
- Recognition in Onsite Conference Workbook
- COPPER level sponsor ribbon for name badge
- Recognition as a COPPER sponsor on conference signage
- Option to distribute marketing materials at sponsored station
- One (1) set of mailing labels of conference attendees post conference
- One (1) marketing piece included in tote bags
- Recognition on conference email, applicable issues of Source and on conference sponsor slide
- Social Media Sponsor Recognition
- Event App Recognition - Sponsor listing in App

Beer Tasting Session/Foundation Fundraiser \$2,500 (3 Total - 0 Available)

Includes Beverages for tasting & light

- Welcome and Introduction during
- Exclusive signage during
- Option to bring/present
- Give away items
- Ability to present marketing materials
- Recognition in Onsite Conference Workbook
- COPPER level sponsor ribbon for name badge
- Recognition as a COPPER sponsor on conference signage
- One (1) set of mailing labels of conference attendees post conference
- One (1) marketing piece included in tote bags
- Recognition on conference email, applicable issues of Source and on conference sponsor slide
- Social Media Sponsor Recognition
- Event App Recognition - Sponsor listing in App

Board Meetings- \$2,500

- Exclusive signage for FSAE & Foundation Board Meeting
- 3 minute presentation for up to 2 Executives
- Lunch with Board Members
- Distribution of collateral in each chair during the meetings
- COPPER level sponsor ribbon for name badge
- Recognition in Onsite Conference Workbook
- One (1) set of mailing labels of conference attendees post conference
- One (1) marketing piece included in tote bags
- Recognition on conference email, applicable issues of Source and on conference sponsor slide
- Social Media Sponsor Recognition
- Event App Recognition - Sponsor listing in App

Turndown Service - \$2,500 (Exec Rooms only) - Limited Availability

Item of choice delivered to all executive rooms

- Tent Card with your logo to accompany room gift
- Recognition in Onsite Conference Workbook
- Recognition as a COPPER sponsor on conference signage
- One (1) set of mailing labels of conference attendees pre conference
- One (1) marketing piece included in tote bags
- COPPER level sponsor ribbon for name badge
- Recognition on conference email, applicable issues of Source and on conference sponsor slide
- Social Media Sponsor Recognition
- Event App Recognition - Sponsor listing in App



Sponsor Recognition



Brand Awareness



Visual Presence

Pocket Program - \$2,000

- **Exclusive Logo on pocket program given to every attendee**
- COPPER level sponsor ribbon for name badge
- Recognition in Onsite Conference Workbook
- Recognition as a COPPER sponsor on conference signage
- One (1) set of attendee mailing labels post conference
- One (1) marketing piece included in conference tote bags
- Recognition on conference email, applicable issues of Source and on conference sponsor slide
- Social Media Sponsor Recognition
- Event App Recognition - Sponsor listing in App

Hospitality Sponsor - \$1,500

Make your event a Sanctioned FSAE Event!

(Does not include extra room or F&B charges)

- Exclusive signage at sponsored hospitality
- **Hospitality event listed as part of conference in Onsite Conference Workbook and included in attendee registration**
- COPPER Sponsor ribbon for name badge
- Recognition as a COPPER sponsor on conference signage
- One (1) set of attendee mailing labels post conference
- One (1) marketing piece included in tote bags
- Recognition on conference email, applicable issues of Source and on conference sponsor slide
- Social Media Sponsor Recognition
- Event App Recognition - Sponsor listing in App



Conference Supporter - \$1,000

- Recognized in Annual Conference Event Guide
- Sponsor ribbon for name badge
- Recognition as a sponsor on conference signage
- **One (1) set of mailing labels of conference attendees pre conference**
- One (1) marketing piece included in tote bags
- Recognition on conference email, applicable issues of Source and on conference sponsor slide
- Social Media Sponsor Recognition
- Event App Recognition - Sponsor listing in App

Conference Partner - \$500

- **Sponsor ribbon for name badge**
- Recognition in Annual Conference Event Guide
- Recognition as a sponsor on conference signage
- Recognition on conference email, applicable issues of Source and on conference sponsor slide
- Social Media Sponsor Recognition
- Event App Recognition - Sponsor listing in App

Marketing Maximizer Tote Insert - \$700

- **One (1) marketing piece included in tote bags**
- Sponsor ribbon for name badge
- Recognition as a sponsor on conference signage
- Recognition on conference email, applicable issues of Source and on conference sponsor slide
- Social Media Sponsor Recognition
- Event App Recognition - Sponsor listing in App

Don't see a sponsorship that suits your needs? Contact us and
Let's Get Creative!

Contact Hester at (850) 222.7994 or hester@fsae.org to discuss more options.



FSAE 2025 ANNUAL CONFERENCE SPONSORSHIP COMMITMENT FORM

July 9-11, 2025 | Hilton West Palm Beach

Act today! The sooner you sign up, the more exposure you'll receive!

Name: _____ Title: _____

Organization: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

Type of Sponsorship: _____

Total Sponsorship Amount: \$ _____

This sponsorship is ☐ Cash ☐ In-Kind

☐ I am interested in exhibiting in the Trade-Show - \$800 (\$1,000 Regular Price)

☐ I agree to pay for the above sponsorship in full no later than **April 30, 2025**.

☐ I also understand that if I cancel my sponsorship, I will be billed \$250 per month from the time of the signed agreement to reimburse FSAE for marketing exposure on the FSAE website, in Source magazine and the FSAE ENews.

Signature: _____ Date: _____

All sponsorships must be paid by check. Credit cards WILL NOT be accepted. Please make all checks payable to Florida Society of Association Executives. Sponsorship amounts must be paid in full no later than April 30, 2025.

_____ My check is included for the amount of \$ _____

_____ Please invoice me

All sponsorships are on a first-come, first-served basis.

Questions? Contact Hester Ndoja, CAE at (850) 222-7994 or hester@fsae.org

*FSAE Sponsorships are NOT deductible contributions for federal income tax purposes, but may be deducted as a business expense.

Mail form and payment to FSAE, 2410 Mahan Drive, Suite 2, Tallahassee, FL 32308