

# 2012

## ESOP Association

### Sponsorship

### Brochure





For 2012, The ESOP Association has put together new sponsorship packages that allow Association members to reach the ESOP community more effectively. These are excellent opportunities to market your company and services on our popular website and at our highly popular seminars and conferences. If you are interested in reserving a sponsorship package, please contact the national office at 202/293-2971 or send an email to [meetings@esopassociation.org](mailto:meetings@esopassociation.org).



# 35<sup>th</sup> Annual Conference

**CONFERENCE DATES:** May 10 & 11, 2012

**LOCATION:** Renaissance Washington Hotel, Washington, DC

**PURCHASE DEADLINE:** TBA

For information contact: [meetings@esopassociation.org](mailto:meetings@esopassociation.org)

The ESOP Association's Annual Conference is the second largest gathering of ESOP advocates in America. Approximately 75 percent of the attendees are senior executives, including human resource specialists in ESOP companies, as well as employees from those companies who are ownership leaders. The balance of attendees are ESOP professionals. This meeting draws the most diverse group of attendees of any meeting held by the Association.

**Expected Attendance:** 700

Sponsorships open to both corporate and professional members of The ESOP Association.

◆ **\$10,000 Proceedings Book and CD Sponsor, Limit (1)**

Conference proceedings book and CD imprinted with company name and logo, company listed in sponsor brochure, link to company website on Association's website for three (3) months in 2012.

◆ **\$5,000 Tote Bag Sponsor, Limit ~~1~~ **SOLD****

Tote bags with company name and logo, list in sponsor brochure.

◆ **\$6,000 Portfolio Sponsor, Limit (1)**

Conference portfolios imprinted with company name and logo on cover, list in sponsor brochure.

◆ **\$6,000 Employee Ownership Foundation Lunch**

Prominent signage, company mention from the podium during event, list in sponsor brochure. This lunch has the highest attendee participation of any conference function.

◆ **\$5,000 Lanyard Sponsor, Limit (1)**

Neck Lanyards imprinted with company name and logo, list in sponsor brochure.

◆ **\$4,500 Pen Sponsor, Limit (1)**

Conference pens imprinted with company name and logo, list in sponsor brochure.

◆ **\$3,000 App Sponsorship, Limit (4)**

In 2011, the Association produced a mobile app for the Las Vegas Conference and Trade Show. Due to the app's success, we will be producing one for the 2012 Annual Conference. We will offer four (4) banner sponsorships that will rotate continuously on the app header.

◆ **\$2,500 Coffee Breaks, ~~2~~ **SOLD****

Prominent signage, list in sponsor brochure.

◆ **\$1,000 Patron**

List in sponsor brochure.



# 22<sup>nd</sup> Las Vegas Conference and Trade Show

**CONFERENCE DATES:** November 8 - 9, 2012

**LOCATION:** Caesars Palace, Las Vegas, NV

**PURCHASE DEADLINE:** TBA

For information contact: [meetings@esopassociation.org](mailto:meetings@esopassociation.org)

The ESOP Association's Las Vegas Conference and Trade Show is the largest ESOP gathering in the world. Attendees are mid to upper level managers of ESOP companies, with ESOP professionals making up the second largest group of attendees, with a significant number of CEOs from smaller ESOP companies in attendance as well.

**Expected Attendance:** 1,300

Sponsorships open to both corporate and professional members of The ESOP Association.

**TRADE SHOW BOOTHS:** The ESOP Association will assign booths in conjunction with sponsorship levels.

◆ **\$20,000 Reception Sponsor, Limit (1)**

One (1) complimentary booth at Trade Show in prime location, prominent signage, remarks from the podium at reception, mention at general sessions from the podium, link to your company on the Association's website for three (3) months during 2012 calendar year, list in sponsor brochure.

◆ **\$15,000 Proceedings Online and CD Sponsor, Limit (1)**

One (1) complimentary booth at Trade Show in prime location, company listed on conference proceedings link page (which is sent to all attendees), list in sponsor brochure, company name and logo imprinted on CD.

◆ **\$11,000 Tote Bag Sponsor, Limit (1)** **SOLD**

One (1) complimentary booth at Trade Show in prime location, conference tote bags imprinted with company name and logo, list in sponsor brochure.

◆ **\$9,500 Final Program Sponsor, Limit (1)**

One (1) complimentary booth at Trade Show in prime location, final program imprinted with company name and logo on cover, list in sponsor brochure.

◆ **\$8,000 Portfolio Sponsor, Limit (1)** **SOLD**

One (1) complimentary booth at Trade Show in prime location, conference portfolios imprinted with company name and logo on cover, list in sponsor brochure.

◆ **\$7,000 Thursday Lunch Sponsor**

Prominent signage, mention from podium at sponsored event, list in sponsor brochure.

◆ **\$7,000 Neck Lanyards, Limit (1)**

Lanyards imprinted with company name and logo, list in sponsor brochure.

◆ **\$6,000 App Sponsorship, Limit (4) \*\*\***

In 2011, the Association produced a mobile app for the Las Vegas Conference and Trade Show. Due to the app's success, we will be producing one for the 2012 Conference and Trade Show. We will offer four (4) banner sponsorships that will rotate continuously on the app header.

◆ **\$6,000 Continental Breakfast/Coffee Break Sponsors (both days) 1 SOLD**

Prominent signage, list in sponsor brochure.

◆ **\$5,000 Print Station Sponsorship, Limit (1)**

Prominent signage at the print stations for Conference attendees.

◆ **\$5,000 Pen Sponsorship, Limit (1)**

Conference pens imprinted with company name and logo, list in sponsor brochure.

◆ **\$1,500 Patron 1 SOLD**

List in sponsor brochure.

\*\*\* Four (4) banner sponsorships will rotate continuously on the dashboard of the app. The app in 2011 was downloaded by 66% of Las Vegas Conference attendees and the schedule was viewed over 3,000 times.

# 2012 Sponsorship Sign-Up Form

Name \_\_\_\_\_ Company \_\_\_\_\_

Address \_\_\_\_\_ City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

A 50% deposit must accompany this signed reservation form. The remaining balance is due at least **30 days prior** to the event you plan to sponsor. If sponsoring an imprinted item, all monies must be received at least **45 days prior** to the event.

Enclosed is my check for \$ \_\_\_\_\_  
(Make checks payable to: The ESOP Association)

To Sponsor \_\_\_\_\_  
(Name of Sponsorship)

Bill \$ \_\_\_\_\_ to my: MC \_\_\_\_\_ Visa \_\_\_\_\_ Amex \_\_\_\_\_

Account Number \_\_\_\_\_ Exp. Date \_\_\_\_\_

Authorized Signature \_\_\_\_\_

All sponsors must submit their company logo/information as they wish it to appear on sponsorship signs at least **30 days prior** to their sponsored event. If you are sponsoring an imprinted item, a copy of your company's logo/information as it is to appear on your sponsored item **must** be received at least **45 days prior** to your sponsored event.

Return completed Sponsorship Form to:

Rosemary Clements  
The ESOP Association  
1726 M Street, N.W.  
Suite 501  
Washington, DC 20036  
Phone: 202-293-2971  
Fax: 202-293-7568

Email: [meetings@esopassociation.org](mailto:meetings@esopassociation.org)

Visit us at [www.esopassociation.org](http://www.esopassociation.org)





For additional information on sponsorship opportunities, please send an email to [meetings@esopassociation.org](mailto:meetings@esopassociation.org) or contact Rosemary Clements at 202/293-2971.

Website: [www.esopassociation.org](http://www.esopassociation.org)  
Blog: [www.esopassociationblog.org](http://www.esopassociationblog.org)

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