

EVENT SPONSOR OPPORTUNITIES



Get in Front of Your Target Audience – *Literally!* When You Sponsor an FSAE Event

FSAE Sponsors are in the spotlight at our events. Sponsors are given name and logo recognition on all our event marketing – which includes our website, email, social media and print marketing. Not only are you able to network with association decision makers and meeting planners, sponsors are often given time to speak during the event so that you can take your message directly to your target market. Opportunities range from small, intimate gatherings to Annual Conference – including four 1-Day Conferences, Power Luncheons and Meeting Planner Roundtables.

Sponsorship support provides face-to-face exposure to your target audience of association decision makers who attend the event, and marketing exposure to the entire FSAE membership - that's over 1,100 association industry professionals, 60% + are your target customers and prospects.

FSAE MEMBERSHIP



1,135 Members
November 2024

60%
Association Executives

40%
Associate Suppliers

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.

EDUCATION EXPO

October 15, 2025 | Tallahassee

Sponsorship during the FSAE Educational Expo provides you one day of exposure to your target audience of association decision makers. Through your sponsorship you will strengthen your existing relationships, establish new connections and maximize your reach. FSAE is the recognized organization for association management leaders in Florida. Our members are actively looking for suppliers and do business with those who support our industry.

Education Expo occurs annually in October in Tallahassee with 225-250 Attendees typically– made up of a mix of association executives, planners, and suppliers are all levels

Platinum Sponsor: \$10,000 - One (1) Available

- **10 minutes on stage at the start of the lunch keynote presentation**

- Introduce keynote speaker during lunch
- Company logo displayed on front of keynote program/flyer, website and on social media materials
- Ability to place center piece on tables and decorate tables
- **High top table in prime location of expo hall (includes 4 tables)**
- **Discounted registration for attendees**

SOLD

- Logo in Expo Slide during luncheon
- Place one (1) Marketing piece in attendee bag
- LinkedIn, Instagram, and Facebook Sponsor recognition



Gold Sponsor- \$5,000 – Two (2) Available

- **Hightop Island (includes 4 tables) in prime location of expo hall; (can add up to 6 other attendees at hightops at regular reg rate)**
- **Prime location next to food table**
- **Two (2) complimentary expo registrations**
- Gold Sponsor Signage displayed at registration and inside expo hall
- Gold sponsor ribbon for badges
- Highlighted listing in the expo floor plan
- Company logo displayed on FSAE website between August and November
- Recognition in NOV/DEC Source magazine
- Recognition in FSAE ENews in Aug - Oct

- One (1) set of attendee mailing labels after the event
- Logo in Slide during luncheon
- Place one (1) Marketing piece in attendee bag
- LinkedIn, Instagram, and Facebook Sponsor recognition

EDUCATION EXPO CONTINUED

Silver Breakout Sponsorship - \$3,500 (Two (2) Total - 1 Available)

- Room Host for our Breakout room
- Silver Level Signage in room
- 3 minutes at the beginning of breakout session to talk about destination and then introduce speaker (optional)
- One (1) complimentary 6ft exhibit table registration
- Place one (1) Marketing piece in attendee bag
- Silver Level recognition in meeting app
- Recognition as a SILVER Sponsor on signage
- Company logo displayed on FSAE website between August and November;
- Recognition in NOV/DEC Source magazine
- Recognition in FSAE ENews in Aug - Oct
- LinkedIn, Instagram, and Facebook Sponsor recognition



Silver Morning Break Sponsor - \$3,000 One (1) available

- 30-minute morning refreshment break in central location
- Silver Level Signage during break
- One (1) complimentary 6ft exhibit table registration
- Place one (1) Marketing piece in attendee bag
- Silver Level recognition in meeting app
- Recognition as a SILVER Sponsor on signage
- Company logo displayed on FSAE website between August and November;
- Recognition in NOV/DEC Source magazine
- Recognition in FSAE ENews in Aug - Oct
- LinkedIn, Instagram, and Facebook Sponsor recognition

Bronze Sponsor- \$2,000 - Three (3) Available

- One (1) complimentary 6ft exhibit table registration
- Prime exhibit table location in expo hall
- Bronze Sponsor Signage displayed at registration and inside expo hall
- Highlighted listing in the expo floor plan
- Company logo displayed on FSAE website between August and November
- Recognition in NOV/DEC Source magazine
- Bronze sponsor ribbon for badge
- One (1) set of attendee mailing labels after the event
- Logo in Slide during luncheon
- Option to include marketing piece in attendee tote bags
- LinkedIn, Instagram, and Facebook Sponsor recognition

Iron Sponsor- \$1,000 - Five (5) Available

- Includes 1 6ft exhibit table at \$500 discounted rate
- Sponsor ribbon for badge
- included on Sponsor Signage displayed at registration
- Highlighted listing in the expo floor plan
- Company logo displayed on FSAE website between August and November
- Recognition in NOV/DEC Source magazine
- Recognition in FSAE ENews in Aug - Oct
- One (1) set of attendee mailing labels post-event
- Logo in Sponsor Slide during luncheon;
- Option to include marketing piece in attendee tote bags
- LinkedIn, Instagram, and Facebook Sponsor recognition

Wine Toss - \$500

- Signage at wine toss
- sponsor ribbon for badge
- included on Sponsor Signage displayed at registration
- 1 Highboy set up next to wine toss for marketing material
- Company logo displayed on FSAE website between August and November;
- Recognition in NOV/DEC Source magazine
- Recognition in FSAE ENews in Aug - Oct
- One (1) set of attendee mailing labels post-event
- Logo in Sponsor Slide during luncheon
- Option to include marketing piece in attendee tote bags
- LinkedIn, Instagram, and Facebook Sponsor recognition

Marketing Maximizer

\$200 for members/ \$300 for non-members

- Include marketing piece in attendee tote bags

WOMEN'S SUMMIT

February 26, 2025 | Tallahassee

Summit sponsorship provide you with one day of exposure to your target audience of association decision makers. Through your sponsorship you will strengthen your existing relationships, establish new connections and maximize your reach. FSAE is the recognized organization for association management leaders in Florida. Our members are actively looking for suppliers and do business with those who support our industry.

Did you know that 70% of FSAE Members are Women? The Women's Summit features inspiring speakers, informative panels, networking and strengthening women leaders in association management. 75-100 Attendees – made up of a mix of association executives, planners, and suppliers at all levels (typically majority of attendees are female); Occurs annually in February or March in Tallahassee

Platinum Sponsor: \$5,000 - One (1) Available

- **10 minutes speaking time to kick off event**
- On-site recognition including signage, 10 minutes speaking time and opportunity to place marketing piece at each seat and/or in Attendee Welcome Bag (if applicable)
- Receive mailing list of attendees with contact information (addresses only) **Pre and post event**
- Six (6) complimentary registrations to attend the event
- Listed as PLATINUM Sponsor (headline sponsor) in prime location on event page, onsite signage and marketing slides
- Company logo displayed on FSAE website between January and March
- Included on all marketing materials including event emails and monthly newsletters to all 1,100+ members
- LinkedIn, Instagram, and Facebook Sponsor recognition
- Recognition in applicable issue of Source magazine post-event



Gold Sponsor- \$3,000 – Four (4) Available

- **5 minutes speaking time**
- On-site recognition including signage, 5 minutes speaking time and opportunity to place marketing piece at each seat and/or in Attendee Welcome Bag (if applicable)
- Receive mailing list of attendees with contact information (addresses only) post event
- Four (4) complimentary registrations to attend the event
- Listed as Gold Sponsor on event page, onsite signage and marketing slides
- Company logo displayed on FSAE website between January and March
- Included on all marketing materials including event emails and monthly newsletters to all 1,100+ members
- LinkedIn, Instagram, and Facebook Sponsor recognition
- Recognition in applicable issue of Source magazine post-event

Bronze Sponsor- \$1,000 – Five (5) Available

- **One (1) complimentary registration**
- Opportunity to place marketing piece at each seat and/or in Attendee Welcome Bag (if applicable)
- Receive mailing list of attendees with contact information (addresses only) post event
- Listed as Bronze Sponsor on event page, onsite signage and marketing slides
- Company logo displayed on FSAE website between January and March
- Included on all marketing materials including event emails and monthly newsletters to all 1,100+ members
- LinkedIn, Instagram, and Facebook Sponsor recognition
- Recognition in applicable issue of Source magazine post-event

LEADERSHIP & MANAGEMENT SUMMIT

May | North Florida

NEW
EVENT

Summit sponsorship provide you with one day of exposure to your target audience of association decision makers. Through your sponsorship you will strengthen your existing relationships, establish new connections and maximize your reach. FSAE is the recognized organization for association management leaders in Florida. Our members are actively looking for suppliers and do business with those who support our industry.

50% of FSAE Executive Members are within the C-suite. The Leadership & Management Summit features inspiring speakers, informative panels, interactive sessions, and networking to strengthen senior level leaders in association management. 75-100 Attendees – made up of a mix of association executives and suppliers

Platinum Sponsor: \$5,000 - One (1) Available

- **10 minutes speaking time to kick off event**
- On-site recognition including signage, 10 minutes speaking time and opportunity to place marketing piece at each seat and/or in Attendee Welcome Bag (if applicable)
- Receive mailing list of attendees with contact information (addresses only) **Pre and post event**
- Six (6) complimentary registrations to attend the event
- Listed as PLATINUM Sponsor (headline sponsor) in prime location on event page, onsite signage and marketing slides
- Company logo displayed on FSAE website between April and June
- Included on all marketing materials including event emails and monthly newsletters to all 1,100+ members
- LinkedIn, Instagram, and Facebook Sponsor recognition
- Recognition in applicable issue of Source magazine post-event



Gold Sponsor- \$3,000 – Four (4) Available

- **5 minutes speaking time**
- On-site recognition including signage, 5 minutes speaking time and opportunity to place marketing piece at each seat and/or in Attendee Welcome Bag (if applicable)
- Receive mailing list of attendees with contact information (addresses only) post event
- Four (4) complimentary registrations to attend the event
- Listed as Gold Sponsor on event page, onsite signage and marketing slides
- Company logo displayed on FSAE website between April and June
- Included on all marketing materials including event emails and monthly newsletters to all 1,100+ members
- LinkedIn, Instagram, and Facebook Sponsor recognition
- Recognition in applicable issue of Source magazine post-event

Bronze Sponsor- \$1,000 – Five (5) Available

- **One (1) complimentary registration**
- Opportunity to place marketing piece at each seat and/or in Attendee Welcome Bag (if applicable)
- Receive mailing list of attendees with contact information (addresses only) post event
- Listed as Bronze Sponsor on event page, onsite signage and marketing slides
- Company logo displayed on FSAE website between April and June
- Included on all marketing materials including event emails and monthly newsletters to all 1,100+ members
- LinkedIn, Instagram, and Facebook Sponsor recognition
- Recognition in applicable issue of Source magazine post-event

MEMBERSHIP & MARKETING SUMMIT

March/April | Central FL

**NEW
EVENT**

Summit sponsorship provide you with one day of exposure to your target audience of association decision makers. Through your sponsorship you will strengthen your existing relationships, establish new connections and maximize your reach. FSAE is the recognized organization for association management leaders in Florida. Our members are actively looking for suppliers and do business with those who support our industry.

This growing membership segment is one of the top 4 job types in the FSAE Executive Membership. The Membership & Marketing Summit inspiring speakers, informative panels, interactive sessions, and networking to strengthen association management executives at all levels. 75-100 Attendees – made up of a mix of association executives and suppliers

Platinum Sponsor: \$5,000 - One (1) Available

- **10 minutes speaking time to kick off event**
- On-site recognition including signage, 10 minutes speaking time and opportunity to place marketing piece at each seat and/or in Attendee Welcome Bag (if applicable)
- Receive mailing list of attendees with contact information (addresses only) **Pre and post event**
- Six (6) complimentary registrations to attend the event
- Listed as PLATINUM Sponsor (headline sponsor) in prime location on event page, onsite signage and marketing slides
- Company logo displayed on FSAE website between February and May
- Included on all marketing materials including event emails and monthly newsletters to all 1,100+ members
- LinkedIn, Instagram, and Facebook Sponsor recognition
- Recognition in applicable issue of Source magazine post-event

Gold Sponsor- \$3,000 – Four (4) Available

- **5 minutes speaking time**
- On-site recognition including signage, 5 minutes speaking time and opportunity to place marketing piece at each seat and/or in Attendee Welcome Bag (if applicable)
- Receive mailing list of attendees with contact information (addresses only) post event
- Four (4) complimentary registrations to attend the event
- Listed as Gold Sponsor on event page, onsite signage and marketing slides
- Company logo displayed on FSAE website between February and May
- Included on all marketing materials including event emails and monthly newsletters to all 1,100+ members
- LinkedIn, Instagram, and Facebook Sponsor recognition
- Recognition in applicable issue of Source magazine post-event



Bronze Sponsor- \$1,000 – Five (5) Available

- **One (1) complimentary registration**
- Opportunity to place marketing piece at each seat and/or in Attendee Welcome Bag (if applicable)
- Receive mailing list of attendees with contact information (addresses only) post event
- Listed as Bronze Sponsor on event page, onsite signage and marketing slides
- Company logo displayed on FSAE website between February and May
- Included on all marketing materials including event emails and monthly newsletters to all 1,100+ members
- LinkedIn, Instagram, and Facebook Sponsor recognition
- Recognition in applicable issue of Source magazine post-event

FSAE POWER LUNCHEONS

January, May, December | Tallahassee

FSAE Power Luncheon sponsorships provide you with exclusive exposure to your target audience of association decision makers. Through your sponsorship you will strengthen your existing relationships, establish new connections and maximize your reach. FSAE is the recognized organization for association management leaders in Florida. Our members are actively looking for suppliers and do business with those who support our industry.

Power Luncheons are held in January, May and December in Tallahassee. 75-100 Attendees – made up of a mix of association executives and suppliers.

Exclusive Luncheon Sponsor: \$5,500

- **10 minutes speaking time to kick off event**
- On-site recognition including signage, 10 minutes speaking time and opportunity to place marketing piece at each seat
- Receive mailing list of attendees with contact information (addresses only) post event
- **Up to Five (5) complimentary registrations** for sponsors and co-sponsor staff
- Included on all marketing materials including event emails, monthly newsletters for 1,100+ members
- Pre-event promotion including recognition in meeting announcements, the e-newsletter – ENews and other
- Listed as Power Luncheon Sponsor in prime location on event page, onsite signage and in marketing slides during event.
- Recognition in applicable issues of Source Magazine
- Social media recognition including Instagram, LinkedIn, Facebook



SELECT MONTH:

- January May December

LUNCHEON TIME: 11:30 am – 1:00 pm
(early networking starts at 11:00 am)

VENUE CHOICES:

- FSU Dunlap Champions Club
- DoubleTree by Hilton Tallahassee
- AC Marriott (does not include parking)
- Parkview at Cascades
- Hotel Duval
- Other (contact FSAE office for suggestions/recommendations)

** Please contact the FSAE Office if you are interested in hosting in-kind at your Tallahassee venue*

Include your selections above with the completed Sponsorship Commitment Form

MEETING PLANNER ROUNDTABLES

Monthly* | Tallahassee

The Meeting Planner Roundtable sponsorship is for a monthly luncheon in Tallahassee **exclusively for association meeting planners**. Highlight your property/location/service to an intimate gathering of association meeting planners with speaking time during the lunch and event marketing to all members. Through your sponsorship you will strengthen your existing relationships, establish new connections and maximize your reach. FSAE is the recognized organization for association management leaders in Florida. Our members are actively looking for suppliers and do business with those who support our industry.

*Up to 40 attendees – made up of association meeting and event planners; *Meetings occur in most months excluding June and July*



Exclusive Roundtable Sponsor: \$3,00

Exclusive Opportunity - Only Supplier Attending

- **5-10 minutes speaking time to kick off event**
- On-site recognition including signage, up to 5-10 minutes speaking time and opportunity to place marketing piece at each seat
- Food and beverage (non-alcoholic) costs for up to 40 attendees are included in sponsor fee.
- Receive mailing list of attendees with contact information (addresses only) post event
- **Up to Three (3) complimentary registrations** for sponsors and co-sponsor staff. Accompanying staff must be pre-registered by the Monday prior to the Roundtable
- Included on all marketing materials including event emails, monthly newsletters for 1,100+ members
- Post event email blast sent on behalf of sponsor to attendees. Sent by FSAE staff. Content for email due at least 7 days before meeting.
- Pre-event promotion including recognition in meeting announcements, the e-newsletter – ENews and other
- Listed as Power Luncheon Sponsor in prime location on event page, onsite signage and in marketing slides during event.
- Recognition in applicable issues of Source Magazine
- Social media recognition including Instagram, LinkedIn, Facebook

Meeting facility, food and beverage are the responsibility of FSAE. Sponsor may recommend alternative facilities, food and beverage however; this may affect the cost of sponsorship. FSAE will do all we can to accommodate your recommendations

SELECT MONTH:

- January February March April
 May August September
 October November December

LUNCHEON TIME: 11:30 am – 1:00 pm
(early networking starts at 11:00 am)

VENUE CHOICES:

- Hotel Indigo
 DoubleTree by Hilton Tallahassee
 Capital City Country Club
 District 850
 Hotel Duval
 Other (contact FSAE office for suggestions/recommendations)

Please contact the FSAE Office if you are interested in hosting in-kind at your Tallahassee venue

Include your selections above with the completed Sponsorship Commitment Form



EVENT SPONSOR COMMITMENT FORM

Name: _____ Title: _____

Organization: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

- Event:** Education Expo Women's Summit Leadership & Management Summit
 Membership & Marketing Summit Power Luncheon Meeting Planner Roundtable
Please include additional form page for Power Lunch or Meeting Planner Roundtable

Sponsorship Type/Level: _____

Total Sponsorship Amount: \$_____

This sponsorship is Cash In-Kind

- I agree to pay for the above sponsorship in full no later than **30 days before event**
 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 30 days before sponsored event.

_____ 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

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