

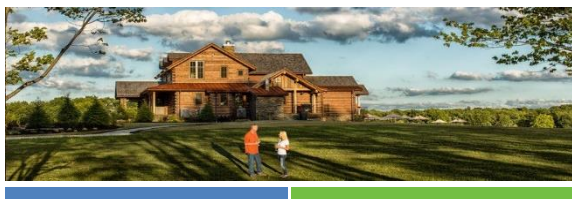


SPONSORSHIP & EXHIBITOR PROSPECTUS

Help us build your relationships
Space is limited. Reserve your package today!

ANNUAL CONFERENCE

JULY 19-21, 2023



Photos courtesy of Remarkable Lake County

Why sponsor or exhibit?

76% of attendees engage in choosing meeting locations for their organization

96% of attendees visited with exhibitors during the conference

93% of attendees play a role in the purchasing process for their organization

Visit ohiosap.org/annual for the complete schedule!

Expose your products and services to leading decision-makers and buyers in just three days!

The 2023 OSAP Annual Conference is the premier annual event for Ohio's leading industry experts and

influencers to gather for education, dynamic speakers, knowledge sharing and networking.



2023 OSAP Annual Conference Sponsorship Opportunities



Annual conference sponsorships offer unique and compelling opportunities to communicate directly with attendees throughout the event! These sponsorships are sold on a first-come, first-served basis!

Platinum Sponsor

COST: \$6,150

YOU RECEIVE:

SOLD

Exclusive Opportunities

- Logo recognition as Platinum Sponsor at the event, in the conference program and on the conference website, which receives an average of 2,000 hits annually
- Abundant pre-event and on-site publicity, including recognition on the cover of the event program
- One exclusive digital ad placement in *Industry Brief* (e-newsletter)
- Name badge sponsor with company logo on every participant's name badge
- Exclusive logo and name placement on (8-foot tall x 3-foot wide) signage at annual conference

Prime Advertising Opportunities

- Full-page ad in conference program, premium placement
- Full-page in *Industry Advocate* magazine 2023 issue mailed to more than 600 readers
- Logo recognition in Fall *Industry Advocate* magazine distributed to more than 600 readers
- Visibility in conference mobile app
- Access to all OSAP annual conference educational offerings and opening and closing networking events, alongside conference attendees

Business Development Spotlight

- Complimentary exhibit table including exclusive non-competing exhibit hours

Relationship-building Opportunities

- Ability to address attendees at a general session
- Option to include collateral in swag bag
- Recognition from the lectern throughout the event
- Logo recognition in PowerPoint during all general sessions
- First right of refusal to sponsor in 2024

Gold Sponsor

COST: \$2,750*/\$3,150**

YOU RECEIVE:

Prime Advertising Opportunities

- Logo recognition as Gold Sponsor at the event, and in conference program
- Half-page ad in conference program
- Logo recognition in Fall *Industry Advocate* magazine distributed to more than 600 readers
- Marketing materials distributed at each seat during sponsored event
- Visibility in conference mobile app
- Access to all OSAP annual conference educational offerings and opening and closing networking events, alongside conference attendees

Business Development Spotlight

- Complimentary exhibit table including exclusive non-competing exhibit hours
- Lead generation through complete OSAP membership mailing labels
- Complimentary registration for two (2) including all meals, breaks and receptions
- Company website linked to the conference webpage with an average of 100 click-throughs to your organization's website

Relationship-building Opportunities

- Opportunity to address attendees at a general session
- Option to include collateral in swag bag
- Recognition from the lectern throughout the event
- Logo recognition in PowerPoint during all general sessions

Silver Sponsor

COST: \$2,000*/\$2,400**

YOU RECEIVE:

Prime Advertising Opportunities

- Logo recognition as Silver Sponsor at the event and in conference program
- Quarter-page ad in conference program
- Logo recognition in Fall *Industry Advocate* magazine distributed to more than 600 readers
- Visibility in conference mobile app
- Access to all OSAP Annual Conference educational offerings and opening and closing networking events, alongside conference attendees

Business Development Spotlight

- Complimentary exhibit table including exclusive non-competing exhibit hours
- Lead generation through complete OSAP membership mailing labels
- Complimentary registration for two (2) including all meals, breaks and receptions
- Company website linked to the conference webpage with an average of 100 click-throughs to your organization's website

Relationship-building Opportunities

- Option to include collateral in swag bag
- Recognition from the lectern throughout the event
- Logo recognition in PowerPoint during all general sessions

Bronze Sponsor

COST: \$700*/\$1,100**

YOU RECEIVE:

Prime Advertising Opportunities

- Recognition as Bronze Sponsor at the event and in conference program
- Logo recognition in conference program
- Logo recognition in Fall *Industry Advocate* magazine mailed to over 600 readers
- Visibility in conference mobile app

Business Development Opportunities

- Company website linked to the conference webpage with an average of 100 click-throughs to your organization's website

Relationship-building Opportunities

- Option to include collateral in swag bag
- Logo recognition in PowerPoint during all general sessions



"Every year, we have strong representation at the OSAP annual conference because it's an audience we need to know and serve. It's an invaluable benefit to be there and to support the organization as a sponsor and exhibitor. It's the key to Ohio's nonprofit sector."

- Mark Brazeau, CAHTA, CATP, CHIA;
Destination Toledo

* - This is the member rate applicable for current OSAP members in good standing.

** - This is the non-member rate and includes membership through the following year.

2023 OSAP Annual Conference Sponsorship Opportunities



Exhibit tables are a terrific way to showcase your product or service to OSAP's captive-member audience! Various session breaks are scheduled throughout the conference to encourage table visits and one-on-one conversations with you or your company's representatives.



Exhibit-only Package

COST: \$960 MEMBERS; \$1,360 NON-MEMBERS
Prime Advertising Opportunities

Preferential Placement

- Company recognition in conference program
- Visibility in conference mobile app
- Access to all OSAP annual Conference educational offerings and opening and closing networking events, alongside conference attendees

Business Development Spotlight

- One skirted table with 2 chairs, including non-competing exhibit hours
- Complimentary registration for one (1) participant including all meals, breaks and receptions. Additional registrations for your group may be purchased; however, there is a limit of two (2) representatives per table; contact OSAP regarding additional costs

Relationship-building Opportunities

- Pre-conference exposure through the app & activities designed to draw attendees into the exhibit hall
- Company website linked to the conference webpage with an average of 100 click-throughs to your organization's website.

KEY EXHIBITOR POLICIES

BOOTH ASSIGNMENT: Exhibit space is assigned based on receipt of contract with payment. All contracts received with payment will be confirmed with booth number on a space available basis by email following June 23, 2023. If seeking a preferred space next to an industry partner, it is the responsibility of the exhibitor to coordinate with the partner for floor space. OSAP reserves the right to determine the eligibility of any company or product for inclusion as an exhibitor.

EXHIBIT INSTALLATION & REMOVAL: Installation of exhibits will be from 9:00 a.m. to 1:00 p.m. on Wednesday, July 19, 2023. Dismantling should be done following the closing session ending at 12:00 p.m. on Friday, July 21, 2023. All materials and displays not dismantled by 1:00 p.m. (or arranged for dismantling) will be discarded.

EARLY TEAR DOWN/LIQUID DAMAGES: Due to the difficulty of determining and detailing the losses which would result from the dismantling of exhibit space prior to the close of the event, the exhibitor agrees to pay \$150 as liquidated damages (and not as a penalty) if the exhibitor begins dismantling of exhibit space prior to the close of the event at 12:00 p.m. on July 21, 2023.

DOOR PRIZES: Exhibitors are welcome to bring door prizes. Exhibitors are responsible for collecting business cards at their tabletops and conducting a drawing to determine the winner. OSAP will be pleased to announce the winners at the conclusion of the conference on July 21, 2023. In the event the winner is not present, it is the exhibitor's responsibility to deliver/ship the item to the winner.

CANCELLATION POLICY: Cancellations must be made in writing (email or fax is acceptable) and cannot be taken over the phone. Cancellations are effective as of the date of receipt. Any exhibitor cancelling booth space on or before June 23, 2023, will receive a full refund. Any exhibitor canceling space between June 24-July 7, 2023, forfeits 50 percent of the total rental cost for each booth requested. Any company canceling after July 7, 2023, forfeits the entire booth rental fee (no exceptions). Any exhibitor canceling with a balance due is responsible for paying the remainder in full within 30 days of the cancellation.

NO-SHOW POLICY: Exhibitors are considered "no show" if a company does not occupy and exhibit in the designated space by 1:30 p.m. on Wednesday, July 19 and has not given OSAP the required written notice of cancellation. OSAP has the right to use "no show" exhibit space in such a manner as it may deem in the association's best interest. Failure to occupy exhibit space does not relieve the exhibitor from their obligation to pay the full booth rental fee.

LOST OR STOLEN ITEMS: OSAP is not responsible for lost or stolen items.

READ ALL POLICIES ON THE OSAP ANNUAL CONFERENCE WEBSITE.

KEY CONFERENCE INFORMATION

Deadlines: For inclusion in the 2023 Annual Conference Program, sponsorship commitments must be received no later than June 23, 2023.

Any logo and ad materials for the program are due no later than June 30, 2023. Payments must be received by July 7, 2023.



2023 OSAP Annual Conference

SPONSORSHIP & EXHIBITOR COMMITMENT FORM

Please indicate below the areas in which you would like to participate and email to jeanne@ohiosap.org. Please provide the total commitment in the location as noted below. All fees are payable to the Ohio Society of Association Professionals. The organization reserves the right to refuse any advertising.

SPONSORSHIP COMMIT

- SOLD** Platinum Sponsor: \$6,150
- Gold: \$2,750*/\$3,150**
- Silver: \$2,000*/\$2,400**
- Bronze - \$700*/\$1,100**

TOTAL COMMITMENT \$ _____

2 METHODS OF PAYMENT:

Send checks to: Ohio Society of Association Professionals
1335 Dublin Rd. Ste. 224-A
Columbus, Ohio 43215

OR: register and pay online
ohiosap.org/annual

À LA CARTE OPTIONS

- Exhibit-only Package - \$960 members, \$1,360 non-members
If seeking a preferred space next to an industry partner, it is the responsibility of the exhibitor to coordinate with that partner for floor space.
- Member Labels - \$250 members; \$325 non-members
- Full-page ad in Conference Program - \$800
- Half-page ad in Conference Program - \$400

NAME _____

ADDRESS _____

CITY _____

STATE _____ ZIP _____

EMAIL _____

PHONE _____

Please provide a list of the representatives for your company for name badge purposes.
Note: Exhibitor package includes one (1) conference registration; contact OSAP regarding registration pricing for additional company representatives.

If you are an exhibitor, will your booth need power? YES NO

If possible, please place our booth near the following company(s): _____

If possible, please DO NOT place our booth near the following company(s): _____

* This is the member rate applicable for current OSAP members in good standing.
** This is the non-member rate and includes membership through the following year.

For more information and to reserve your space, call OSAP at (614) 824-4054 or email jeanne@ohiosap.org today!