



ASAE & THE CENTER'S ANNUAL MEETING & EXPO EXHIBITOR PROSPECTUS

Los Angeles Convention Center, Los Angeles, CA
August 21-24, 2010



www.asaecenter.org/annualmeeting

Expose your products and services to top decision-makers and buyers from thousands of associations around the world in just three days!

ASAE & The Center for Association Leadership's 2010 Annual Meeting & Exposition is the premier annual event for more than 2,500 association executives to gather for education seminars, dynamic speakers, knowledge sharing, networking, and of course product- and meeting-site shopping. This is your opportunity to make valuable contacts, develop relationships, and even receive RFPs on the show floor. No other event brings together the nation's top players in the association industry!

The bottom line? Business is happening at ASAE & The Center's Annual Meeting & Exposition.



BY THE NUMBERS
ASAE & The Center serves approximately **10,000** associations that represent more than **287 million** people and organizations worldwide.

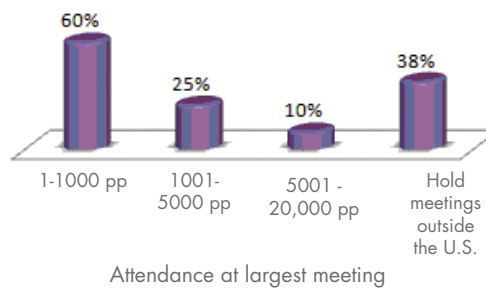
ASAE & THE CENTER'S 2009 ANNUAL MEETING & EXPO ATTENDEE PROFILE



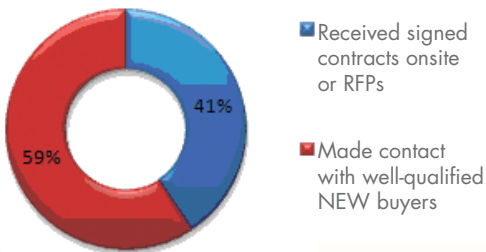
All Types of Organizations Are Represented!



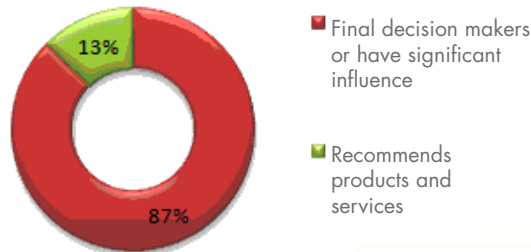
Our buyers organize meetings of all sizes



Business is Happening!



Buying Power Galore!



“The ASAE & The Center Annual Meeting & Expo provided ample opportunity to network and get our company name and product out there. The attendees were mostly decision-makers and key staff; exactly the people we wanted to talk with.”

— Russ Inman, Cobalt

STILL NOT CONVINCED?

View a sample of the [2009 attendee list!](#)

Odds are, your competition exhibited in 2009.

View the [2009 exhibitor list](#) to find out for sure!

NEW FOR 2010!

- Seven exclusive Expo hours plus 3.5 hours for the ultimate expo shopper equals more opportunities to connect than ever before!
- Forget appointments only at specified times! Now attendees can make appointments with you anytime during show hours, pre and post hours, or on Tuesday in our exclusive Business Meeting Hospitality Suite.
- What's this about a Business Meeting Hospitality Suite? It's your new office-away-from-the office and available on Tuesday from 9:00 a.m. – 12 p.m. Created just for you to host a meeting of any size or formality, connect with customers, or meet with your team to review your successes. The suite will be outfitted with computers and wireless access so you can also follow-up on the leads you've collected, or just catch-up with the office back home.
- Check out Saturday through Monday on the conference schedule for even more learning labs just for you, the industry partner!

YOU'RE AN ATTENDEE TOO

All exhibitor registrations are also full conference registrations. This means you get to attend the opening and closing events as well as all the great Learning Labs and General Sessions alongside our attendees. Ticketed events are not included, but can be added to your registration for a nominal fee. Since we feel the best way to get the most out of your exhibiting experience is to interact with our attendees all day, every day, Exhibit Hall-only badges are not available.

"Worker" badges can be picked up from registration onsite for those staff members who need access to your booth during move-in and move-out hours only. These badges are provided free of charge.

BY THE NUMBERS

Associations spend more than **\$102 billion** on meetings, conventions, exhibitions, and incentive travel.

WE'VE GOT TOP DECISION MAKERS!

Executive Staff (#1's & #2's) 46%

Senior Staff 37%

Mid Level Management 17%

2010 SCHEDULE AT A GLANCE*

Friday, August 20

8:00 a.m.– 5:00 p.m.

Exhibitor Move-in

9:00 a.m.– 4:00 p.m.

Annual Golf Challenge (ticketed)

Saturday, August 21

8:00 a.m.– 5:00 p.m.

Exhibitor Move-in

8:30 – 11:30 a.m.

Community Connection-Volunteer Activity (ticketed)

12:30 – 2:00 p.m.

Exhibitor Briefing with Lunch (optional)

1:30 – 5:30 p.m.

Council, Committee & Task Force Meetings

6:30 – 8:30 p.m.

Opening Reception @ LA LIVE

Sunday, August 22

8:30 – 9:45 a.m.

Opening General Session

10:00 a.m. – 3:00 p.m.

Association Solutions Marketplace Open—Expo Hall

1:30 – 2:45 p.m.

Learning Labs & Thought Leader Sessions

3:15 – 4:30 p.m.

Learning Labs & Thought Leader Sessions

5:00 p.m. – onward

Open night for Entertaining Clients

Monday, August 23

8:30 – 9:45 a.m.

Learning Labs & Thought Leader Sessions

10:00 a.m. – 1:30 p.m.

Association Solutions Marketplace—Expo Hall

1:30 p.m. – onward

Exhibitor Move-Out

1:30 – 2:45 p.m.

Learning Labs & Thought Leader Sessions

3:00 – 4:00 p.m.

Celebration of Achievement Awards Presentation

7:00 – 10:00 p.m.

Food & Wine Classic Fund Raising Event (ticketed)

Tuesday, August 24

8:45 – 9:45 a.m.

Exhibitor Town Hall Breakfast Meeting (optional)

9:00 – 10:15 a.m.

Learning Labs & Thought Leader Sessions

9:00 a.m.– 12:00 p.m.

Exhibitor Hospitality Suite Open for Appointments and Meetings

10:45 a.m.– 12:00 p.m.

Learning Labs & Thought Leader Sessions

12:15 – 2:15 p.m.

General Session & Luncheon

7:00 – 9:30 p.m.

Final Night Celebration

* As of 10/28/09





“ASAE & The Center events are always great. As a supplier, it’s very important to connect with qualified planners! ASAE & The Center always makes sure of that. The networking events are well thought out and organized!”

—Sally Slater, Travel Alberta

SPONSORSHIP & ADVERTISING OPPORTUNITIES

SPONSORSHIP OPPORTUNITIES

Our Alliance Partnership Program was developed to provide the Industry Partner community with opportunities to align with ASAE & The Center through customized marketing platforms. Bundled packages are available and provide unique opportunities for our Industry Partners to help build and maintain year-round relationships with our members and the association community across the nation. For more information, contact Deborah Sas at dsas@asaecenter.org or 202-326-9551.

ADVERTISING OPPORTUNITIES

Make valuable connections by advertising in all three publications being distributed in Los Angeles including:

- **Official Onsite Program & Exhibitors Guide**—Roadmap to exhibits, educational programs, and social events, this guide is distributed to all attendees.
- **Associations Now**—ASAE & The Center’s award-winning monthly magazine, distributed to all 22,000 members, that provides association execs with ideas and insights to better themselves and their organizations
- **Daily Now**—The official newspaper of ASAE & The Center’s Annual Meeting & Expo. All three issues are full of must-read content—and are also exclusively delivered to the meeting’s core hotel room block.

Contact your Account Manager or the Ad Sales Team at 202-626-2889 or adsales@asaecenter.org

BECOMING AN EXHIBITOR

Rate	ASAE & The Center Member*	Nonmember
Inline 10'x10'	\$4,100	\$4,600
Corner 10'x10'	\$4,400	\$4,900
Shared (rate is per company)	\$2,550	\$3,050

*A one-year Industry Partner membership with ASAE & The Center is only \$395

**For multiple booths, multiply the number of booths by the rate.

WHAT'S INCLUDED WITH YOUR BOOTH:

Company listing in onsite guide (print and online), including a 25-word company description

Listing in preliminary program guide, which is distributed in April to all members and prospects

One full-meeting registration and the opportunity to purchase up to three additional registrations

Pre-show Mailing List

Post-show Mailing List

Pre-registered Media List

2010 Annual Meeting & Exposition logo and web sticker to use in marketing and post on your website.

Link from www.asaecenter.org/annualmeeting to your website from the online Exhibit Hall.

7" x 44" identification sign

8' high pipe and drape back wall with 4' high draped side rails.

STILL HAVE QUESTIONS?

Call us at 202-626-2805 or email us at exhibit@asaecenter.org





OPPORTUNITIES FOR EXPOSURE

Type	Rate
Pre & post-show mailing list	FREE
Your booth raffle listed in Onsite Guide and the web	FREE
25-word company description printed in Onsite Guide and the web	FREE
Upgrade to 50-word description in Onsite Guide and the web	\$150
Four-color logo printed in onsite guide	\$350
50-word description + Four color logo in Onsite Guide	\$450
ASAE & The Center Industry Partner Membership	\$395

HOW TO APPLY FOR EXHIBIT SPACE

Each interested company must submit an application for exhibit space. Applications can be downloaded at www.asaecenter.org/annualmeeting.

All applications received by December 1, 2009 will be included in the online booth selection lottery. After December 17, 2009, booths will be assigned on a first-come, first-served basis. Requests for space submitted before February 6, 2010 must be accompanied by a \$2,100 deposit. (Payment in full is due by April 2, 2010.) All requests for space must be accompanied by payment in full commencing February 7, 2010.

“We found booth visitors to be focused and ready to talk business”

— Barbara Armentrout,
Marketing General
Incorporated

BY THE NUMBERS

Nearly **21%** of Association Executives who attended the 2009 Annual Meeting were first-time attendees!

BY THE NUMBERS

\$312,969 —
the mean amount
the typical association spends
on technology annually.