This for That: Meetings, Sponsorship and Negotiations

Disclosure

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I am an employee of ASHA. I have no other relevant financial or non-financial disclosures related to the content of this presentation.

Objectives for this Session

- 1) What you should you know about your meeting
- 2) What the Hotel needs
- 3) What do Sponsors really want
- 4) Effective negotiating and bargaining
- 5) Some tricks of the trade
- 5) YOUR questions
Why are you meeting?

- Determine the meeting or event purpose & objectives
  (motivation, education, recognition, training, revenue?)
- Consider the size and diversity of the group attendees
  (gender, ages, experience, occupations, interests)
- Evaluate viable meeting dates, assess any conflicting events, and explore flexibility of alternatives.

Narrow down Location Options

- Determine if specific goals or needs might make a particular destination more preferable.
- Choose a convenient location based on where your guests are traveling from, their travel time, and accessibility.
- Consider factors such as seasonality, climate/weather, special events within a destination.

Know your History

- Keep track of your history
- What has worked?
- Think about the pattern that works for your attendees
- Is your room block “realistic” or “idealistic”?
- Pre/post shoulder days; do they factor in program scheduling?
- Do you know your historical F&B potential from past events?

  *Know the value of your business!*
Develop a Meeting Profile/RFP
- Take the time to create a thorough “snapshot” of your event and eliminate the questions later! (see the sample handout)
- Include all areas of the event:
  - anticipated attendance
  - preferred dates/alternative dates
  - rate ranges
  - agenda with times and setups
  - exhibit & catering requirements.
- Prioritize your concession items – Required or Desired
- Include attendee profile, meeting objectives, and decision process.
- Pass the baton (history and templates)

Selecting the Right “Fit” Hotel
- Select from hotels that best suit your meeting/event needs (ie A/P, Convention, Downtown, Resort, Conference Center.
- Identify hotels that best satisfy your particular guest room and function space requirements.
- Choose a hotel with facilities that meet your needs (ie, restaurants, sightseeing, & recreation options).

What you need to know.....

The top priority for any hotel is to sell sleeping rooms first.
Rates, Dates and Space

You can pick 2 out of 3:
1-Dates/Rates
2-Space/Dates
3-Rates/Space

ROOM RATES

- Know the value of your business!
- Can you explore alternate dates & patterns to achieve desired rates?
- How does lead time in booking effect room rates?
- Consider weekend and weekday impact factors to get better deals.
- Things that can impact your rate.

Dates (Seasonality)

- Do you know hotel and city seasonal demand factors? Special events?
- How does your meeting “stack up” with other competing groups in the city?
- Why does your meeting meet when it does? Open to change?
- Are there “off season” dates that offer deeper savings and/or incentives?
**Space**
- Is your requested meeting space proportionate to your room block?
- Does booking farther in advance help or hurt your ability to secure space?
- Do you have flexibility on room sets or “double duty” meeting rooms?
- Try to NEVER pay for meeting space – paying for nothing... Offer more F and B, room rate adjustment, etc.

**Hot Tips – negotiating contracts**
- It is negotiation – not a battle
- Be upfront about what you need and what you can’t change on
- Don’t commit too far out or and too quickly
- Rebates and other concessions
- Allow hotels to counterbid (or explain)
- Horse trading attrition or other penalties

**Hot Tips – Food and Beverages**
- Enlist ideas “off the menu” when having to work within a budget or seeking “out of the box” creativity.
- Ask for Chef’s choice options.
- Identify all associated financial factors, including service charges, F&B minimums, overset & guarantee policies. Look for hidden “special fees” and ask for explanations.
Important: Post Meeting Followup

- Hold some form of “post con” meeting with internal contact(s) to determine what worked/did not; review all bills.
- Secure feedback from attendees on program content and the hotel/meeting facilities; secure while fresh on their minds!
- Solicit feedback from the meeting sponsor(s) to determine if ROI met.

Hot Tips – Sponsors

- Like Hotels, they want something and you want something and you have to find a balance
- Use your history and data
- ASK the sponsors what they want and consider if feasible or allowable (CE)
- Don’t commit too far out or and too quickly – shared or exclusive

Ask venue for resources

- Meeting planning “how to” tips
- Budget calculators
- Event planning checklists
- Personalized group web pages
- Manage group guest lists
Planner web resources

- Google “meeting planning”!
- www.meetingsnet.com
- www.conventionindustry.org
- www.pcma.org
- www.mpiweb.org

The Questions and Answer Round

- You ask, I’ll try to answer
- Ask your peers...
- Offer a best practice to share.
Key Terms and Acronyms

**Air Walls** Moveable panels used to subdivide a larger area, such as a hotel ballroom, into smaller rooms.

**Availability** refers to hotel rooms that can be sold, often times this is referred to as inventory.

**Average Daily Rate (ADR)** is the average room rate for a specific day; it is calculated by dividing the total room revenue by the total rooms occupied.

**Best Available Rate (BAR)** pricing structure that guarantees the guest is quoted the lowest available rate for each night of a multiple-night stay. As a result, instead of paying the same price for each room-night, the guest could pay different prices each night.

**Block** refers to setting aside a room(s) so they will be available for booking by a specific guest or group. Rooms in a block are actually taken out of inventory and placed into a separate special rate plan which makes this blocked inventory.

**Break-Out Room** A smaller room used when a larger group breaks into sub-groups.

**Citywide Event** An event that requires the use of a convention center or event complex, as well as multiple hotels in the host city.

**Client Profile** is a computerized record for a frequent guest, association or program member to increase speed in booking reservations and tailored customer service.

**CNR (Corporate Negotiated Rates)** refers to national accounts that are negotiated across the Hilton Family of Brands by Hilton Worldwide Sales.

**Commission** is the amount a travel agent receives from the hotel for selling accommodations. (Usually 10% commission)

**Competitive (Comp) Set** is a group of hotels chosen to serve as a standard set of suitable competitors against which a hotel’s performance is measured. Competitors are chosen based on location, product similarities and/or price similarities.

**Comp Room** refers to an occupied guest room for which no charge is made to the guest. Comp is short for complimentary.

**Convention Rate Plan (C-SRP)** refers to rooms reserved for a group that are taken out of general inventory and blocked for sale to convention/group bookings.

**CRS (Central Reservations System)** is used by hotels and the reservations office alike to book guest reservations.

**Cut-off Date** is the designated day when the hotel releases blocked inventory back to inventory for general sale to the public.

**CVB (Convention and Visitors Bureau)** is a non-profit organization supported by transient room taxes, government budget allocation and private memberships or a combination of any of these funding mechanisms. A CVB typically encourages groups to hold meetings, conventions and trade shows in its city.
Key Terms and Acronyms

Fast Pay is a centralized and automated form of processing third-party commissions other than travel agent commissions. The program facilitates the calculation, reconciliation and payment of commissions to meeting planner companies such as Helms Briscoe and Conference Direct.

Commission VS Rebate-Commission is granted when an organization has an IATA number and the most common percentage is 10%. A Rebate is a designated dollar amount that the hotel will pay per room night to assist the customer in offsetting the cost of bussing and or the convention center.

Group Rate is a specific room rate for a group contracted by the hotel and group in advance.

Guest List Manager is an online tool customers with group rooms can use to view room count summaries, manage their rooming list and book multiple reservations 24 hours per day, 7 days per week.

Housing Bureau is an organization which acts as a clearing-house for accommodations, particularly for conventions and other large meetings. Also it is often established on an ad hoc basis during major tourist events to maintain a registry of private accommodations to supplement an area’s regular lodging industry.

Inclusive Rates Rates that include service fees, gratuities and taxes

Master Account is the billing account for a particular group or function that will be paid by the sponsoring organization.

Package a value added offering by a hotel consisting of sleeping room plus additional features such as meals, attractions and events at a special rate

Pattern (of Event Dates) The dates during which an event can be conducted. May be designated by specific dates, months, or seasons (Spring, Fall, etc.).

Pick-Up is the number of guest rooms used compared to the number of rooms initially blocked for an event

Peak Night- Referring to the night during an event when most rooms are occupied by those in attendance

Personalized Group Web Pages (POGs) are customizable Web pages with unique URLs that group travelers will use to make their reservations.

Post Conference / Pre Conference Any event or meeting that follows a conference

Rack Rate A hotel’s standard guest room rate

RevPAR (or revenue per available room) the performance metric in the hotel industry that is calculated by dividing a hotel's total guestroom revenue by the room count and the number of days in the period being measured

Request for Proposal (RFP) is the process through which our customers ask for a response to a bid for group or association business. The response the customer is looking for typically refers to a special group or negotiated rate in return for a specified volume of room nights.

Rooming List is given in advance of a group’s arrival, which lists the names of those who will be staying in the hotel.
Key Terms and Acronyms

**Walk-Through/Site Visit** Inspection of a facility and its set up

**The Source** is a one-stop shop for all HHonors resources including multi-branded Marketing Toolkit as well as HHonors Offers and Promotions

**Transient** is an individual traveling that is not directly associated with a particular group or convention.

**Travel Management Companies (TMC)** are large travel agencies that own the individual agencies in their group, thereby providing them more influence over their agencies. TMCs usually manage travel for large corporations, including services such as online booking tools, reporting, and expense management. Examples of TMCs are American Express, BCD, Carlson Wagonlit Travel, etc.
Request for Proposals
ASHA Schools and Health Care (Co-location) 2016

Proposal Submission Deadline: March 31, 2015
Complete submissions should be sent (electronically) to: XXXXXXX
Director, Meetings and Registration
XXXX@asha.org

ASHA is pleased to receive proposals from destinations and partner properties that fit the attached specifications only.

Proposals should be single, consolidated and comprehensive packages. Please instruct individual centers or properties NOT to submit any proposals or inquiries directly to ASHA.

Please be sure to submit your best offer within your original proposal; incomplete submissions, submissions without first option dates and those received after the submission deadline will not be considered.

If you do not intend to submit a bid, I would appreciate your letting me know and indicating the reason for that decision.

Cities receiving this RFP and an invitation to submit a proposal include:
- Indianapolis, IN
- San Antonio, TX
- Austin, TX
- Detroit, MI
- St Louis, MO
- Minneapolis, MN

Other cities may be considered, upon request, and meeting minimum space requirements.

Proposals will be reviewed by the staff responsible for these meetings:
- Director, Meetings and Registration
- Associate Director, Exhibit Sales and Operations
- Director, ASHA Professional Development
- Director, School Services
- Director, Health Care Services

The planned decision schedule is as follows:
- Distribution of Request for Proposals: March 3, 2015
- Proposal Submission Deadline: March 31, 2015
- Top 3 Selected: April 15, 2015
- Site Visits Performed: May 2015
- Selection Made: June 1, 2015

Thank you for your consideration. We look forward to the possibility of working with you.
NOTICES

Confidentiality Statement
The contents of this Request for Proposal (RFP) are deemed confidential and are provided to prospective bidders for response preparation only. This information may not be disclosed to others without the expressed written consent of an authorized representative of the American Speech-Language-Hearing Association (ASHA). ASHA will not disclose any information contained in your bid except to its employees or agents responsible for this RFP.

Statement of Liabilities
ASHA shall not be liable for any RFP response activity or expenses. RFP response activity or expenses are defined as those incurred by prospective vendor/business partners in the preparation or delivery of their responses.

Denial of Reimbursement
ASHA will not reimburse vendors for any costs associated with the preparation and submission of a proposal or for any travel or other costs that are incurred.

ASHA reserves the right to change the general and specific terms, conditions, or specifications of the RFP. Any additions or changes that ASHA may decide to make will be issued in writing to all prospective vendors as an addendum to this RFP.

Implication of RFP Terms
This RFP is not an offer to enter into an agreement with any service provider. Rather, it is a request to receive information from entities interested in providing the services outlined within. ASHA shall not be obligated for the payment of any sums whatsoever to any recipient of this RFP, and are not under any obligations to any such recipient.

ASHA reserves the right to negotiate with the selected vendor the exact terms and conditions for a contract.

Time Extension
ASHA may for good and sufficient reason extend the response deadline, in which case all potential destinations and/or partners will receive an addendum setting forth the new time and date.

Request for Additional Information
Prior to the final selection, destinations and/or partners may be requested to submit additional information that ASHA deems necessary to further evaluate the location’s qualifications.

Gratuity Prohibition
Destinations and/or partners shall not offer any substantial gratuities, favors, or anything of monetary value to any associate at ASHA for the purpose of influencing consideration of this proposal. If an ASHA associate solicits a gratuity, the vendor is obligated to inform ASHA’s Executive Director or COO/CFO.
Overview
ASHA is the national professional, scientific, and credentialing association for 182,000 members and affiliates who are audiologists; speech-language pathologists; speech, language, and hearing scientists; audiology and speech-language pathology support personnel; and students. Audiologists specialize in preventing and assessing hearing and balance disorders as well as providing audiologic treatment, including hearing aids. Speech-language pathologists identify, assess, and treat speech and language problems, including swallowing disorders.

Vision
Making effective communication, a human right, accessible and achievable for all.

Mission
Empowering and supporting speech-language pathologists, audiologists, and speech, language, and hearing scientists by:

- Advocating on behalf of persons with communication and related disorders
- Advancing communication science
- Promoting effective human communication

The annual ASHA Schools Conference is an opportunity for school based speech-language pathologists to obtain continuing education units and information on the latest trends from experts in their field. With an exhibit hall they are also able to see the newest products available. The majority of the anticipated 1000 attendees are women, and most do not receive support from employers for their hotel or travel.

The annual ASHA Health Care & Business Institute is an opportunity for speech-language pathologists in clinical settings and private practice to obtain continuing education units and information on the latest trends from experts in their field. With an exhibit hall they are also able to see the newest products available.

Beginning in 2015, we are co-locating these conferences. They will share plenary sessions and the exhibit hall, but each should have their own independent space for breakout sessions. Our main reasons for this co-location were to: a) grow our attendance by moving the Health Care & Business Institute from its traditional spring dates to another time of year where there was less direct competition and b) conserve costs by requiring less staff travel and capitalizing on economies of scale.

For the 2016 conference, we are looking for a site in the Midwest.

Site Selection Factors
Factors that we consider when looking at a destination include, in random order:

- Sites where our members are afforded legal protection from discrimination on the basis of age, gender, marital status, national origin, physical ability, race, religion, and sexual orientation;
- Meeting space--flexibility, accessibility, and ideally under one roof;
- Reasonable costs for convention services;
- Extent of unionization at facilities to be used for meeting space and guest rooms and corresponding labor rates;
Request for Proposals
ASHA Schools 2015

- Air access/service form multiple cities, and local transportation, including distance, cost and ease to Center from Airport;
- General "city feel", including safety, walkability, nearby amenities and attractions;
- Restaurant proximity and diversity (attendees are on their own for dinners);
- Rebates to offset any space rental fees;
- Proximity of sleeping rooms to meeting space;
- Ability to house all attendees in the least amount of hotels (3-4 maximum);
- Walkability (no shuttles); all rooms within 4 blocks of meeting space;
- City or destination programs and incentives to offset costs;
- CVB and Hotel cooperation and collaboration;
- Off-site special event venues;
- Facilities’ recycling, compostable, and sustainability initiatives;
- Facilities’ commitment and programs to advance and support ADA accommodations and inclusion efforts;
- Free or heavily discounted Wi-Fi in facilities;
- Experience handling shows of comparable size

Final decision will be based on:

- Function space layout and fit;
- Sleeping room rate;
- Overall cost of services;
- Destination accessibility and appeal to attendees.
ASHA Questionnaire

Please respond to the following questions.

1. What is your destination’s walkability score?

2. What is your destination’s safety rating? Please share any special programs you have to ensure attendee safety.

3. What is the average temperature in your destination on July 1?

4. What is the lift into your city? What is the typical cab fare from airport to convention center? Are alternative transportation methods available from the airport? Please elaborate.

5. Does your convention center provide free Wi-Fi to attendees?

6. Please elaborate on any special improvements or accommodations you have made to help your facility be more ADA compliant.

7. Is your center looped? Who provides your assistive listening devices on site?

8. What is the average cost of a continental breakfast at the facility? A boxed lunch? What is the service charge and tax?

9. What is the current cost of a single, basic electrical drop in the exhibit hall?

10. What services in the facility are exclusives?

11. Please provide 3 references for meetings of similar size, composition or structure hosted by your destination or property in the last two years.
a. Requested Dates
Preconference events Thursday, Conference begins Friday, concludes Sunday midday.

- July 8-10, 2016
- July 15-17, 2016

b. Sleeping Room Requirements

<table>
<thead>
<tr>
<th></th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
<th>Saturday</th>
<th>Sunday</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single</td>
<td>4</td>
<td>25</td>
<td>250</td>
<td>300</td>
<td>300</td>
<td>25</td>
</tr>
<tr>
<td>Double/Double*</td>
<td>4</td>
<td>20</td>
<td>350</td>
<td>450</td>
<td>400</td>
<td>30</td>
</tr>
<tr>
<td>Staff/Speaker</td>
<td>2</td>
<td>5</td>
<td>100</td>
<td>100</td>
<td>100</td>
<td>5</td>
</tr>
<tr>
<td>Total</td>
<td>10</td>
<td>50</td>
<td>700</td>
<td>850</td>
<td>800</td>
<td>60</td>
</tr>
</tbody>
</table>

Total Room nights: 2470

*This group typically requires 60% or more double/doubles as room type.

c. Function Space Requirements

i. Flow. It is very important to us that the exhibit hall space be close to the meeting rooms, to allow for easy movement between the breakout rooms and exhibit hall. We would like Registration to be able to be set near the exhibit hall, to create more of a draw. The plenary session room can be separated from the breakout rooms, but should not be too far from Registration.

ii. Exhibit Hall. The exhibit hall floor typically consist of 100 booths with two food and beverage stations, and seating areas for approximately 1,000 attendees. The majority of the exhibiting companies are small mom and pop shops that require a 10’x10’ booth. There are a few 10’x20’ booths and one or two 20’x20’ booths. The association store, a 20’x 80’, is the anchor of the show. Over the course of two days attendees will interact with exhibitors. Exhibitors are selling products (apps, software, intervention materials, therapeutic toys and games) and providing services that help attendees serve their clients.

iii. Requirements.

<table>
<thead>
<tr>
<th>TIME</th>
<th>FUNCTION</th>
<th>SQ FT/# OF PPL/SET UP</th>
<th>NOTES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wednesday- move-in</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6:00 am – 24 hr hold</td>
<td>Exhibit Hall</td>
<td>min 50,000 ft²/80-90, 10’x10’ booths plus rounds for lunch</td>
<td>prefer carpeted ballroom</td>
</tr>
<tr>
<td>Thursday- move-in; set-up; registration open</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6:00 am – 24 hr hold</td>
<td>Exhibit Hall</td>
<td>min 50,000 ft²/80-90, 10’x10’ booths plus rounds for lunch</td>
<td>prefer carpeted ballroom</td>
</tr>
<tr>
<td>6:00 am – 7:00 pm</td>
<td>Meeting Room</td>
<td>40 ppl rounds</td>
<td>Affiliate meetings</td>
</tr>
<tr>
<td>Time</td>
<td>Location</td>
<td>Capacity</td>
<td>Description</td>
</tr>
<tr>
<td>------------------</td>
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<td>--------------</td>
<td>-------------------------------------------</td>
</tr>
<tr>
<td>6:00 am – 7:00 pm</td>
<td>Meeting Room</td>
<td>40 ppl rounds</td>
<td>Affiliate meetings</td>
</tr>
<tr>
<td>6:00 am – 7:00 pm</td>
<td>Meeting Room</td>
<td>50 ppl classroom</td>
<td>Affiliate meetings</td>
</tr>
<tr>
<td>6:00 am – 7:00 pm</td>
<td>Meeting Room</td>
<td>50 ppl classroom</td>
<td>Affiliate meetings</td>
</tr>
<tr>
<td>6:00 am – 7:00 pm</td>
<td>Meeting Room</td>
<td>50 ppl classroom</td>
<td>Affiliate meetings</td>
</tr>
<tr>
<td>10:00 am – 24 hr</td>
<td>Staff Office</td>
<td></td>
<td>Close to registration</td>
</tr>
<tr>
<td>12:00 pm – 24 hr</td>
<td>Registration</td>
<td></td>
<td>Prefer to be near exhibit hall</td>
</tr>
<tr>
<td>12:00 pm – 9:00 pm</td>
<td>Meeting Room</td>
<td>30 ppl rounds</td>
<td>Affiliate meetings</td>
</tr>
<tr>
<td>12:00 pm – 9:00 pm</td>
<td>Meeting Room</td>
<td>15 ppl rounds</td>
<td>Affiliate meetings</td>
</tr>
<tr>
<td>3:00 pm – 24 hr hold</td>
<td>Office</td>
<td>15 ppl conference</td>
<td>Speaker Ready</td>
</tr>
<tr>
<td>3:00 pm – 24 hr hold</td>
<td>Office</td>
<td></td>
<td>AV Storage</td>
</tr>
<tr>
<td>5:00 pm – 7:00 pm</td>
<td>Reception</td>
<td>800 ppl flow</td>
<td>Schools welcome reception</td>
</tr>
<tr>
<td>5:00 pm – 7:00 pm</td>
<td>Reception</td>
<td>400 ppl flow</td>
<td>HCBI welcome reception</td>
</tr>
</tbody>
</table>

**Friday – Opening plenary; am & pm concurrent sessions; exhibit hall opening**

<table>
<thead>
<tr>
<th>Time</th>
<th>Location</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>24 hour</td>
<td>Staff Office</td>
<td></td>
</tr>
<tr>
<td>24 hour</td>
<td>Office</td>
<td>AV Storage</td>
</tr>
<tr>
<td>24 hour</td>
<td>Office</td>
<td>Medical Room</td>
</tr>
<tr>
<td>24 hour</td>
<td>Office</td>
<td>Speaker Ready</td>
</tr>
<tr>
<td>24 hour</td>
<td>Registration</td>
<td></td>
</tr>
<tr>
<td>24 hour</td>
<td>Exhibit Hall</td>
<td></td>
</tr>
<tr>
<td>7:00 am – 8:00 am</td>
<td>Continental Breakfast</td>
<td>1800 ppl flow</td>
</tr>
<tr>
<td>8:00 am – 10:00 am</td>
<td>Combined Opening Plenary</td>
<td>1800 ppl theater, stage</td>
</tr>
<tr>
<td>10:00 am – 4:00 pm</td>
<td>Schools (5) Concurrent Sessions</td>
<td>200-300 ppl classroom/rounds</td>
</tr>
<tr>
<td>10:00 am – 4:00 pm</td>
<td>HCBI (5) Concurrent Sessions</td>
<td>100-200 ppl classroom/rounds</td>
</tr>
<tr>
<td>11:00 am – 12:30 pm</td>
<td>Schools Poster Sessions</td>
<td></td>
</tr>
<tr>
<td>12:30 pm – 1:30 pm</td>
<td>Lunch</td>
<td>2000 ppl</td>
</tr>
<tr>
<td>3:30 pm – 5:30 pm</td>
<td>Welcome Reception</td>
<td>2000 ppl</td>
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**Saturday – am & pm concurrent sessions; exhibit hall**

<table>
<thead>
<tr>
<th>Time</th>
<th>Location</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>24 hour</td>
<td>Staff Office</td>
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<tr>
<td>24 hour</td>
<td>Office</td>
<td>Medical Room</td>
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<td>AV Storage</td>
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<td>24 hour</td>
<td>Office</td>
<td>Speaker Ready</td>
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<td>24 hour</td>
<td>Registration</td>
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<tr>
<td>24 hour</td>
<td>Exhibit Hall</td>
<td></td>
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<td>7:00 am – 8:00 am</td>
<td>Continental Breakfast</td>
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<td>8:00 am – 10:00 am</td>
<td>Combined Opening Plenary</td>
<td>1800 ppl theater, stage</td>
</tr>
</tbody>
</table>
d. Historical Data. This historical data reflects the two conferences as they existed in their previous form – as two separate conferences, with independent dates and locations. Some of the behaviors may change with the co-location, but as each conference has its own audience, we do not expect the numbers to decrease.

i. Guest Rooms Actualized/Contracted (Audited Numbers)

<table>
<thead>
<tr>
<th>Schools Conference</th>
<th>2010 Las Vegas Mirage</th>
<th>2011 National Harbor, MD Gaylord</th>
<th>2012 Milwaukee *split block, Hyatt and Hilton, totals below</th>
<th>2013 Long Beach *split block, Renaissance, Westin and Hyatt, totals below</th>
<th>2014 Pittsburgh *split block, Westin and Omni, totals below</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wednesday</td>
<td>153</td>
<td>118</td>
<td>130</td>
<td>79</td>
<td>28</td>
</tr>
<tr>
<td>Thursday</td>
<td>622</td>
<td>567</td>
<td>448</td>
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<tr>
<td>Friday</td>
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<td>607</td>
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<tr>
<td>Saturday</td>
<td>573</td>
<td>540</td>
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<td>426</td>
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<tr>
<td>Sunday</td>
<td>209</td>
<td>104</td>
<td>55</td>
<td>101</td>
<td>46</td>
</tr>
<tr>
<td>Nights booked outside of blocked dates</td>
<td>61</td>
<td>317</td>
<td>29</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Total</td>
<td>2261</td>
<td>2007</td>
<td>1493</td>
<td>1583</td>
<td>1522</td>
</tr>
<tr>
<td>Percentage of contract</td>
<td>117%</td>
<td>119%</td>
<td>89%</td>
<td>89%</td>
<td>88%</td>
</tr>
<tr>
<td>---------------------------</td>
<td>---------------------</td>
<td>----------------------------</td>
<td>---------------------------------</td>
<td>-------------------------------------</td>
<td>----------------------------------</td>
</tr>
<tr>
<td>Thursday</td>
<td>25</td>
<td>2</td>
<td>8</td>
<td>56</td>
<td>46</td>
</tr>
<tr>
<td>Friday</td>
<td>241</td>
<td>19</td>
<td>264</td>
<td>277</td>
<td>282</td>
</tr>
<tr>
<td>Saturday</td>
<td>258</td>
<td>222</td>
<td>271</td>
<td>283</td>
<td>307</td>
</tr>
<tr>
<td>Sunday</td>
<td>101</td>
<td>238</td>
<td>71</td>
<td>139</td>
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<tr>
<td>Nights booked outside of blocked dates</td>
<td>19</td>
<td>74</td>
<td>32</td>
<td>96</td>
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<tr>
<td>Total</td>
<td>644</td>
<td>555</td>
<td>614</td>
<td>814</td>
<td>1022</td>
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<td>Percentage of contract</td>
<td>111%</td>
<td>96%</td>
<td>98%</td>
<td>125%</td>
<td>120%</td>
</tr>
</tbody>
</table>

ii. Group Rate History

Schools Conference

<table>
<thead>
<tr>
<th>Year</th>
<th>Hotel</th>
<th>Single</th>
<th>Double/Double</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>Westin Pittsburgh</td>
<td>$159</td>
<td>$159</td>
</tr>
<tr>
<td>2014</td>
<td>Omni William Penn</td>
<td>$159</td>
<td>$159</td>
</tr>
<tr>
<td>2013</td>
<td>Renaissance Long Beach</td>
<td>$159</td>
<td>$159</td>
</tr>
<tr>
<td>2013</td>
<td>Westin Long Beach</td>
<td>$159</td>
<td>$159</td>
</tr>
<tr>
<td>2013</td>
<td>Hyatt Regency Long Beach</td>
<td>$165</td>
<td>$165</td>
</tr>
<tr>
<td>2012</td>
<td>Hilton Milwaukee</td>
<td>$139</td>
<td>$154</td>
</tr>
<tr>
<td>2012</td>
<td>Hyatt Regency Milwaukee</td>
<td>$139</td>
<td>$154</td>
</tr>
<tr>
<td>2011</td>
<td>Gaylord National Harbor</td>
<td>$169</td>
<td>$169</td>
</tr>
<tr>
<td>2010</td>
<td>Mirage</td>
<td>$145</td>
<td>$145</td>
</tr>
</tbody>
</table>

Health Care

<table>
<thead>
<tr>
<th>Year</th>
<th>Hotel</th>
<th>Single</th>
<th>Double/Double</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>Green Valley Ranch Resort</td>
<td>$155</td>
<td>$155</td>
</tr>
<tr>
<td>2013</td>
<td>Hilton Orlando Lake Buena Vista</td>
<td>$149</td>
<td>$149</td>
</tr>
<tr>
<td>2012</td>
<td>Memphis Marriott Downtown</td>
<td>$139</td>
<td>$139</td>
</tr>
<tr>
<td>2011</td>
<td>Marriott Bethesda North</td>
<td>$159</td>
<td>$159</td>
</tr>
<tr>
<td>2010</td>
<td>Westin Seattle</td>
<td>$139</td>
<td>$149</td>
</tr>
</tbody>
</table>
iii. Food & Beverage History. Food and beverage spend will continue to be based on a per person formula, which has averaged $150/pp inclusive over the last few years. The co-location has added two meal functions to the Health Care & Business Institute, increasing our F&B spend overall.

### Schools Conference

<table>
<thead>
<tr>
<th>Year</th>
<th>Venue</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>David L. Lawrence Convention Center</td>
<td>$134,814.45</td>
</tr>
<tr>
<td>2013</td>
<td>Long Beach Convention Center</td>
<td>$174,067.49</td>
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<tr>
<td>2012</td>
<td>Milwaukee Convention Center</td>
<td>$144,481.16</td>
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<tr>
<td>2011</td>
<td>Gaylord National Harbor</td>
<td>$136,305.76</td>
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<td>2010</td>
<td>Mirage</td>
<td>$141,559.52</td>
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</table>

### Health Care

<table>
<thead>
<tr>
<th>Year</th>
<th>Venue</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>Green Valley Ranch Resort</td>
<td>$90,395.56</td>
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<td>2013</td>
<td>Hilton Orlando Lake Buena Vista</td>
<td>$63,728.09</td>
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<tr>
<td>2012</td>
<td>Memphis Convention Center</td>
<td>$52,918.14</td>
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<td>2011</td>
<td>Marriott Bethesda North</td>
<td>$73,297.37</td>
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<tr>
<td>2010</td>
<td>Westin Seattle</td>
<td>$70,327.58</td>
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</tbody>
</table>

e. Hotel Concessions (per property)

**Required**

- One (1) complimentary 1-bedroom suite (over and above) for Wednesday arrival, Sunday departure (dates TBD);
- Ten (10) complimentary room nights for pre-planning site visit;
- Ten (10) staff rooms per night at 50% of group rate;
- 1/40 earned complimentary units;
- 15 VIP upgrades to concierge level or corner suites
- Complimentary internet access in guest rooms for attendees.

**Desired**

- 10% discount on f&b, a/v and internet services;
- Complimentary receiving/handling for conference materials;
- 2 round trip airport transfers;
- 5 amenities to VIPs
- 3 1-bedroom suites at conference rate
- Hosted reception for 30 VIPs
2015 Sponsorship Opportunities

Bringing Hope to the CRPS/RSD Community for Over 30 Years
About RSDSA

Our ultimate goal is to help those with CRPS cope, adapt, and flourish and to lead healthier, productive, and satisfying lives with a hopeful prognosis for the future.

What is Complex Regional Pain Syndrome (CRPS)?

CRPS, also known as RSD, is an incredibly painful disorder that commonly follows a sprain, fracture, surgery, or other trauma to the body. The pain, which is debilitating and disabling, may be experienced every waking moment, and may deprive those who live with it of sleep. It is excruciating and the skin can become so hypersensitive that the touch of a loved one, water from a shower, or even clothing, is unendurable.

People with CRPS/RSD are often diagnosed late, misdiagnosed, or misunderstood. Care delayed is care denied. This is primarily due to a lack of knowledge, awareness, education, and experience among health care professionals, policy makers, insurance carriers, employers, and even family and friends. The average person with CRPS/RSD must see 4 or more practitioners to receive the proper diagnosis and the appropriate treatment that is desperately needed early in the prognosis for remission and hopefully recovery.

Catalog of 2015 Sponsor and Exhibitor Opportunities

RSDSA is pleased to announce the 2015 Partners Program. This program is designed to help you and your company build and maintain year-round relationships with the people you do business with. Carry out your marketing objectives while developing a unique relationship with RSDSA community members by participating in the Partners Program. In 2015, RSDSA is offering improved opportunities to market your products and services to people with CRPS/RSD, supporters and caregivers.

Flexible Solutions for Your Business Needs

AS AN RSDSA PARTNER, YOU WILL BENEFIT IN TWO WAYS:

- Partners receive exposure to a focused audience through participation in individual events and programs of their choosing over a year.
- Partners receive exclusive benefits, including a 20% discount on the regular cost of individual sponsor, exhibitor and advertising opportunities.

To receive these exclusive benefits for 2015, RSDSA Partners must commit to a certain level of support by December 23, 2014. RSDSA Partnership funds that are not used will roll over to the following year, if you rejoin as a partner at the same level.

Enhance your company’s visibility among patients, caregivers, physicians and therapists; communicate your leadership in the marketplace; and show your support for RSDSA by joining the Partners Program today.
CRPS/RSD Faces:

40% of people with chronic CRPS/RSD will never return to work.

The rate of suicide in a person with CRPS/RSD is 2.5 times higher than any other painful

Self-Advocacy is Essential.

CRPS/RSD patients and their loved ones require knowledge, tools to cope, reassurance from others who may have endured similar experiences, community support, and an experience of certainty.

CRPS/RSD is a puzzling and debilitating disease. Linking others with CRPS/RSD to share knowledge and experience will break down barriers of isolation and will empower them to navigate their future with resources and support.

Why Should I Become a Sponsor?

83% of consumers wish more of the products, services and retailers they use would support causes

80% are likely to switch brands, about equal in price and quality, to one that supports a cause

When choosing between similar products, 55% are more likely to buy the one with added social benefit.

81% want companies to give them the opportunity to buy a cause-related product.

*Statistics from 2013 Cone Communications/Echo Global CSR Study

Sponsoring a Non-Profit: What Are the Benefits?

1. Increase and enhance brand loyalty
2. Brand differentiation
3. Strengthen brand image
4. Create company/product awareness and visibility
5. Drive sales and/or traffic
6. Highlight corporate social responsibility
7. Build new community networks
8. Enhance credibility and educate the public about products and services
9. Target a niche market
10. Opportunity to have new products sampled or demonstrated to a concentrated group

*Facts from Why Do Companies Sponsor Charitable Events by Joanne Fritz
Platinum Sponsorship
As a Platinum Sponsor, you will receive Title Sponsorship of all of our major events in 2015.

Gold Sponsorship
As a Gold Sponsor you will be named as our Media Sponsor for all of our major events in 2015.

Silver Sponsorship
As a Silver Sponsor you will receive Speaker Sponsorship of all of our major events in 2015.

Bronze Sponsorship
As a Bronze Sponsor you will receive Reception Sponsorship of all of our major events in 2015.

Orange Sponsorship
As an Orange Sponsor you will be named a Refreshment Sponsor at all of our major events in 2015.

PLATINUM SPONSORSHIP
10 complimentary tickets with preferred prime seating at each event
Full color logo on RSDSA website
Feature sponsor in all event PR
Premier logo placement on all published materials including:
- Event Invitations
- Event signage
- Print materials
- Advertising and promotional pieces
Premier logo placement on all web communications including:
- Banner ad on event website
- Website placement with link as sponsor on event registration page
- eNewsletter and alerts
- Online event posting and PR
Logo projected on rotating slide show presentation at event
Live recognition of sponsorship at event
Recognition on social networking sites
Opportunity to distribute promotional materials or product give away (sponsor expense)
Advertising or vendor table at event
Logo featured at event entrance
Recognition in 2015 Annual Report
**GOLD SPONSORSHIP**

10 complimentary tickets with preferred prime seating at each event

Gold Sponsor recognition in all event PR

Preferred logo placement on all published materials including:

- Event Invitations
- Event signage
- Print materials
- Advertising and promotional pieces

Preferred logo placement on all web communications including:

- Website placement with link as sponsor on event registration page
- eNewsletter and alerts
- Online event posting and PR

Logo projected on rotating slide show presentation at event

Live recognition of sponsorship at event

Recognition on social networking sites

Opportunity to distribute promotional materials or product giveaway (sponsor expense)

Advertising or vendor table at event

Logo featured at event entrance

Recognition in 2015 Annual Report

**Platinum Sponsorship**

As a Platinum Sponsor, you will receive Title Sponsorship of all of our major events in 2015.

**Gold Sponsorship**

As a Gold Sponsor you will be named as our Media Sponsor for all of our major events in 2015.

**Silver Sponsorship**

As a Silver Sponsor you will receive Speaker Sponsorship of all of our major events in 2015.

**Bronze Sponsorship**

As a Bronze Sponsor you will receive Reception Sponsorship of all of our major events in 2015.

**Orange Sponsorship**

As an Orange Sponsor you will be named a Refreshment Sponsor at all of our major events in 2015.
<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>Benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Platinum Sponsorship</strong></td>
<td>As a Platinum Sponsor, you will receive Title Sponsorship of all of our major events in 2015.</td>
</tr>
<tr>
<td><strong>Gold Sponsorship</strong></td>
<td>As a Gold Sponsor you will be named as our Media Sponsor for all of our major events in 2015.</td>
</tr>
<tr>
<td><strong>Silver Sponsorship</strong></td>
<td>As a Silver Sponsor you will receive Speaker Sponsorship of all of our major events in 2015.</td>
</tr>
<tr>
<td><strong>Bronze Sponsorship</strong></td>
<td>As a Bronze Sponsor you will receive Reception Sponsorship of all of our major events in 2015.</td>
</tr>
<tr>
<td><strong>Orange Sponsorship</strong></td>
<td>As an Orange Sponsor you will be named a Refreshment Sponsor at all of our major events in 2015.</td>
</tr>
<tr>
<td><strong>SILVER SPONSORSHIP</strong></td>
<td>8 complimentary tickets with preferred seating at speaker or honoree table each event</td>
</tr>
<tr>
<td></td>
<td>Logo placement on all published materials including:</td>
</tr>
<tr>
<td></td>
<td>- Event Invitations</td>
</tr>
<tr>
<td></td>
<td>- Event signage</td>
</tr>
<tr>
<td></td>
<td>- Print materials</td>
</tr>
<tr>
<td></td>
<td>- Advertising and promotional pieces</td>
</tr>
<tr>
<td></td>
<td>Logo placement on all web communications including:</td>
</tr>
<tr>
<td></td>
<td>- Website placement with link as sponsor on event registration page</td>
</tr>
<tr>
<td></td>
<td>- eNewsletter and alerts</td>
</tr>
<tr>
<td></td>
<td>- Online event positing and PR</td>
</tr>
<tr>
<td></td>
<td>Logo projected on rotating slide show presentation at event</td>
</tr>
<tr>
<td></td>
<td>Live recognition of sponsorship at event</td>
</tr>
<tr>
<td></td>
<td>Recognition on social networking sites</td>
</tr>
<tr>
<td></td>
<td>Opportunity to distribute promotional materials or product give away (sponsor expense)</td>
</tr>
<tr>
<td></td>
<td>Recognition in 2015 Annual Report</td>
</tr>
<tr>
<td>Level</td>
<td>Sponsorship Details</td>
</tr>
<tr>
<td>------------------</td>
<td>----------------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
</tbody>
</table>
| **Bronze Sponsorship** | 6 complimentary tickets with preferred prime seating at speaker or honoree table each event  
Logo placement on all published materials including:  
- Event Invitations  
- Event signage  
- Print materials  
- Advertising and promotional pieces  
Logo placement on all web communications including:  
- Website placement with link as sponsor on event registration page  
- eNewsletter and alerts  
- Online event posting and PR  
Logo projected on rotating slide show presentation at event  
Live recognition of sponsorship at event  
Recognition on social networking sites  
Opportunity to distribute promotional materials or product give away (sponsor expense)  
Recognition in 2015 Annual Report |
<p>| <strong>Platinum Sponsorship</strong> | As a Platinum Sponsor, you will receive Title Sponsorship of all of our major events in 2015. |
| <strong>Gold Sponsorship</strong> | As a Gold Sponsor you will be named as our Media Sponsor for all of our major events in 2015. |
| <strong>Silver Sponsorship</strong> | As a Silver Sponsor you will receive Speaker Sponsorship of all of our major events in 2015. |
| <strong>Bronze Sponsorship</strong> | As a Bronze Sponsor you will receive Reception Sponsorship of all of our major events in 2015. |
| <strong>Orange Sponsorship</strong> | As an Orange Sponsor you will be named a Refreshment Sponsor at all of our major events in 2015. |</p>
<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>Benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Platinum Sponsorship</td>
<td>As a Platinum Sponsor, you will receive Title Sponsorship of all of our major events in 2015.</td>
</tr>
<tr>
<td>Gold Sponsorship</td>
<td>As a Gold Sponsor you will be named as our Media Sponsor for all of our major events in 2015.</td>
</tr>
<tr>
<td>Silver Sponsorship</td>
<td>As a Silver Sponsor you will receive Speaker Sponsorship of all of our major events in 2015.</td>
</tr>
<tr>
<td>Bronze Sponsorship</td>
<td>As a Bronze Sponsor you will receive Reception Sponsorship of all of our major events in 2015.</td>
</tr>
<tr>
<td>Orange Sponsorship</td>
<td>As an Orange Sponsor you will be named a Refreshment Sponsor at all of our major events in 2015.</td>
</tr>
</tbody>
</table>

**ORANGE SPONSORSHIP**

- 6 complimentary tickets with preferred exhibitor space at each event
- Logo placement on event signage
- Logo with link on RSDSA website
- Logo projected on rotating slide show presentation at event
- Live recognition of sponsorship at event
- Recognition in 2015 Annual Report
**2015 Events**

Sponsorship opportunities exist for any of our events throughout 2015. Pick your event and sponsorship level for custom options that meet your needs and help RSDSA provide critical programs and services to the CRPS/RSD community.

**Taste of Hope**
Sonoma, CA  March 2015
The first Taste of Hope brings together patients, caregivers, physicians and philanthropists for an evening of festivities that benefits RSDSA. There is something for everyone including compelling speakers, a raffle, a balloon chance, silent auction, great food, and an entertaining live auction.

**Integrated Solutions to CRPS**
Denver, CO - June 2015
Cherry Hill, NJ – September 2015
People with CRPS and their loved ones require knowledge, tools to cope with CRPS, reassurance from others who may have endured similar experiences, community support, and an experience of certainty – the certainty of hope.

They must learn to understand CRPS and find strategies and treatments to control the chronic, painful symptoms of CRPS – a puzzling and debilitating disease. This breaks down barriers of isolation and empowers those with CRPS to navigate their future with resources and hope.

**RSDSA Walk for Hope and Possibility**
New York, NY  June 2015
Each year, hundreds of people with CRPS, their families, and caregivers join together in New York to walk to raise awareness of CRPS. This event reaches hundreds more across the country through our virtual walkers.

**Bounty of Hope**
TBD  October 2015
The Annual Bounty of Hope Dinner brings together patients, caregivers, physicians, and philanthropists for an evening of festivities that benefits RSDSA. Since 2000, we have come together to raise funds to support RSDSA’s mission of providing support, education and hope to everyone affected by CRPS/RSD while we drive research to develop better treatment and a cure. There’s something for everyone at the RSDSA Bounty of Hope Dinner, including a raffle, balloon chance, silent auction, great food, and a fun-filled, entertaining live auction. This multi-faceted auction offers a wide variety of items for every taste.

**Fight the Flame 5k**
Charlotte, NC  November 2015
Race to the finish in the Fight the Flame 5K to help support the research, education, and awareness of RSD. As many as 6 million people suffer from RSD. This race is a great way to raise awareness and funds for RSDSA.

---

**Corporate Membership**

1. **Media and Promotional Exposure**
   - (Corporate Logo) recognition in RSDSA’s Website as a Gold Circle member with a link to your website for one year.
   - Gold Circle member listing in RSDSA’s Annual report (circulation 500 and also published on website)
   - (Corporate Logo) recognition on RSDSA’s Listserv for one month

2. **On-Site Recognition Opportunity During RSDSA’s Annual Fundraising Gala**
   - Name recognition on special thank-you signage at the gala for Gold Circle members
   - Recognition of Gold Circle corporate members from podium at the gala
# 2015 Events

## Customizable Sponsor Packages

Choose the events and sponsor levels right for you

<table>
<thead>
<tr>
<th>Event</th>
<th>Sponsor Level</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Taste of Hope</strong></td>
<td>Title Sponsor</td>
<td>$10,000</td>
</tr>
<tr>
<td>Sonoma, CA</td>
<td>Media Sponsor</td>
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<tr>
<td>March 2015</td>
<td>Speaker Sponsor</td>
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<tr>
<td></td>
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</tr>
<tr>
<td></td>
<td>Refreshment Sponsor</td>
<td>$3,000</td>
</tr>
<tr>
<td></td>
<td>Hope Sponsor</td>
<td>$1,000</td>
</tr>
<tr>
<td></td>
<td>Help Sponsor</td>
<td>$500</td>
</tr>
<tr>
<td><strong>Integrated Solutions to CRPS</strong></td>
<td>Title Sponsor</td>
<td>$10,000</td>
</tr>
<tr>
<td>Denver, CO– June 2015</td>
<td>Media Sponsor</td>
<td>$7,500</td>
</tr>
<tr>
<td></td>
<td>Speaker Sponsor</td>
<td>$5,000</td>
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</tr>
<tr>
<td></td>
<td>Help Sponsor</td>
<td>$500</td>
</tr>
<tr>
<td><strong>Bounty of Hope</strong></td>
<td>Title Sponsor</td>
<td>$10,000</td>
</tr>
<tr>
<td>TBD</td>
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<tr>
<td>October 2015</td>
<td>Speaker Sponsor</td>
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<td>Reception Sponsor</td>
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<tr>
<td></td>
<td>Refreshment Sponsor</td>
<td>$3,000</td>
</tr>
<tr>
<td></td>
<td>Hope Sponsor</td>
<td>$1,000</td>
</tr>
<tr>
<td></td>
<td>Help Sponsor</td>
<td>$500</td>
</tr>
<tr>
<td><strong>Fight the Flame 5K</strong></td>
<td>Title Sponsor</td>
<td>$10,000</td>
</tr>
<tr>
<td>Charlotte, NC</td>
<td>Media Sponsor</td>
<td>$7,500</td>
</tr>
<tr>
<td>November 2015</td>
<td>Refreshment Sponsor</td>
<td>$3,000</td>
</tr>
<tr>
<td></td>
<td>Hope Sponsor</td>
<td>$1,000</td>
</tr>
<tr>
<td></td>
<td>Help Sponsor</td>
<td>$500</td>
</tr>
<tr>
<td><strong>Corporate Membership</strong></td>
<td>Corporate Member</td>
<td>$7,500</td>
</tr>
<tr>
<td><strong>RSDSA Walk for Hope and Possibility</strong></td>
<td>Title Sponsor</td>
<td>$10,000</td>
</tr>
<tr>
<td>New York, NY</td>
<td>Media Sponsor</td>
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<tr>
<td>June 2015</td>
<td>Refreshment Sponsor</td>
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<tr>
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<td>$1,000</td>
</tr>
<tr>
<td></td>
<td>Help Sponsor</td>
<td>$500</td>
</tr>
</tbody>
</table>
Reach Members of the CRPS/RSD Community

For additional information about sponsorship and exhibitor opportunities and to reserve your package, please contact Christine Homa, Director of Development at: (860) 987-8994 or at choma@rsds.org

RSDSA is open to other customized sponsorship opportunities—just let us know how we can help maximize your participation in front of this valuable audience.

Sponsorship opportunities are available on a first come, first serve basis.

The sooner you sponsor, the more exposure you receive.

Sponsor logos appear in most marketing materials.

---

**Sponsor Order Form**

**Sponsor Information**

Sponsoring Organization Name (as listed on all RSDSA promotional material):

________________________________________________________________________

Address ________________________________________________________________

Website ________________________________________________________________

Primary Contact Name & Title:

________________________________________________________________________

Contact Phone ____________ Email __________________

**Sponsor Opportunities**

Please indicate the desired sponsorship package (below).

- □ Platinum- $40,000
- □ Gold- $30,000
- □ Silver- $20,000
- □ Bronze- $12,500
- □ Orange- $10,000
- □ Customized– See Attached Page

**Payment Schedule**

All payments are non-refundable. A minimum 50% deposit is due within 10 days of executed agreement in order to hold the sponsorship. Payment is due in full before March 1, 2015.

- □ Check (payable to RSDSA)
- □ Credit Card (circle one)
  - Mastercard
  - Visa
  - Discover
  - American Express

Credit Card #__________________________________________________________

Exp. Date_____________________________________________________________

CVV#______________________________________________________________

Signature_____________________________________________________________

Thank you for participating with RSDSA. This is one of the best ways to support the community in which you do business. Proceeds from your sponsorship benefit the programs and projects undertaken by RSDSA to support those living with this terrible disorder and further research to find a cure.
Catalog of 2015 Sponsor and Exhibitor Opportunities.

For information about sponsorship and exhibitor opportunities or to reserve your package, please contact:

Christine Homa, Director of Development at:
(860) 987-8994 OR choma@rdsds.org

RSDSA

99 Cherry Street
PO Box 502
Milford, CT 06460
With more than 5,000 attendees and exhibitors, APCO 2014 is the largest gathering of public safety communications professionals of its kind.

APCO International’s Annual Conference & Expo is the premier event for public safety communications officials, offering the chance to showcase your products and services to the public safety community and to reach decision makers face-to-face.

Maximize the return on your investment by putting your brand in front of thousands of attendees—become an APCO 2014 Sponsor.
INCREASE YOUR EXPOSURE

DISCOVER the power of sponsorship at APCO 2014 by taking advantage of these opportunities to get your brand in front of over 2,500 attendees.

ENGAGE with decision makers in the public safety communications industry whose sole purpose for attending is to discover new solutions for their most pressing issues.

SUCCEED by increasing awareness of your brand, obtaining valuable leads and connecting with thousands of potential clients all in one place.

Maximize On Your Investment

To become a Sponsor, Program Guide Advertiser, APCO Corporate Partner or for additional information, contact Lisa C. Williams at williamsL2@apcointl.org.

For additional information about APCO 2014, visit www.apco2014.org.

52% of Conference attendees are more likely to make a purchase from companies that are sponsors.

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ATTENDEE COMMUNICATION OPPORTUNITIES

Conference App
$20,000 SOLD!

Become the exclusive sponsor of the Conference app! This dedicated Conference app will be available to APCO 2014 attendees that is guaranteed to make their experience more enjoyable. Sponsor will have high visibility on the app.

Program Guide Advertising
Full Page – $2,300
½ page – $1,350
¼ Page – $600
Business card – $350

For information on available Tabs or to obtain non-exhibitor pricing, contact Lisa C. Williams at williamsL2@apcointl.org.

Conference Email Ads
Full Prospect Reach
$2,000/per email: 120 x 240 pixels

Your ad will be seen by more than 50,000 contacts in an email informing them about Conference speakers, programming, events, etc. Availability is limited to one sponsor per email, two emails per month starting in February.

Attendee Reach
$1,500/per email: 120 x 240 pixels

Your ad will be included in an email that informs confirmed attendees about important deadlines, information regarding the Conference program and other related updates. Availability is limited to one sponsor per email per month starting in April.

APCO 2014 Website Banner Ad
$2,500/per month
July & August - SOLD!

Display your ad on the home page of the APCO 2014 website with a link back to your website. This page receives over 200,000 visits from January thru August.

Program Guide Bellyband
$6,700 SOLD!

Draw attention to your organization by sponsoring the bellyband wrapping the official APCO 2014 program guide.

Pocket Guide
$15,000

Place your ad on this quick-reference guide and have your booth highlighted. This guide opens up to a large map size and folds down to fit in your pocket. This guide is very popular with attendees and placed in each attendee bag. Your booth will be highlighted on the exhibit floor plan. Sponsor will be provided extras to hand out at their booth.

Session Recordings
$25,000

New for APCO 2014!

Become a sponsor of the professional development session recordings. With your support, these recordings will be available for free to full package attendees. As the exclusive sponsor your logo is displayed where session recordings are promoted and includes the opportunity to have a presentation inserted at the beginning of the download.

“Know Before You Go” Email Ads
$2,900 SOLD!

Your ad will be displayed in the email that goes to all registered attendees before the Conference begins. The purpose of this email is to inform attendees about what they need to “know before they go” to APCO 2014.
SPECIAL EVENTS

Opening General Session
$40,000 SOLD!
This is the kick off to the Conference! Your logo will be seen by thousands as the sponsor of the Opening Session and you have the opportunity to introduce the keynote speaker. Gain recognition in marketing materials promoting the Opening General Session.

The APCO Block Party!
$50,000 SOLD!
Sponsor the event that became a “must-attend” in 2013! This party includes food, drinks and entertainment that attendees will remember for a long time. The sponsor will have the opportunity to make brief remarks and introduce the entertainment. The sponsor will be recognized on all marketing materials promoting the event, website and on-site signage.

President’s Dinner
$30,000 SOLD!
A special event at APCO 2014 where attendees enjoy dinner and live entertainment. The sponsor has the opportunity to make brief comments and recognition includes your logo on table tent cards and on marketing materials promoting the President’s Dinner.

Distinguished Achievers Breakfast
$30,000 SOLD!
All attendees are invited to the breakfast where several awards are given recognizing the achievements of those in the industry. Recognition includes logo on the table tent cards and on marketing materials promoting the Breakfast.

18th Annual Golf Tournament
$10,000
Welcome attendees as they start the tournament and make remarks during the luncheon when the winners are recognized. Sponsors have prominent visibility prior to and during the tournament. Sponsors receive two complimentary hole sponsorships and one complimentary foursome.

Golf Tournament Hole
$500/golf hole
$850/golf hole & foursome
Showcase your company logo during the Annual Golf Tournament. The sponsor can include promotional items for participants in goodie bags.

Food for Thought Luncheon
$15,000
Take this opportunity to welcome attendees and introduce the keynote speaker. All attendees are invited to the luncheon and several awards are given recognizing the achievements of those in the industry. Recognition includes a logo on table tent cards and on marketing materials promoting the Luncheon.

Board of Directors/VIP Executive Council Reception
$7,500 SOLD!
This is your chance to network with industry leaders and be recognized as the sponsor of this event.
SPECIAL EVENTS

New Attendee Orientation
$10,000
Be the first to welcome new attendees and potential new customers to the Conference at this highly attended event. The sponsor will be recognized on signage and in the program guide.

Broadband Committee Reception
$5,000 SOLD!
Get your company in front of important decision makers by sponsoring the Broadband Committee Reception.

International Meet & Greet
$7,500 SOLD!
Host a meet and greet for the international attendees and get to know potential customers outside of the U.S. The sponsor will have visible recognition before and during the event, as well as the opportunity to make remarks during the event.

Past Presidents & Life Members Luncheon
$5,500 SOLD!
Get the chance to host a lunch with APCO Past Presidents and Life Members. The sponsor has the opportunity to make brief remarks during the luncheon and recognition includes your logo on table tent cards and marketing materials promoting the luncheon.

AFC Advisors Appreciation Luncheon
$5,500 SOLD!
This special occasion was designed to recognize AFC advisors for all of their hard work and dedication. The sponsor has the opportunity to make brief remarks during the luncheon and recognition includes your logo on table tent cards and marketing materials promoting the luncheon.

AFC Resource Lab
$10,000
Sponsor this resource lab, where advisors can work, network and relax. The sponsor will have visible recognition where the AFC Resource Lab is promoted.

PSAP Tours
$2,500/per tour SOLD!
This is a great opportunity for some face time with attendees. Company representatives are welcome to ride along and address the group.

To see a list of available tours, visit www.apco2014.org
Registration Package
$40,000 SOLD!
Each attendee receives a lanyard to hold their badge. Have your company logo displayed on the lanyard as well as prominently displayed at registration kiosks.

10' x 8' Hanging Banners
$4,000/each (1 available)
Promote your booth location and get noticed daily with hanging double-sided banners located throughout the Convention Center. Contact for available locations and other size options.

Floor Decals
$2,000/each
Increase your visibility with floor decals inside the Convention Center. This is the main path for all foot traffic in and out of the Expo, your brand will not be missed.

10' x 8' Hanging Banner & Floor Decal Package
$5,000 (1 available)
Get the best of both with this bundle. Attendees can look up and down and your logo will be what they see. Contact for available locations.

Expo Aisle Sign
$20,000 SOLD!
Help attendees locate where they need to go when navigating through the Expo and promote your company at the same time.

Expo Receptacle Wraps
$6,500
Have your brand located throughout the Expo and on an item that attendees will use over and over again.

Escalator Runners
$5,500/each (2 available) SOLD!
Your message will be the center of attention with a runner down the middle of escalators in the Convention Center.

Convention Center Column Wrap
$3,000/each (pictured right)
Wrap your brand around columns in the Convention Center for everyone to see.

Expo Column Wrap
$3,000/each
Wrap your brand around large columns in the Expo.

Expo Entrance Signage
$15,000 SOLD!
Display your message to attendees right above the Expo entrance. Your brand won’t be missed as attendees enter and exit the Hall.

Cyber Café
$20,000
Attendees will have the opportunity to relax and charge devices, surf the net or just take a little break. The café will serve beverages on Monday and Tuesday. The café will feature Wi-Fi, a charging station, laptops and comfortable seating.

Attendee Lunch Vouchers
$25,000/day (2 available)
Attendees receive $10 lunch vouchers to be used at food stations inside the Expo. Promote your company on the vouchers printed for all full and day passes. The sponsor will be recognized on the website, in the program guide as well as on marketing collateral placed in the seating area.

Massage Booth
$5,500 SOLD!
Attendees will stop by your booth and receive a complimentary massage.
Shuttle Buses
$25,000
Display your message on the official APCO 2014 shuttle buses that will provide transportation for attendees to and from the Convention Center to selected hotels, PSAP Tours and the Golf Tournament. Sponsor logo will be displayed on signage for transportation in the Convention Center, select hotels, on the APCO 2014 website and in the program guide. Sponsor can provide a video that will play on all buses throughout the conference.

International Lounge
$8,000
Sponsor the lounge where international attendees can gather and relax. The lounge will feature beverages and a comfortable atmosphere. The sponsor has the opportunity to place marketing materials and visit anytime during the Conference. The lounge will be open from Sunday to Wednesday, sponsor will be recognized on signage and promotional materials.

Coffee and Beignet Station
$9,000
Attendees will have the opportunity to grab coffee and beignets on Sunday morning prior to starting sessions. Sponsor logo will be on coffee sleeves and napkins as well as on-site signage.

Schedule-at-a-Glance Billboard
$7,500 - (only 2 left)
Placed in three locations (convention center lobby, two available on top of the escalator) in a high traffic area in the Convention Center, your logo can be displayed on this “go-to” information sign that attendees will reference all throughout APCO 2014.

Visual Displays
$7,500 each (limit to 10)
Display your 1 minute visual presentation on the monitors that are located in the lobby of Hall A and B of the convention center and on public monitors on the 2nd level. Your presentation will be displayed starting Saturday to Wednesday in a continuous loop along with other presentations and the daily conference schedule.

Session Wi-Fi Sponsor
$15,500
Be the official sponsor of wi-fi in the professional development tracks held at the convention center. Sponsor will be recognized on signage in each meeting room and promotional materials.

Expo Catwalk Banners
$5,000 - 30 available
Display your brand with a banner on the catwalk, high in the air, located above the Exhibit Hall. Each double-sided banner will be 9.75’ W by 4.25’ H and will be seen from the expo floor and those walking in the catwalk. 10 banners available on each side of the catwalk in Hall B and Hall C.
Welcome Station
$3,500 (Sunday & Monday) SOLD!
Welcome attendees with refreshments and snacks when they enter the Hilton lobby. A company representative must be available and sponsors are responsible for food and beverage.

Elevator Placards*
$5,000 (pictured upper left)
Have your brand take a ride up with the attendees with this unique placard placed right inside the elevators.

Reader Board Advertisement*
$6,500 (pictured lower left)
Display your brand on these media displays located throughout the hotel. Your video will be featured on 1/5th of the screens.

Outside Column Wraps – Shuttle Entrance*
$10,300/each (3 available)
Wrap your brand around 1 of 3 columns at the entrance to the hotel where attendees will be picked up and dropped off by the shuttles.

Door Clings – Shuttle Entrance*
$6,500
Have your logo displayed on the doors at the shuttle bus entrance.

Window Clings – Shuttle Entrance*
$ 8,500
Display your brand on 4 large window panels near the shuttle bus entrance.

Hotel Key Cards*
$9,500 SOLD!
Promote your brand to all attendees as soon as they check in.

Room Drops
$6.50/per room/per night – inside hotel room
$4.00/per room/per night – outside hotel room
(Available Sunday or Monday)
Extend your reach by having a promotional item or piece of literature delivered directly to attendees staying at the Hilton.

Customized Napkins at Restaurants & Bars
$5,000 (Sunday & Monday) SOLD!
Prominently display your brand on napkins in the hotel’s restaurants and bars. Napkins are included in the price.

Schedule-at-a-Glance Billboard*
$7,500
Placed in a high traffic area in the headquarter hotel, your logo can be displayed on this “go-to” information sign that attendees will reference all throughout APCO 2014.

*Graphics/Signs displayed from Saturday — Wednesday.
SPECIALTY ITEMS/APPAREL

**Attendee Bags**
$40,000 SOLD!
Each attendee receives a bag at Conference with their registration. The bag will have your logo on it and the sponsor receives one bag stuffer.

**Attendee Bag Stuffers**
$800/Exhibitor
$1,600/Non-Exhibitor
On average we give out 3,500 attendee bags – a great opportunity for you to have your marketing collateral reach everyone at APCO 2014.

**Classic Mason Jar with Straw**
SOLD!
$10,000 (sample pictured below)
Sponsor a classic taste of the south with these unique sealable plastic mason jars that can be refilled at the water stations. The sponsor will have their logo printed on 5,000 jars.

**Conference Notebooks**
$10,000
What better way to leave an impression than by adding your logo and booth number to the APCO 2014 notebooks. These are one of the few items that attendees carry with them throughout Conference and take home afterward. Rated a favorite by attendees!

**Luggage Storage**
$5,000
Attendees will thank you for this luxury! The sponsor will be given luggage identifiers to give to attendees who visit their booth. The sponsor will be recognized in the program guide and at the luggage storage area.

**Apparel**

**Conference Committee & Volunteer Shirts**
$8,500
What better advertising than to have the APCO 2014 Conference Committee and volunteers wear shirts with your brand on it.

**AFC Advisor Shirts**
$5,000
Help say thank you to some of the hardest working members of APCO! Add your logo to the AFC Advisors shirts. These shirts are worn all year round.
AWARDS

Horizon Award
$10,000
The intent of this award is to acknowledge the efforts of communications centers that have proactively assessed and met the technological and operational needs of their center, employees and service population.

PSAP Awards
$5,000/each
PSAP Awards are presented to public safety communications personnel who have demonstrated the highest levels of personal and professional conduct and performance in the line of duty. A sponsor representative is invited to the PSAP Awards Breakfast and is on stage while the awards are presented.

PSAP Award Categories
- Public Safety Communications 2014 Center Director of the Year
- Public Safety Communications 2014 Information Technologist of the Year
- Public Safety Communications 2014 Radio Frequency (RF) Technologist of the Year
- Public Safety Communications 2014 Telecommunicator of the Year
- Public Safety Communications 2014 Line Supervisor of the Year
- Public Safety Communications 2014 Trainer of the Year
- Public Safety Communications 2014 Team Award of the Year

SOLD!
SPONSORSHIP LEVELS

Gain recognition by becoming a diamond, platinum, gold, silver or bronze sponsor. The levels are determined by the total number of sponsor dollars you invest. There are limited diamond, platinum and gold level sponsorships available – so we urge you to act quickly before they are gone. Outlined below are the additional benefits you receive with each sponsorship level.

Diamond Level
$75,000 SOLD OUT!

- 10 tickets to all ticketed events
- Complimentary Meeting room from Saturday – Wednesday at the Convention Center
- VIP table for 10 at the President’s Dinner
- VIP table for 10 at the Distinguished Achievers Breakfast
- VIP table for 10 at the Food for Thought Luncheon
- Session/product demo in the Presentation Theater in the Expo
- One session in the professional development track
- One floor decal
- One prominent banner collectively recognizing Diamond Sponsorship
- Recognition on the sponsorship page in the program guide
- Complimentary full-page, color ad in the program guide
- Recognition in the exhibitor listing in the program guide
- One item placed in the attendee bags given to all registered attendees
- Pre- and post-Conference attendee list
- Company acknowledged prominently on the APCO 2014 website
- Company acknowledge as Diamond Sponsor wherever sponsors are collectively listed

APCO 2014 sponsors will receive one priority point per $2,500 dollars spent in sponsorships toward their APCO 2015 booth selection.

Platinum Level
$50,000 ONLY 1 AVAILABLE!

- 10 tickets to all ticketed events
- Complimentary Meeting room on Monday & Tuesday at the Marriott Convention Center hotel.
- VIP table for 10 at the President’s Dinner
- VIP table for 10 at the Distinguished Achievers Breakfast
- VIP table for 10 at the Food for Thought Luncheon
- Logo prominently placed on banner collectively recognizing sponsors
- Recognition on the sponsorship page in the program guide
- Complimentary half-page, color ad in the program guide
- Recognition in the exhibitor listing in the program guide
- One item placed in the attendee bags given to all registered attendees
- Pre- and post-Conference attendee list
- Company acknowledged prominently on the APCO 2014 website
- Company acknowledge as Platinum Sponsor wherever sponsors are collectively listed

The number of tickets to ticketed events is based on your sponsorship level. Benefits are subject to change.
# Sponsorship Levels

## Gold Level
$25,000 **ONLY 1 AVAILABLE!**
- 6 tickets to all ticketed events
- Recognition on the sponsorship page in the program guide
- Complimentary ¼-page, color ad in the program guide
- Recognition in the exhibitor listing in the program guide
- One item placed in the attendee bags given to all registered attendees
- Pre- and post-Conference attendee list
- Company acknowledged prominently on the APCO 2014 website
- Company acknowledge as Gold Sponsor wherever sponsors are collectively listed

## Silver Level
$10,000
- 4 tickets to all ticketed events
- Recognition on the sponsorship page in the program guide
- Recognition in the exhibitor listing in the program guide
- Pre-Conference attendee list
- Company acknowledged prominently on the APCO 2014 website
- Company acknowledge as Silver Sponsor wherever sponsors are collectively listed

## Bronze Level
$5,000
- Recognition on the sponsorship page in the program guide
- Recognition in the exhibitor listing in the program guide
- Company acknowledged prominently on APCO 2014 website
- Company acknowledge as Bronze Sponsor wherever sponsors are collectively listed

Customized sponsorships are also available.

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**Become a Sponsor Today**

Take advantage of the number of opportunities to gain maximum exposure while at APCO 2014 – the largest public safety communications event. This year we are in New Orleans and expect a high attendance and energetic atmosphere. Be part of this event and become a sponsor today!

For advertising, sponsorship or APCO Corporate Partner information, contact Lisa C. Williams at williamsL2@apcointl.org.