



## **2019 ISHAE Partnership Opportunities**

ISHAE is dedicated to providing breakthrough education and networking opportunities for our members. ISHAE partners are vital to our educational and member development programs. Your support allows ISHAE to continue to provide these opportunities at reduced costs to lodging association executives and allows you to use your marketing dollars to amplify your company's image and reputation in this national marketplace and target a powerful audience of decision makers. Without your support and funding, many activities would not be possible.

There are many opportunities available that fit a variety of budgets. If you do not see an opportunity that fits your specifications or budgets but would still like to partner with ISHAE, please do not hesitate to contact us. All packages can be customized to fit your organizational objectives. All packages are accompanied with a welcome e-mail blast for new partners, which includes a brief article/summary of services & product.

For more information, contact either:

Chris Pappas  
[cpappas@ishae.org](mailto:cpappas@ishae.org)  
1-617-536-0590

Debbie McCready  
[dmccready@ishae.org](mailto:dmccready@ishae.org)  
1-781-910-0821

## 2019 ISHAE Partners Benefits

As an ISHAE partner, all businesses receive:

- Welcome e-mail blast for new partners, which includes a brief article/summary of services & products
- Throughout the year:
  - Primary Logo Recognition on ISHAE Website with link to company site
  - Primary Recognition on monthly ISHAE eNewsletters
  - Primary Logo Recognition on all ISHAE Event Promotional Materials and Signage
- Ability to:
  - Share & disseminate information in the special news section of ISHAE.org
  - Have your “breaking news” or information that could be critical to ISHAE members distributed by ISHAE as needed
- Opportunity to meet state hotel association CEO and VP level staff in a casual conference environment
- Conference Mentor (ISHAE Board Member) to facilitate key introductions.
- Your company logo on all printed meeting materials
- Recognition and introduction at ISHAE events during the meeting
- Conference attendee list and ISHAE membership list
- Recognition in communications to members both pre and post conferences
- Promotional table at the Winter Conference Marketplace
- Distribution of one collateral piece and amenity item to ISHAE members in the Winter Conference Welcome Bags

Additional benefits are available based on your level of partnership.

## **\$16,000: 2019 ISHAE Platinum Partner**

- Ability to:
  - Publish articles in **all** ISHAE monthly newsletters throughout the year (12 issues)
  - Provide **unlimited** educational information to be posted on the internal ISHAE Groupsite for member use only
  
- **Two** complimentary e-blasts to membership (at a time of your choosing).
  
- Complimentary one-time member survey, giving you the opportunity to ask up to 10 questions to our members. ISHAE will implement and provide reporting to you.
  
- Ability to be presenting sponsor of **two** educational webinars for members during 2019.
  
- Exposure as Platinum Partner at both the Summer Meeting and at the Conference.
  - **Three** complimentary registrations to the Summer Conference (value \$2,100)
  - **Three** complimentary registrations to the Winter Conference (Value \$3,600)
  - **15-minute** educational speaking opportunity prior to one of the sessions at both conferences

## **\$12,500: 2019 ISHAE Gold Partner**

- Ability to:
  - Publish articles in **six** ISHAE monthly newsletters throughout the year
  - Provide **six** pieces of educational information to be posted on the internal ISHAE Groupsite for member use only
  
- **One** complimentary e-blast to membership (at a time of your choosing).
  
- Complimentary one-time member survey, giving you the opportunity to ask up to 10 questions to our members. ISHAE will implement and provide reporting to you.
  
- Ability to be presenting sponsor of **one** educational webinar for members during 2019.
  
- Exposure as Gold Partner at both the Summer Meeting and at the Winter Conference.
  - **Two** complimentary registrations to the Summer Conference (value \$1,400)
  - **Two** complimentary registrations to the Winter Conference (Value \$2,400)
  - **10-minute** educational speaking opportunity prior to one of the sessions at both conferences

## **\$9,000: 2019 ISHAE Silver Partner**

- Ability to:
  - Publish articles in **four** ISHAE monthly newsletters throughout the year
  - Provide **four** pieces of educational information to be posted on the internal ISHAE Groupsite for member use only
  
- Complimentary one-time member survey, giving you the opportunity to ask up to 10 questions to our members. ISHAE will implement and provide reporting to you.
  
- Ability to be presenting sponsor of **one** educational webinar for members during 2019 (please enquire for pricing)
  
- Exposure as Silver Partner at both the Summer Meeting and at the Winter Conference.
  - **One** complimentary registration to the Summer Conference (value \$700)  
Additional registrations offered at a discounted rate of \$450
  - **One** complimentary registration to the Winter Conference (Value \$1,200)  
Additional registrations offered at a discounted rate of \$650
  - **5-minute** educational speaking opportunity prior to one of the sessions at both conferences

## **\$6,000: 2019 ISHAE Bronze Partner**

- Ability to:
  - Publish articles in **two** ISHAE monthly newsletters throughout the year
  - Provide **two** pieces of educational information to be posted on the internal ISHAE Groupsite for member use only
  
- Complimentary one-time member survey, giving you the opportunity to ask up to 10 questions to our members. ISHAE will implement and provide reporting to you.
  
- Ability to be presenting sponsor of **one** educational webinar for members during 2019 (please inquire for pricing & opportunities)
  
- Exposure as Bronze Partner at both the Summer Meeting and at the Winter Conference.
  - **One** complimentary registration to the Summer Conference (value \$700)  
Additional registrations offered at a discounted rate of \$450
  - **Discounted** registration of \$650 to the Winter Conference (Value \$1,200)
  - **2-minute** educational speaking opportunity prior to one of the sessions at both conferences

## **\$4,000: 2019 ISHAE Allied Partner**

- Ability to:
  - Publish article in **one** ISHAE monthly newsletters throughout the year
  - Provide **one** piece of educational information to be posted on the internal ISHAE Groupsite for member use only
  
- Complimentary one-time member survey, giving you the opportunity to ask up to 10 questions to our members. ISHAE will implement and provide reporting to you.
  
- Ability to be presenting sponsor of **one** educational webinar for members during 2019 (please inquire for pricing & opportunities)
  
- Exposure as Allied Partner at both the Summer Meeting and at the Winter Conference.
  - **Discounted** registration of \$450 to the Summer Conference
  - **Discounted** registration of \$650 to the Winter Conference

## **2019 ISHAE Conference Partnerships**

ISHAE offers two annual conferences per year – one in the summer and one in the winter. These conferences provide our partners an opportunity to network and engage with all ISHAE members in a casual yet productive business environment. Conference sponsorship opportunities are available and include:

### **All ISHAE Conference Partners Receive:**

- Recognition and introduction at ISHAE events during the conference
- Conference Mentor (ISHAE Board Member) to facilitate key introductions
- Verbal recognition by ISHAE Chair of sponsorship during the conference
- Logo on signage and materials
- Recognition as conference partner pre & post conference
- Copy of registration list
- Have the ability to send one set of follow-up materials to membership and attendees through ISHAE

**\$5,000**

### **ISHAE Conference Sponsorship – Summer & Winter**

- Discounted registration of \$500 for winter conference and \$300 for summer conference
- At the Winter Conference only:
  - Promotional table at the Marketplace
  - Distribution of one collateral piece and amenity item to ISHAE members
  - Invitation to VIP Reception with ISHAE Board of Directors, new state CEO's, and AH&LA Executive Team

**\$6,500**

### **ISHAE Sponsorship – Winter Conference Speaker**

Your company can have the ability to sponsor a speaker and their sessions at the ISHAE Winter Conference.

As a sponsor of a speaker, you will receive:

- Opportunity to introduce speaker and also speak for five minutes about your company
- One complimentary registration (value \$1,200).  
Additional registrations offered at a discounted rate of \$700
- Promotional table at the conference marketplace
- Distribution of one collateral piece and amenity item to ISHAE members
- Ability to include an article/information in one ISHAE Membership newsletter

**\$7,500 ISHAE Sponsorship – Summer Conference Reception & Dinner**

As sponsor of the Summer Conference Reception & Dinner you would receive:

- One complimentary registration to the Summer Conference (value \$700)  
Ability to purchase additional registrations at a discounted rate of \$450
- Opportunity to speak for three minutes at designated time during the conference
- Invitation to VIP Reception with ISHAE Board of Directors, new state CEO's and AH&LA Executive Team
- Ability to include one article/information in two of the ISHAE Membership newsletters

**\$10,000 ISHAE Sponsorship – Winter Conference Opening Reception**

As a sponsor of the Winter Conference Opening Reception you would receive:

- Copy of full membership list
- Opportunity to speak for three minutes at designated time during the conference
- One complimentary registration to the Winter Conference (value \$1200)  
Ability to purchase additional registrations at a discounted rate of \$700
- Promotional table at the conference marketplace
- Distribution of one collateral piece and amenity item to ISHAE members
- Ability to include an article/information in two of the ISHAE Membership newsletters

**\$12,500 ISHAE Sponsorship – Awards of Excellence at the Winter Summit**

The Annual Awards of Excellence Competition encourages states to submit successful programs in the categories of member programs, government affairs, communications, education & workforce development and events & fundraising. The winners are recognized during the winter summit at the awards lunch.

As sponsor of the Awards of Excellence, your company would receive recognition on all entry materials, e-blasts, on the website and in reminders to membership to enter their programs. In addition:

- Listed as the key sponsor of the Awards of Excellence in all pre-event, during and post event materials
- Copy of full membership list
- Have an opportunity to speak at the event for 5 minutes and present the awards
- Receive one complimentary registration to the winter conference (value \$1200)  
Ability to purchase additional registrations at a discounted rate of \$700
- Have a promotional table at the conference marketplace
- Have the ability to distribute of one collateral piece and amenity item to ISHAE members
- Ability to include an article/information in two of the ISHAE Membership newsletters