Colorado Society of Association Executives (CSAE) is THE association for associations in Colorado. Explore the many partnership opportunities available which connect association professionals and provide the latest information on industry trends, management issues, and more!
Why Market Your Products and Services to CSAE Members?

CSAE offers you the opportunity to get in front of decision makers both virtually, and at in-person events throughout the year.

Colorado is one of the highest-ranking association states in the country, with CSAE’s membership representing annually:

$235 MILLION in Revenue
and
$226 MILLION in Expenses

CSAE members spend roughly $39 MILLION on outsourced services, including:

$10.6 mil Meetings/Conventions/Trade Shows
$7.8 mil HR & Payroll
$7.5 mil Advertising/Promotion/Publication
$6.8 mil IT & Digital Services
$3.2 mil Lobbying/Government Relations
$2 mil Legal
$1 mil Accounting

Meetings are frequently held at outside venues, with Denver as the most popular, followed closely by the Front Range and Mountain regions.

Annual Event Spending:

$59 mil Lodging
$18 mil Venues
$10.1 mil Travel

They range from very large to smaller associations, with their own memberships ranging from 400 to over 80,000.*

- 51% are state associations
- 32% are international associations
- 29% are national associations
- 20% are regional associations
- 9% are local associations

Association members include:
National Geological Society
American Water Works Association
National Cattlemen’s Beef Association
American Beverage Association
Colorado Oil and Gas Association
Colorado Restaurant Association
Colorado Dental Association
Colorado Bar Association
.....and many others

To reserve your opportunity contact Matt Dorn 703-927-4993 mdorn@thewymancompany.com
2019 CSAE Partnership Opportunities

Did you know that Colorado is one of the highest ranking association states in the nation with CSAE’s membership representing $235 million annually in revenue? And, they spend $226 million operating their association each year. From monthly events to the annual conference, CSAE is the place to connect with top-level decision makers year-round.

Platinum Partner - $12,500
Exclusive Partner

NON-CONFERENCE
- Full-page, four-color advertisement in four issues of Executive Memo
- Full-page, four-color advertisement in the Annual CSAE Membership Directory
- Platinum Sponsor Ribbon on your registration badges at all CSAE events throughout the year
- 12-month banner ad on the CSAE website home page
- Banner Ad in Briefly Speaking newsletter (10-12 issues)
- Podium announcement and recognition at the PLATINUM Sponsor at all PEAK events throughout the year
- Your logo and reference, as the PLATINUM Sponsor, placed on all print and digital event signage throughout the year

CONFERENCE
- Exclusive ownership of the CAE Only Breakfast Event. There will be no other associate members/vendors permitted at this prestigious event. You will have the opportunity to have marketing materials distributed at this event, and you will be introduced as the exclusive sponsor to all CSAE attendees of this event. You will have the ability to decorate the venue to create an ambiance that speaks to your company and your mission.
- Signage at your CAE event promoting you as Platinum Sponsor
- Cocktail Table Networking Space
- Full-page, four-color advertisement in the Annual Conference Show Guide
- Two full complimentary conference registrations, with access to all educational programs, social events and meals
- One complimentary “Bring a Guest” conference registration, with access to all educational programs, social events and meals. (Guest must be a CSAE non-member, and a sponsor non-employee)
- Your logo is added to the registration confirmation for all conference attendees, as the Platinum Sponsor
- Your logo and reference, as the Platinum Sponsor, placed on all print and digital signage at the conference
- Your logo and link, as the Platinum Sponsor, on the conference marketing page of the CSAE website
- Your logo and ad on the conference app
- Your logo and link, as the Platinum Sponsor, on all electronic emails that CSAE sends out to market the conference
- Your logo, as the Platinum Sponsor, on all conference promotional ads in Executive Memo
- Platinum Partner Sponsor Ribbon on your registration badges for the conference
- Post-conference mailing (one time, excludes postage and production) or one-time email use of attendee list available upon request
- Participation in Reverse Trade Show

Gold Partner - $10,000
4 Partnerships Available

NON-CONFERENCE
- Full-page, four-color advertisement in four issues of Executive Memo
- Full-page, four-color advertisement in the Annual CSAE Membership Directory
- Gold Sponsor Ribbon on your registration badges at all CSAE events throughout the year
- Podium announcement and recognition as a Gold Sponsor at all PEAK events throughout the year
- Your logo and reference, as a Gold Sponsor, placed on all print and digital event signage throughout the year
- Signage at all events throughout the year. Your logo will be added under the appropriate partner level

CONFERENCE
- EXCLUSIVE ownership of one major General Session at the CSAE Annual Conference. All conference attendees will be present and you will have the opportunity to have any marketing materials distributed at the session. You will be introduced as the exclusive sponsor of the General Session. You will have the ability to decorate the venue to create an ambiance that speaks to your company and your mission.
- Signage at your general session promoting you as Gold Sponsor
- Your logo and ad on the conference app
- Cocktail Table Networking Space
- Full-page, four-color advertisement in the Annual Conference Show Guide
- Two full complimentary conference registrations, with access to all educational programs, social events and meals
- One complimentary “Bring a Guest” conference registration, with access to all educational programs, social events and meals. (Guest must be a CSAE non-member, and a sponsor non-employee)
- Your logo is added to the registration confirmation for all conference attendees, as Gold Sponsor
- Your logo and reference, as Gold Sponsor, placed on all print and digital signage at the conference
- Your logo and link, as Gold Sponsor, on the conference marketing page of the CSAE website
- Your logo and link, as Gold Sponsor, on all electronic emails that CSAE sends out to market the conference
- Your logo, as Gold Sponsor on all conference promotional ads in Executive Memo
- Gold Sponsor Ribbon on your registration badges
- Post-conference mailing (one time, excludes postage and production) or one-time email use of attendee list available upon request
- Participation in Reverse Trade Show

To reserve your opportunity contact Matt Dorn 703-927-4993 mdorn@thewymancompany.com
Silver Partner - $7,500
7 Partnerships Available

NON-CONFERENCE
- One-half page, four-color advertisement in four issues of Executive Memo
- One-half page, four-color advertisement in the Annual CSAE Membership Directory
- Silver Sponsor Ribbon on your registration badges at all CSAE events throughout the year
- Podium announcement and recognition as a SILVER Sponsor at all PEAK events throughout the year
- Your logo and reference, as a SILVER Sponsor, placed on all print and digital event signage throughout the year

CONFERENCE
- EXCLUSIVE ownership of one Breakout Session at the CSAE Annual Conference. Conference attendees will be present and you will have the opportunity to have any marketing materials distributed at the session. You will be introduced as the exclusive sponsor of the break-out session. You will have the ability to decorate the venue to create an ambiance that speaks to your company and your mission
- Signage at your breakout session promoting you as a Silver Sponsor
- Cocktail Table Networking Space
- One-half page, four color advertisement in the Annual Show Guide
- One full complimentary conference registration, with access to all educational programs, social events and meals
- Your logo and reference, as a Silver Sponsor, placed on all print and digital signage at the conference
- Your logo and ad on the conference app
- Your logo and link, as Silver Sponsor, on the conference marketing page of the CSAE website
- Your logo and link, as Silver Sponsor, on all electronic emails that CSAE sends out to market the conference
- Your logo and link, as Silver Sponsor, on all conference promotional ads in the Executive Memo
- Silver Sponsor Ribbon on your registration badges
- Post-conference mailing (one-time, excludes postage and production) or one-time email use of attendee list available upon request
- Participation in the Reverse Trade Show

Bronze Partner - $5,000
10 Partnerships Available
5 Left; as of 4/1/19

NON-CONFERENCE
- One-quarter page, four-color advertisement in four issues of the Executive Memo
- One-quarter page, four-color advertisement in the Annual CSAE Membership Directory
- Bronze Partner Ribbon on your registration badges at all CSAE events throughout the year
- Signage at all events throughout the year. Your name will be added as a Bronze Partner

CONFERENCE
- EXCLUSIVE sponsorship of one Coffee Break, Snack Break or Emerging Leaders Session at the CSAE Annual Conference
- Signage at the break stations or Emerging Leaders Session promoting you as a Bronze Sponsor
- Cocktail Table Networking Space
- One-quarter page, four-color advertisement in the Annual Conference Show Guide
- One full complimentary conference registration, with access to all educational programs, social events and meals
- Your logo and reference, as Bronze Sponsor, placed on all print and digital signage at the conference
- Your logo and link, as Bronze Sponsor, on the conference marketing page of the CSAE website
- Your logo and link, as Bronze Sponsor, on all electronic emails that CSAE sends out to market the conference
- Your logo, as Bronze Sponsor, on all conference promotional ads in the Executive Memo conference issue
- Your logo and ad on the conference app
- Bronze Sponsor Ribbon on your conference registration badges
- Post-conference mailing (one-time, excludes postage and production) or one-time email use of attendee list available upon request
- Participation in the Reverse Trade Show

Custom packages are also available upon request.
To reserve your opportunity contact Matt Dorn 703-927-4993 mdorn@thewymancompany.com

The Annual Conference is THE place to meet with a wide-range of over 100 professional decision makers within the association community from staff specialists to the top Chief Executive Officer. It's fun. It’s interactive. And, it is a great way to learn. Long lasting relationships are built during the many networking and social opportunities during the three-day event.

Premier Conference Partnership - $3,000
20 Partnerships Available

INCLUDES:
- Cocktail Table Networking Space
- One-quarter, four color advertisement in the Annual Show Guide
- One-quarter, four color advertisement in the Conference Wrap-Up Executive Memo Issue
- One full complimentary registration with access to education programs, social events and meals (listed as full registration package)
- Sponsor ribbon attached to conference badge
- Your logo on the conference app
- Company logo and name as PREMIER sponsor on all print and digital signage at conference
- Logo and link as PREMIER sponsor listed on the conference marketing page of the CSAE website
- Logo on general conference ads in Executive Memo
- Post conference mailing (one time, excludes postage and production) or one-time email use of attendee list available upon request

General Conference Sponsorship - $1,000
Unlimited Sponsorships Available

INCLUDES:
- Cocktail Table Networking Space
- One full complimentary conference registration with access to education programs, social events and meals (listed as full registration package)
- Sponsor ribbon attached to conference badge
- Name listed in the Annual Show Guide
- Name listed on conference app
- Company name on all print and digital signage at conference
Connecting with association professionals in person is the best way to develop long-term relationships. CSAE offers year-round face to face opportunities to make this happen. These events and sponsorship opportunities are targeted to specific audiences such as association membership specialists, business development specialists, education specialists, and communication specialists.

**PEAK**

This networking opportunity invites association professionals to participate in conversations and presentations relevant to their specific job responsibilities and learning needs. More than 60 professionals attend monthly.

**PEAK: Professional Education and Knowledge (exclusive to one main sponsor per event)**

**INCLUDES:**
- Your logo on all marketing materials promoting the event (print and digital)
- Your logo on the video screen to be displayed prior to and after keynote presenter
- 3-minutes of time at the podium to introduce your company
- You introduce the keynote presenter
- Your company logo on the CSAE website in conjunction with the event
- A give-away or door prize opportunity
- Exhibiting table to display your company and services to association executives
- One complimentary plated lunch

**COST: $750**

**Product and Services Display Opportunities**

Each month at PEAK events you have an opportunity to display your products and services.

**INCLUDES:**
- One six foot, draped table to display your product/service.
- One complimentary registration
- One complimentary plated lunch during monthly program
- Name listed on program

**COST: $300 per event or a package of 3 events for $750**

**C-Suite Level Critical Knowledge Series**

These stand-alone education opportunities are exclusively designed for association professionals. These are prestigious high-level events with nationally recognized association speakers. The audience size is limited to no more than 30 participants. Because of the C-level audience and the critical knowledge series content, we invite only one sponsor to be part of this event.

**EXCLUSIVE Sponsorship Opportunity**

**INCLUDES:**
- Attendance at the private executive dinner the night prior to the Critical Knowledge Series Event
- Participation in the half-day Critical Knowledge Series Event for the C-Level Executive
- Your logo on all marketing materials promoting the event (print and digital)
- Your logo on the video screen to be displayed prior to and after the keynote presenter
- 3 minutes at the podium to introduce your company
- You introduce the keynote presenter
- Your company logo on the CSAE website in conjunction with the event
- A give-away or door prize opportunity
- Exhibiting table to display your company and services to association executives
- One complimentary plated lunch at the event

**COST: $2,000**

Custom packages are also available upon request.

To reserve your opportunity contact Matt Dorn 703-927-4993 mdorn@thewymancompany.com
To reserve your opportunity contact Matt Dorn 703-927-4993 mdorn@thewymancompany.com

Read by more than 3,000 Colorado-based association professions, the Executive Memo is published four times per year. Readers of the magazine vary from local, regional, and national organizations. Each issue delivers solid, up-to-date information providing innovation and insights to help diverse association communities.

### ADVERTISING RATES

<table>
<thead>
<tr>
<th>4C Color Ads</th>
<th>1X</th>
<th>2X</th>
<th>4X</th>
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</thead>
<tbody>
<tr>
<td>Inside Front Cover</td>
<td>$1,400</td>
<td>$1,300</td>
<td>$1,200</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$1,400</td>
<td>$1,300</td>
<td>$1,200</td>
</tr>
<tr>
<td>Back Cover</td>
<td>$1,500</td>
<td>$1,400</td>
<td>$1,300</td>
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<tr>
<td>Spread</td>
<td>$2,000</td>
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<td>Full Page</td>
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<td>$1,100</td>
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<td>$750</td>
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<td>1/3 Vertical/Square</td>
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<td>$625</td>
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<td>1/4 Vertical</td>
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<tr>
<td>1/6 Vertical/Horizontal</td>
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<td>$450</td>
<td>$400</td>
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### MAGAZINE ADVERTISING SPECS

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<thead>
<tr>
<th>Magazine Trim Size:</th>
<th>Full Page Safe Area:</th>
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<tbody>
<tr>
<td>8.375&quot; x 10.875&quot;</td>
<td>7.625&quot; x 10.125&quot;</td>
</tr>
</tbody>
</table>

If you require our design team to create your advertisement, there will be an additional production charge of $150 for a full-page or 2/3 vertical ad, and $75 for 1/2 page ad or smaller.

### Issue Deadlines

<table>
<thead>
<tr>
<th>Issue</th>
<th>Ad Deadline</th>
<th>Art Due</th>
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<tbody>
<tr>
<td>Winter 2019</td>
<td>January 4, 2019</td>
<td>January 11, 2019</td>
</tr>
<tr>
<td>Spring 2019</td>
<td>March 22, 2019</td>
<td>March 29, 2019</td>
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<tr>
<td>Show Guide 2019</td>
<td>April 8, 2019</td>
<td>April 15, 2019</td>
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<tr>
<td>Summer 2019</td>
<td>June 21, 2019</td>
<td>June 28, 2019</td>
</tr>
<tr>
<td>Fall 2019</td>
<td>September 13, 2019</td>
<td>September 20, 2019</td>
</tr>
<tr>
<td>Winter 2019</td>
<td>January 3, 2020</td>
<td>January 10, 2020</td>
</tr>
</tbody>
</table>

Note: Text placed outside the safe area of any Full Page ad may be cut off. Please keep text inside the safe area. Additional sizes may be available for this publication. Please contact Association Media Partners for more specific information.
CSAE members are looking to grow and develop their organizations through an assortment of tools and by way of various mediums. You can present your services to those who are looking for them by placing an ad in CSAE’s directory. With over 3,000 directory readers, this is an excellent way to promote your business and get in on the action!

*Purchase of a display ad, includes a complimentary Resource Guide listing

**PAGE DIMENSIONS**

- FULL PAGE (NO BLEED) 4.75" x 7.5"
- FULL PAGE (WITH BLEED) 6" x 9"
- 2 FULL PAGES (SPREAD, NO BLEED) 9.5" x 7.5"
- 2 FULL PAGES (SPREAD WITH BLEED) 9.5" x 7.5"
- 1/2-PAGE HORIZONTAL 4.75" x 3.5"
- LOGO AD 2.25" x 2.25"
- 1/4 PAGE 2.25" x 3.5"
- 1/2 VERTICAL 2.25" x 7.5"

**Publication size:** 5.5" x 8.5"

**Live area:** 5" x 8"

**ADVERTISING RATES**

<table>
<thead>
<tr>
<th>AD Type</th>
<th>Rate</th>
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</thead>
<tbody>
<tr>
<td>Back Cover</td>
<td>$3,000</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>$2,800</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$2,800</td>
</tr>
<tr>
<td>Full Page Tab</td>
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<tr>
<td>Full Page</td>
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<tr>
<td>1/2 Horizontal</td>
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<td>1/4 Vertical</td>
<td>$950</td>
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<tr>
<td>Resource Guide Listing</td>
<td>$200</td>
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**Issue Deadlines**

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<tr>
<th>Directory 2019</th>
<th>Ad Deadline</th>
<th>Art Due</th>
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</thead>
<tbody>
<tr>
<td>July 26, 2019</td>
<td>August 2, 2019</td>
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</tr>
</tbody>
</table>
To reserve your opportunity contact Matt Dorn 703-927-4993 mdorn@thewymancompany.com

Please email this form to: mdorn@thewymancompany.com

**PARTNERSHIP OPPORTUNITIES**

<table>
<thead>
<tr>
<th>Amount</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>$12,500.00</td>
<td><strong>Platinum Partner</strong>&lt;br&gt;Exclusive Partnership&lt;br&gt;Exclusive ownership of the CEA Only Breakfast Event.</td>
</tr>
<tr>
<td>$10,000.00</td>
<td><strong>Gold Partner</strong>&lt;br&gt;4 Partnerships Available&lt;br&gt;EXCLUSIVE ownership of one major General Session at the CSAE Annual Conference.</td>
</tr>
<tr>
<td>$7,500.00</td>
<td><strong>Silver Partner</strong>&lt;br&gt;7 Partnerships Available&lt;br&gt;EXCLUSIVE ownership of one Breakout Session at the CSAE Annual Conference.</td>
</tr>
<tr>
<td>$5,000.00</td>
<td><strong>Bronze Partner</strong>&lt;br&gt;10 Partnerships Available&lt;br&gt;EXCLUSIVE sponsorship of one Coffee Break, Snack Break or Emerging Leaders Session at the CSAE Annual Conference.</td>
</tr>
</tbody>
</table>

(For more information on these sponsorship opportunities, please see pages 3 and 4.)

**CONFERENCE SPONSORSHIPS**

<table>
<thead>
<tr>
<th>Amount</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>$3,000.00</td>
<td><strong>Premier Conference Partnership</strong>&lt;br&gt;20 Sponsorships Available</td>
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<tr>
<td>$1,000.00</td>
<td><strong>General Conference Sponsorship</strong>&lt;br&gt;Unlimited Sponsorships Available</td>
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</table>

**EVENTS**

<table>
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<tr>
<th>Amount</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>$750.00</td>
<td><strong>PEAK</strong>&lt;br&gt;Product &amp; Services Display Opportunities</td>
</tr>
<tr>
<td>$300.00/event, or $750.00 for 3 events</td>
<td><strong>C-Suite Level Critical Knowledge Series</strong></td>
</tr>
</tbody>
</table>

(For more information on these sponsorship opportunities, please see page 6.)

**PAYMENT:**

- **Check:** If paying by check, please make checks payable to CSAE and mail to:<br>Colorado Society of Association Executives 8690 Wolff Court, Suite 200 Westminster, CO 80031
- **Credit Card:** Please enter your card information below and mail to:<br>Colorado Society of Association Executives 8690 Wolff Court, Suite 200 Westminster, CO 80031
  - Card Number: ___________________________  Exp: ___________  SCC: ______________
  - Name on Card: ____________________________
  - Billing Address: ____________________________

Signature: ____________________________  Date: ____________________________

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