

## MEMBERSHIP 2020

**Membership 2020**  
**June 21, 2018**  
**Washington, DC**

### ABOUT THE EVENT:

Membership 2020 is the premier training event for associations looking to build future-focused membership strategies. This one-day intensive will provide access to information, strategies, and tools needed to grow membership now and in the future.

Many organizations are experiencing declining membership revenue, which is critical to ensure an organization's effectiveness. While they are struggling with membership and declining dues, this summit will help to increase membership revenue.

### WHY SPONSOR?

Reach your prime target market while showcasing your products and services. Network with decision-makers and influencers at the premier membership building training event of 2018. This highly targeted audience is ideal when trying to reach the true membership executives.

### ATTENDEES:

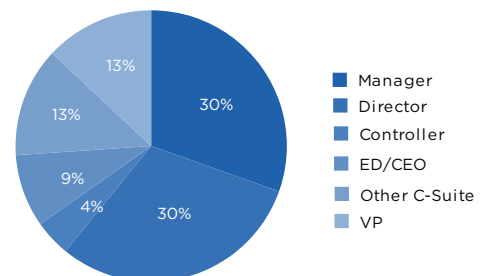
- ▶ Chief Membership Officer
- ▶ Executive Directors; CEOs
- ▶ Membership and Marketing Directors and Vps
- ▶ Marketing/Membership Services Manager

### TOPICS TO BE COVERED INCLUDE:

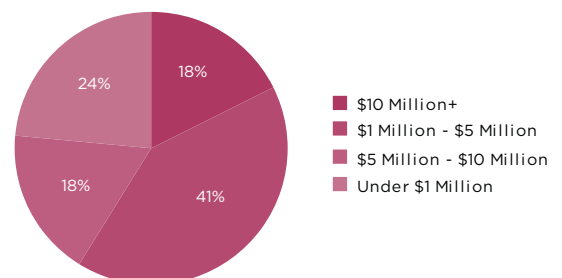
- ▶ The End of Membership As We Know It
- ▶ The Millennial Mindset
- ▶ Spotlight of Best Practices
- ▶ Millennial Membership Building Strategies
- ▶ Millennial Membership Planning
- ▶ Future-Focus: Membership 2020

### DEMOGRAPHICS:

Participant titles



Organization's Budget range



## Sponsorship Opportunities



### Event Sponsorship: \$3,500

- ▶ Two (2) Full Access Staff Registration Passes
- ▶ 6' x 10' space with draped table, two chairs and carpeted floor in break/meal area
- ▶ Literature or company collateral placement in attendee tote
- ▶ Pre- and post-event confidential attendee list available one week prior to the event including full contact information with mailing and e-mail addresses
- ▶ Sponsor logo and link prominently featured on event website and e-mail marketing
- ▶ Sponsor logo recognition on all promotional collateral
- ▶ Sponsor logo on event postcard invitation.

### Increase your Brand Exposure with Additional Sponsorship Opportunities:

\*Additional sponsorship opportunities are exclusive

*Must be a sponsor to take advantage of these additional opportunities.*

### Cocktail Reception: \$3,000

Opportunity to welcome guests to the cocktail reception taking place immediately after the final session for the day

### Wifi & Charging Station Sponsorship: \$1,500

Branded WiFi access. All participants are expected to use on-site WiFi, crucial to the attendee experience. Sponsorship includes branded WiFi access throughout the conference meeting spaces and select hotel meeting rooms. During badge pickup, each attendee receives a branded information card containing WiFi access details.

### Lunch Sponsorship: \$2,500

Speaking opportunity and prominent signage at lunch

### Lanyard Sponsorship: \$1,500

Logo on lanyards for attendees

## Sponsorship Agreement



### Membership 2020 June 21, 2018 Washington, DC

Event Sponsor: \$3,500     Additional Sponsorship: \_\_\_\_\_

( ) I agree to sponsor the Membership 2020:

Sponsor Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Sponsor Contact: \_\_\_\_\_ Title: \_\_\_\_\_

E-mail Address: \_\_\_\_\_ Daytime Phone: \_\_\_\_\_

Please provide the contact information for the person whom we may coordinate with regarding additional marketing materials from your firm.

Marketing Contact: \_\_\_\_\_

E-mail Address: \_\_\_\_\_ Daytime Phone: \_\_\_\_\_

Please return completed form to Jamie Herring at [jherring@columbiabooks.com](mailto:jherring@columbiabooks.com)  
or mail to **Association TRENDS, Attn: Membership 2020, 4340 East-West Highway, Suite 300,  
Bethesda, MD 20814**