VALUE PROPOSITION

The New York chapter of PCMA is home to a group of members who are most passionate and committed to our industry. Being a sponsor of the New York chapter is the most effective and efficient way to connect with the more 350 chapter members (53% is professional) who actively participate and serve as a valuable resource for education, networking and service opportunities. Sponsors of the New York chapter serve as partners in supporting the mission and goals of PCMA.

Program Sponsors offer financial support to the chapter while Venue Sponsors provide complimentary meeting space, audio visual, and food and beverage for the many events that the New York chapter organizes.

For all of our sponsors, NYPCMA offers the following benefits:

- Logo recognition in pre-event marketing materials including a hyperlink to your website
- Logo recognition on event signage and presentations
- Sponsor acknowledgment ribbons at NYPCMA events
- Copy of the attendee list (address only)

Many excellent sponsorship opportunities exist, and in addition to the great benefits listed above, we will offer even more depending on your specific sponsorship. Our opportunities are outlined below. We recognize that budget and marketing objectives do vary and if necessary we are happy to work with you on customizing a sponsorship package that works for you.

When you are ready, our Director of Sponsorships, Jimmy Le, would love to have a conversation on how we can partner together to support and enrich our community and industry.

Jimmy Le, Senior Conference Planner, IEEE Communications Society. j.le@comsoc.org, 646-591-8255.

2019 NYPCMA EVENTS

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Estimated Attendance</th>
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<tbody>
<tr>
<td>January 6</td>
<td>NYPCMA/GPPCMA Joint Reception at Convening Leaders</td>
<td>200 – 250</td>
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<tr>
<td>February 26</td>
<td>Education Event</td>
<td>75 – 100</td>
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<td>Global Meetings Industry Day Event – Joint with MPIGNY</td>
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<td>75 - 100</td>
</tr>
<tr>
<td>October 3</td>
<td>Education Day</td>
<td>150 - 200</td>
</tr>
<tr>
<td>December 4</td>
<td>NYPCMA Gives Back – ACE Awards &amp; Charity Event</td>
<td>75 - 100</td>
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The Annual Strategic Partnership Opportunities are a great way to connect with our members throughout the year. Not only is your company recognized on our website and other e-marketing tools, you get the opportunity to meet our members face-to-face at all of our events. All partnerships are valid for a period 365 days regardless of when you sign up.

**Platinum Level - $7,500**

- Four (4) complimentary registrations at each NYPCMA event
- Logo recognition - chapter website, program announcements, e-newsletter, walk-in slides, signage
- One (1) table to display materials at each NYPCMA event (excluding Global Meetings Industry Day and NYPCMA Gives Back)
- A five (5) minute presentation at two (2) NYPCMA events
- Collateral material (sponsor provided) on each seat at Education Day and the September educational programs
- One (1) featured article in the e-newsletter
- One (1) social media “takeover”
- Two (2) dedicated emails to the chapter membership

**Gold Level - $5,000**

- Three (3) complimentary registrations at each NYPCMA event
- Logo recognition - chapter website, program announcements, e-newsletter, walk-in slides, signage
- One (1) table to display materials at two (2) NYPCMA events (excluding Global Meetings Industry Day and NYPCMA Gives Back)
- A three (3) minute presentation at one (1) NYPCAM event
- Collateral material (sponsor provided) on each seat at the September educational program
- One (1) featured article in the e-newsletter
- One (1) social media “takeover”
- One (1) dedicated email to the chapter membership

**Silver Level - $3,500**

- Two (2) complimentary registrations at three (3) NYPCMA events (excluding NYPCMA Gives Back)
- Logo recognition - chapter website, program announcements, e-newsletter, walk-in slides, signage
- One (1) table to display materials at one (1) NYPCMA event (excluding Global Meetings Industry Day)
- A three (3) minute presentation at one (1) NYPCMA event (excluding Education Day and Global Meetings Industry Day)

**Bronze Level - $2,000**

- One (1) complimentary registrations at one (1) NYPCMA event (excluding NYPCMA Gives Back)
- Logo recognition - chapter website, program announcements, e-newsletter, walk-in slides, signage
- One (1) table to display materials at one (1) chapter program
NYCMA 2019 SPONSORSHIP PROSPECTUS

Event Sponsorship

Education Seminar
Date: February 26
Location: TBD
Exp. Attendance: 75 - 100

Title Sponsor - $3,000
- Three (3) complimentary registrations
- Logo recognition - program announcements and signage
- Branded lanyards or badges (sponsor provided) for attendees
- One (1) table to display materials
- Collateral material (sponsor provided) for each attendee
- A two (2) minute presentation prior to the keynote
- One (1) featured article in the e-newsletter
- One (1) dedicated email to the chapter membership
- One reserved table for (10) for sponsor invited guests

Summer Mixer
Date: July 11
Location: TBD
Exp. Attendance: 75 - 100

Title Sponsor - $1,000
- One (1) complimentary registration
- Logo recognition - program announcements and signage
- Branded lanyards or badges (sponsor provided) for attendees
- One (1) table to display materials
- Branded napkins and tableware (sponsor provided)
- Signature drink

Education Day
Date: October 3
Location: TBD
Exp. Attendance: 125 - 150

Education Day is THE flagship event of NYCMA. The event generally attracts close to 200 attendees.

Title Sponsor - $5,000
- Four (4) complimentary registrations
- Logo recognition - program announcements, walk-in slides, signage
- One (1) table to display materials
- A five (5) minute presentation
- Branded lanyards or badges (sponsor provided) for attendees
- Collateral material (sponsor provided) on each seat at the luncheon
- One (1) featured article in the e-newsletter
- One (1) dedicated email to the chapter membership
NYPCMA 2019 SPONSORSHIP PROSPECTUS

- One reserved table for (10) for sponsor invited guests

**Keynote - $2,000**
- Two (2) complimentary registrations
- Logo recognition - program announcements, walk-in slides, signage
- A two (2) minute presentation prior to the keynote

**Session Sponsor - $2,000**
- Two (2) complimentary registrations
- Logo recognition - program announcements, walk-in slides, signage
- A two (2) minute presentation prior to each presentation

**Reception Sponsor - $2,000**
- One (1) complimentary registration
- Logo recognition - program announcements, walk-in slides, signage
- One (1) table to display materials
- A one (1) minute presentation
- Branded napkins and tableware (sponsor provided)
- Signature drink

**NYPCMA Gives Back Event and ACE Awards**
**Date:** TBD
**Location:** TBD
**Exp. Attendance:** 75 - 100

**Title Sponsor - $5,000**
- Sponsor of joint ACE Awards & NYPCMA Giving Tuesday event
- Logo recognition – program announcements and signage
- Branded lanyards or badges (sponsor provided) for attendees
- One (1) table to display materials
- A two (2) minute presentation during ACE awards
- One (1) dedicated email to the chapter membership
- Three (3) complimentary registrations
- One (1) featured article in the e-newsletter

**New York & Greater Philadelphia Chapters PCMA Reception at Convening Leaders**
**Date:** January 9
**Location:** TBD
**Exp. Attendance:** 200 – 250

**Title Sponsor - $3,500**
1. Sponsor logo with link to website on electronic invitation
2. Dedicated email sent from chapter on behalf of the sponsor after Convening Leaders to all chapter members
3. Full page ad in GPPCMA e-newsletters, email link in NYPCMA e-newsletter, 1st quarter issue
4. Article in both chapters e-newsletters highlighting the event
5. Opportunity to welcome the guests during the reception
6. Table at event to display materials
7. Ability to collect and keep business cards at registration table, and use for giveaways
NYCMA 2019 SPONSORSHIP PROSPECTUS

Co-Sponsor - $1,750
1. Sponsor logo with link to website on electronic invitation
2. Half page ad in GPPCMA e-newsletters, email link in NYCMA e-newsletter, 1st quarter issue
3. Article in both chapters e-newsletters highlighting the event
4. Table at event to display materials
5. Ability to collect and keep business cards at registration table, and use for giveaways

Other Sponsorship Opportunities

E-newsletter Banner Ads - $500
- E-newsletter is published bi-monthly

Banner Ads on NY Chapter Website - $500

Social Media “Takeover” - $500
- For one week, all of the NYCMA social media platforms will feature your company logo and website

Venue Host Sponsorship

All venue hosts will receive:
- Four (4) complimentary registrations
- Logo recognition - program announcements, walk-in slides and signage
- One (1) table to display materials
- Collateral material (sponsor provided) for each attendee
- A three (3) minute presentation prior to the keynote

Venue Host to Provide: Complimentary meeting space, food and beverage and audio visual based on specific event requirements. RFP will be provided.

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Interested in being a venue host? Please contact Jimmy Le (j.le@comsoc.org)

THANK YOU!