300+ MEMBERS STRONG

WHY PARTNER WITH PCMA?

We Educate & Inform The Business Events Industry with 7,000+ members and an audience of 50,000+ individuals. PCMA is the world’s largest network of Business Events Strategists driving innovation and change within the industry.
SPONSORS OF THE NEW YORK CHAPTER SERVE AS PARTNERS IN SUPPORTING THE MISSION AND GOALS OF PCMA.

SPONSORSHIP OPPORTUNITIES

PROGRAM SPONSORS
Offer financial support to the chapter

VENUE SPONSORS
provide complimentary meeting space, audio visual, and food and beverage for the many events that the New York chapter organizes.

ALL SPONSORS RECEIVE 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)
## 2020 Sponsorship Opportunities

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Estimated Attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>TBD</td>
<td>NYPCMA/GPPCMA Joint Reception at Convening Leaders</td>
<td>200 – 250</td>
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<tr>
<td>February 25</td>
<td>Winter Program</td>
<td>50-75</td>
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<tr>
<td>April 13</td>
<td>Global Meetings Industry Day Event – Joint with MPIGNY</td>
<td>200 - 250</td>
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<tr>
<td>July</td>
<td>Summer Social</td>
<td>50-75</td>
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<tr>
<td>October</td>
<td>Education Day</td>
<td>150 - 200</td>
</tr>
<tr>
<td>December 1</td>
<td>#GivingTuesday</td>
<td>75 - 100</td>
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</tbody>
</table>

We recognize that budget and marketing objectives vary and we are happy to work with you on customizing a sponsorship package.

Contact the Director of Sponsorships, John Teehan, to have a conversation on how we can partner together to support and enrich our community and industry.

John Teehan, CMP, Event Planner, IEEE. j.teehan@ieee.org +1-732-465-649
ANNUAL STRATEGIC PARTNERSHIP OPPORTUNITIES

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 #GivingTuesday)
- 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 #GivingTuesday)
- A three (3) minute presentation at one (1) NYPCMA 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 #GivingTuesday)
- 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 #GivingTuesday)
- Logo recognition - chapter website, program announcements, e-newsletter, walk-in slides, signage
- One (1) table to display materials at one (1) chapter program
EVENT TITLE SPONSORSHIP

Become the primary Sponsor of one of our Chapter Events for 2020.

WINTER PROGRAM
DATE: FEBRUARY 25
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 SOCIAL
DATE: JULY
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  
**LOCATION:** TBD  
**EXP. ATTENDANCE:** 125-150

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

**Keynote Sponsor - $2,000**
- Two (2) complimentary registrations  
- Logo recognition - program announcements, walk-in slides, signage  

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**EVENT TITLE SPONSORSHIP**

Become the primary Sponsor of one of our Chapter Events for 2020.

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**EDUCATION DAY (CONTINUED)**  
**DATE:** OCTOBER  
**LOCATION:** TBD  
**EXP. ATTENDANCE:** 125-150

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**Session Sponsor - $2,000**
- A two (2) minute presentation prior to the keynote  
- 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
EVENT TITLE SPONSORSHIP

Become the primary Sponsor of one of our Chapter Events for 2020.

NEW YORK AND GREATER PHILADELPHIA CHAPTER PCMA RECEPTION AT CONVENING LEADERS
DATE: OCTOBER
LOCATION: TBD
EXP. ATTENDANCE: 125-150

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

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

Become the primary Sponsor of one of our Chapter Events for 2020.

#GIVINGTUESDAY

DATE: TBD
LOCATION: TBD
EXP. ATTENDANCE: 75-100

Title Sponsor - $5,000

- Sponsor of #GivingTuesday event
- Logo recognition – program announcements and signage
- Branded lanyards or badges (sponsor provided) for attendees
- One (1) table to display materials
- One (1) dedicated email to the chapter membership
- Three (3) complimentary registrations
- One (1) featured article in the e-newsletter
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 NYPCMA social media platforms will feature your company logo and website

VENUE HOST SPONSORSHIP
VENUE HOSTS NEEDED FOR THE JULY SUMMER SOCIAL AND OCTOBER EDUCATION DAY

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.
**BENEFITS AS VENUE HOST**
NYCPMA will partner with you to ensure your venue is showcased in the right way!

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**SOCIAL MEDIA & MARKETING**

Partner with NYPCMA's Marketing Team to have your venue featured across NYPCMA newsletters and social media channels pre & post event.

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**COMP REGISTRATIONS**

Send up to five members of your team to the Hosted Event to network and participate in professional development. We will also include one free registration to a future 2020 NYPCMA event of your choice.

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**PRESENT TO THE AUDIENCE**

Venue hosts will be prominently featured in all Education Day materials, and have up to 2 minutes to present during the General Session.

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**PROMOTIONAL ITEMS**

Ability to distribute and/or display promotional items (flyers, business cards, swag) in designated area (registration desk or table display).
BECOME A SPONSOR TODAY!

John Teehan, CMP.
DIRECTOR OF SPONSORSHIP
j.teehan@ieee.org
732 - 465 - 6496