

TECHNOLOGY CONFERENCE & EXPO

serving the association and nonprofit community

DECEMBER 4-5, 2018
NATIONAL HARBOR, MD

GAYLORD NATIONAL® RESORT
& CONVENTION CENTER



EXHIBITOR PROSPECTUS

What is the Technology Conference & Expo?	1
Who's Walking the Expo Floor?	2
Become an Exhibitor	3
Optimize Your Experience	4
Schedule at a Glance	5

ASAE's Technology Conference & Expo

is tailored to the needs of an ever-increasingly technology-driven association and nonprofit community. You can expect to find Chief Technology Officers, IT specialists, CIOs & CEOs responsible for developing IT strategies and managing the day-to-day technology functions for their organization.

Click here to:

VIEW A
SAMPLE
OF THE
2017
ROSTER

VIEW THE
2017
EXHIBITOR
LIST



what is the technology conference & expo?

Technology Conference & Expo is your opportunity to meet with the users, influencers and decision makers from a targeted audience within the association and nonprofit community.

1

DISCOVER new clients and untapped business opportunities. ASAE serves approximately 10,000 associations that represent more than 287 million people and organizations worldwide.

NETWORK off the show floor, as your badge is a full-conference registration. When the Expo is closed, the Business Connection Lounge is available to hold more intimate meetings with the buyers you are looking to meet.

SUCCEED alongside hundreds of returning exhibitors. You are the reason our participants emerge with technologically innovative ideas and solutions to improve their organizations' productivity.

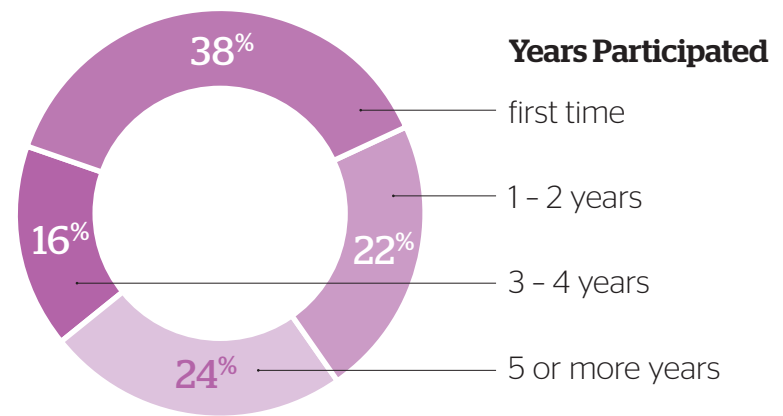
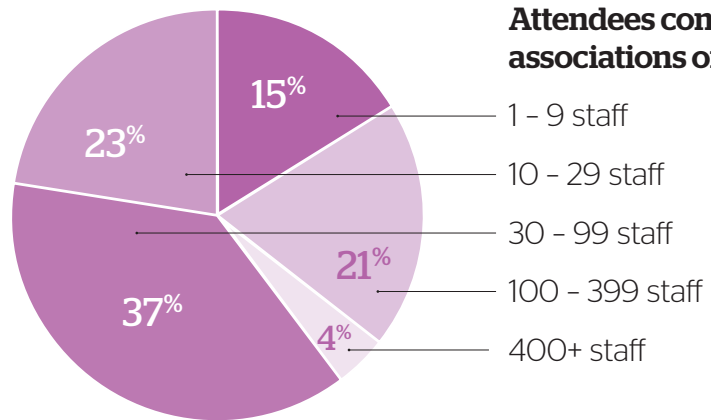
One look and you will be convinced that **the Technology Conference & Expo attendees are the clients you need to meet.**

66%
of 2017 attendees **are final decision makers** or hold significant influence

60%
of attendees are **association professionals or consultants**

58%
are **director level or above**

64%
of attendees **have 10+ years of experience** in tech field



who's walking the expo floor?

54%

of attendees plan to make a purchase in the next 12 months

On the tradeshow floor, exhibitors will have the opportunity to meet face-to-face with association leaders who are moving their organizations forward. Discover how your company can help associations stay on pace with an ever-changing technological landscape.

What your exhibit booth includes:

- 4 ½ hours of exclusive, non-compete exhibit hours
- Two (2) included exhibitor full-conference registrations with the option to purchase one (1) additional full-conference registration for \$999 each. Badge includes access to all education sessions and the evening reception to network with prospects
- Pre and post-show attendee mailing lists to promote your participation
- Access to the Business Connection Lounge (BCL)—the perfect place to host one-on-one appointments and give product demos
- Searchable listing on the official 2018 conference website and mobile app, with a link to your company's website right from the interactive Expo Hall. Your listing includes a 25-word company description and a listing of up to two (2) product categories
- 2018 "WE'RE EXHIBITING" web sticker to use in your marketing collateral and post on your organization's website
- 7" x 44" identification sign
- 8' pipe and drape back wall with 3' side rails

Exhibit Booth Rates

TYPE OF SPACE	MEMBER RATE	NONMEMBER RATE
Shared*	\$1,675	\$2,175
10' x 10' Inline Booth	\$3,000	\$3,500
10' x 10' Corner Booth	\$3,200	\$3,700
20' x 20' Island	\$12,800	\$14,800

** Cost is per exhibiting company*

Note: To determine the pricing for additional sizes, use the cost per 10x10 and multiply by the number of booths desired.

To become an exhibitor, please contact our Exhibits team at exhibit@asaecenter.org or call 202.626.2805. Visit the [Become an Exhibitor](#) page of the Technology Conference & Expo website for additional information.

become an
exhibitor

“ ASAE's Technology Conference has a permanent spot on Impexium's calendar, it provides countless opportunities to engage with prospects, customers and partners. ”

— Patrick Dorsey, **Impexium**

3

logo visibility

Make your listing in the exhibitor directory and mobile app stand out

with the addition of your company logo or upgrade to a 50 word company description.

50-Word Company Description

website and mobile app . . . \$139.95

Brand Visibility Upgrade: Logo

color company logo for website and mobile app . . . \$249.95

50-Word Description and Logo

color company logo for website and mobile app . . . \$299.95

advance promotion

The key to success at ASAE's Technology Conference & Exposition is pre-promoting your company's participation. How else will clients and prospects find you? Pre-promoting is easy because we provide the pre- and post-show GDPR compliant mailing lists—available starting six weeks out from the show and updated weekly to contracted Technology Conference exhibitors only.

face-to-face

Encourage prospective attendees to make one-on-one appointments with you! Appointments will take place in our exclusive Business Connection Lounge (BCL), designed specifically with you in mind. The BCL is the place to continue the conversation from the expo floor in an intimate location. The BCL has Wi-Fi, computers for printing, casual seating, and meeting rooms with hook ups to plasma screens, making them the perfect place for a sales presentation or demo.

booth prize promotion

Inform show management about any prizes that you will be raffling from your booth, and **we'll list your company name, booth number, and prize info on our website and onsite signage for free!** Grand Prizes (\$5,000+) will also be listed online, in mobile app and announced onsite during the show.

industry partner opportunities

Get your organization's story in front of potential customers, host an industry breakfast or demo session. Have a need to hold a user group for your most loyal customers? Contact the Expo Team to see what options are available: exhibit@asaecenter.org

optimize your
experience

Exhibiting at the Technology Conference & Expo puts you in front of association leaders who you need to meet.

4

Monday, December 3

8:00 a.m.-4:00 p.m.
Registration Open

8:00 a.m.-4:00 p.m.
Exhibitor Move-in

9:00 a.m.-7:00 p.m.
Digital Convergence*

2:00-5:00 p.m.
Preconference Workshops*

Tuesday, December 4

7:30 a.m.-5:30 p.m.
Registration Open

8:00-11:00 a.m.
Exhibitor Move-In

8:00-12:15 a.m.
**Business Connection Lounge
Open for Appointments**

8:00-9:00 a.m.
Industry Partner Breakfasts

7:30-9:00 a.m.
Digital Convergence*

9:00-10:00 a.m.
Keynote

10:15 a.m.-12:30 p.m.
Learning Labs / Demo Sessions

12:30-2:45 p.m.
Expo Hall Open with Lunch

3:00-4:30 p.m.
**Business Connection Lounge
Open for Appointments**

3:00-4:00 p.m.
Learning Labs / Demo Sessions

4:15-5:15 p.m.
Learning Labs / Demo Sessions

5:15-6:30 p.m.
Reception

6:30-8:30 p.m.
Women's Executive Forum*

Wednesday, December 5

7:30 a.m.- 3:30 p.m.
Registration Open

8:00-9:00 a.m.
Industry Partner Breakfasts

8:00-10:00 a.m.
**Business Connection Lounge
Open for Appointments**

9:00-10:00 a.m.
General Session

10:15 a.m.-12:30 p.m.
Expo Hall Open with Lunch

12:31-5:00 p.m.
Exhibitor Move-Out

12:45-1:45 p.m.
Learning Labs / User Groups

2:00-3:00 p.m.
Learning Labs / User Groups

3:15-4:15 p.m.
General Session (Fail Fest)

** Denotes separate registration cost
Schedule is subject to change*

schedule
at a glance

This two-day show attracted more than
1,100 overall attendees for the
2017 Technology Conference & Expo.

5

ASAE's Technology Conference's non-compete hours

will allow exhibitors the opportunity to participate in all
scheduled events along side other attendees.

Find 2018's full schedule here:

technologyconference.asaecenter.org/schedule

ASAE's Alliance Partners are committed to helping ASAE achieve its mission and seeing the association industry thrive. From providing support for key strategic initiatives to helping ASAE deliver amazing event experiences, these partners make a sustained and important contribution to ASAE's success.

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Thank you to our Alliance Partners
for their generous support of the
2018 Technology Conference & Expo!