



CHAPTER MEMBERSHIP PROFILE

PLANNER MEMBERS 44%
SUPPLIER MEMBERS 56%

The Southeast chapter was formed in 1993 and represents almost 450 members from Georgia, Alabama, Florida, South Carolina, North Carolina, Tennessee, Kentucky and Puerto Rico.



OUR MISSION

The mission of the PCMA SE Chapter is to offer relevant education, caring impactful community service projects, and abundant participation opportunities for meeting professionals. As a chapter we are committed to supporting the future of our industry through quality programming, networking and the participation of our enthusiastic professionals and students alike.

We are the leading organization for meeting, tradeshow and event professionals.

**Maximize Your
Visibility and
Confirm Your
Sponsorship
Today!**

Platinum Sponsor

\$7500 - 1 Opportunity Available

- ▶ Support the PCMA SE Chapter and receive opportunities to build your organization's exposure when you select the chapter's most prestigious sponsorship. We are only offering one platinum sponsorship for 2018.

Benefits Include:

- Podium & presentation time (3-5 minutes) at two local education programs (February/August/November Annual Meeting) and podium time (3-5 minutes) at one of the satellite programs. Diamond sponsors are given the option of sharing a video.
- Three complimentary registrations to each sponsored education program
- One complimentary table-top exhibit at two sponsored programs
- Two complimentary National PCMA Supplier Memberships for the year (or renewal)
- Year-round banner ad on our newsletter web page. Banner will be active for one full year
- Opportunity to do one raffle drawing and keep all business cards at one sponsored event
- Hyperlink to your promotional video on chapter website
- Logo recognition on sponsored program registration page and within email announcements
- The opportunity to place materials at each place setting at your choice of one sponsored program
- Sponsor spotlight article inclusion in one Chapter E- Newsletter (provided by your organization)
- Verbal recognition from Chapter President at all education programs
- Attendee mailing list for use following your choice of sponsored programs (no telephone numbers or emails included)
- Two comp registrations to the May social event (These have been at Suntrust Park Braves Stadium and Porsche Driving Experience in the past)
- One complimentary lane/bay hosted by your organization with signage designating your organization as an event sponsor at our September Social Event (These have been hosted at the Painted Pin and Top Golf) Chapter can fill lane with planners or organization can fill with invited guests
- Five social media posts promoting your organization (to be provided by your organization) during the year. Reserved VIP table at three sponsored educational events during the year
- Clickable logo recognition on PCMA SE website for one year
- "Event Sponsor" ribbon identification for attendees

from sponsored organization at each sponsored program

- Slide recognition in all education program presentations
- The Chapter will provide you with a digital banner for your signature line stating that you are a PCMA SE Chapter Platinum Sponsor

Gold Sponsor

\$5000 - 2 Opportunities Available

1-CVB – **SOLD**; 1-Supplier

- ▶ As a gold sponsor your organization receives unique opportunities to get in front of our membership and share your message, build brand awareness, publicize products and services and network with industry leaders.

Benefits Include:

- Podium time at one of the local education programs (2-3 minutes) and podium time (3-5 minutes) at one of the satellite programs.
- Two complimentary registrations to two education programs of your choice
- One complimentary National PCMA Supplier Membership for the year (or renewal)
- One complimentary table-top exhibit at one sponsored program
- Logo recognition on sponsored program registration page and within email announcements
- The opportunity to place materials at each place setting at one sponsored program
- Sponsor spotlight article inclusion in one (1) Chapter E-Newsletter (provided by your organization)
- Verbal recognition from Chapter President at your sponsored events
- Two comp registrations to the May social event (These have been at Sun Trust Park and Porsche Driving Experience)
- Two comp registrations to the September social event with guaranteed spots in a bay or on a lane (These have been at top Golf and the Painted Pin)
- Three social media posts promoting your organization (to be provided by your organization) during the year
- Reserved VIP table at one sponsored educational event during the year
- Clickable logo recognition on PCMA SE website for one (1) year
- "Event Sponsor" ribbon identification for attendees from sponsored organization at each sponsored program
- Slide recognition in all local education program presentations

Silver Sponsor

\$3500-2 Opportunities Available

1- CVB - **SOLD** and 1- Supplier

- ▶ By selecting this sponsorship, your organization will be supporting and partnering with the chapter and receiving a terrific list of benefits to increase your exposure to hospitality leaders and PCMA SE members.

Benefits Include:

- Podium time at one of the local education programs (2-3 minutes) and podium time (3-5 minutes) at one of the satellite programs.
- Two complimentary registrations to one education program (February or May)
- One complimentary table-top exhibit at one sponsored program
- Logo recognition on sponsored program registration page and within email announcements
- The opportunity to place materials at each place setting at one sponsored program
- Sponsor spotlight article inclusion in one (1) Chapter
- E-Newsletter (provided by your organization)
- Verbal recognition from Chapter President at your sponsored event
- Two comp registrations to the May social event (These have been at Sun Trust Park and Porsche Driving Experience)
- One social media post promoting your organization (to be provided by your organization) during the year
- Clickable logo recognition on PCMA SE website for one year
- “Event Sponsor” ribbon identification for attendees from sponsored organization at each sponsored program
- Slide recognition in all local education program presentations
- One complimentary registration to both community service events

Bronze Sponsor

\$2000-2 Opportunities Available

1- CVB-**SOLD** - and 1- Supplier

- ▶ By selecting this sponsorship, your organization will be supporting and partnering with the chapter and receiving a terrific list of benefits to increase your exposure to hospitality leaders and PCMA SE members.

Benefits Include:

- Podium time at one of the local education programs (2-3 minutes)
- Two complimentary registrations to one education program (February, May or November)

- One complimentary table-top exhibit at one sponsored program
- Logo recognition on sponsored program registration page and within email announcements
- The opportunity to place materials at each place setting at one sponsored program
- Verbal recognition from Chapter President at your sponsored event
- Clickable logo recognition on PCMA SE website for one year
- “Event Sponsor” ribbon identification for attendees from sponsored organization at each sponsored program
- Slide recognition in all local education program presentations

Speaker Sponsor for Programs

\$500 – 2 per program (5 programs)

- ▶ Help support the PCMA SE Chapter by contributing to our Speaker Pool. Your money will contribute to quality speakers for our education events throughout the year.

Benefits Include:

- One complimentary registration to one education program
- Verbal recognition from Chapter President at the education programs
- Slide recognition during the sponsored education program
- One complimentary table-top exhibit at one sponsored program

Exclusive Annual May Social Event

\$6000 -1 Opportunity Available - SOLD

- ▶ This is an exclusive title sponsor for one of the most well attended events of the year! This has been hosted at the Porsche Driving Experience and Sun Trust Park. This event typically sells out quickly and is a fan favorite. We require a 50/50 Planner/Supplier ratio at the event.

Benefits Include:

- Podium & presentation time (3-5 minutes) at the event. You will be given the option of sharing a video as well.
- Three complimentary registrations to the sponsored event
- Year-round banner ad on our newsletter web page. Banner will be active for one full year
- Opportunity to do one raffle drawing and keep all business cards at the sponsored event or at an education event of your choice
- Hyperlink to your promotional video on chapter website
- Logo recognition on sponsored program registration page and within email announcements
- The opportunity to place materials around the sponsored program area

- Sponsor spotlight article inclusion in one Chapter E-Newsletter (provided by your organization)
- Attendee mailing list for use following the sponsored event (no telephone numbers or emails included)
- Two comp registrations to the May social event (These have been at SunTrust Park Braves Stadium and Porsche Driving Experience in the past)
- One complimentary lane/bay hosted by your organization with signage designating your organization as an event sponsor at our September Social Event (These have been hosted at the Painted Pin and Top Golf) Chapter can fill lane with planners or organization can fill with invited guests
- Three social media posts promoting your organization (to be provided by your organization) during the year.
- Reserved VIP table at a sponsored educational event during the year
- Clickable logo recognition on PCMA SE website for one (1) year
- “Event Sponsor” ribbon identification for attendees at the sponsored program

Annual Fall Social Event

\$5000 -1 Opportunity Available- SOLD

▶ This is an exclusive title sponsor for one of the most well attended events of the year! This has been hosted at the Painted Pin and Top Golf Midtown. This event typically sells out quickly and is a fan favorite.

Benefits Include:

- Podium & presentation time (3-5 minutes) at the event. You will be given the option of sharing a video as well.
- Three complimentary registrations to the sponsored event
- Opportunity to do one raffle drawing and keep all business cards at the sponsored event or at an education event of your choice
- Hyperlink to your promotional video on chapter website
- Logo recognition on sponsored program registration page and within email announcements
- The opportunity to place materials around the sponsored program area
- Sponsor spotlight article inclusion in one Chapter E-Newsletter (provided by your organization)
- Attendee mailing list for use following the sponsored event (no telephone numbers or emails included)
- Two comp registrations to the May social event (These have been at SunTrust Park Braves Stadium and Porsche Driving Experience in the past)
- One complimentary lane/bay hosted by your organization with signage designating your organization as an event sponsor at our September Social Event (These have been

- hosted at the Painted Pin and Top Golf) Chapter can fill lane with planners or organization can fill with invited guests
- Three social media posts promoting your organization (to be provided by your organization) during the year.
- Reserved VIP table at a sponsored educational event during the year
- Clickable logo recognition on PCMA SE website for one (1) year
- “Event Sponsor” ribbon identification for attendees at the sponsored program

Convening Leaders Chapter Reception

\$2500 -CVB - Available

\$2500 – Supplier- SOLD

\$5000 – Exclusive Sponsor

▶ Host our largest mixer and fundraiser of the year!

Benefits Include:

- Clickable logo recognition on PCMA SE website for one (1) year
- “Event Sponsor” ribbon identification for attendees from sponsored organization
- Podium time at one of the education programs (2-3 minutes)
- Podium time at CL Reception (2 minutes)
- Logo recognition on sponsored program registration page and within email announcements
- Sponsor signage at registration table and near podium
- Two complimentary registrations to one education program
- Opportunity to do one raffle giveaway/drawing at one educational program

Donate a Silent Auction Item

▶ Help support the PCMA SE Chapter by donating a silent auction item. Our chapter hosts a silent auction each year during the Convening Leaders Chapter Reception in January and another during our September Annual Social Event. The money earned from auctioning off your donations serves several purposes. We donate a portion of our funds to a local charity as well as to the local SE Chapter educational and scholarship funds. The remaining monies go directly back into the chapter’s education programs.

Benefits Include:

- Company recognition on Chapter Reception event page
- Company recognition in one PCMA SE e-newsletter
- Complimentary admission to the Reception

Global Meetings Industry Day (GMID)

\$1000 - SOLD

- ▶ This is a unique opportunity to partner with several other industry organizations to host the SE GMID event in Atlanta. Last year was a partnership with 7 other hospitality organizations with a prestigious panel.

Benefits include:

- Logo recognition on sponsored program registration page and within email announcements
- Sponsor can speak for 2-4 minutes prior to event starting or at conclusion of event.
- Clickable logo recognition on PCMA SE website for six months
- Sponsor can provide any giveaways at their choosing for participants
- 3 Complimentary Registrations to event for your organization or customers to the event
- Two complimentary registrations to one education program
- One complimentary table-top exhibit at one education program (February or May)
- "Event Sponsor" ribbon identification for attendees from sponsored organization

Past Presidents Roundtable

\$1500 – One opportunity available

- ▶ Sponsor our Past Presidents Roundtable. This is a bi-annual event in which we thank our past presidents and solicit their help with various projects for the coming year.

Benefits include:

- Clickable logo recognition on PCMA SE website for one (1) year
- Two complimentary registrations to one education program
- Two complimentary registrations to one satellite program
- Logo inclusion on all planner outreach, with "your registration is sponsored by"
- One complimentary table-top exhibit at the educational program of your choice
- Opportunity to attend and participate in this very exclusive event

Volunteer of the Year and Volunteer of the Quarter

\$2000 - One opportunity available – SOLD

- ▶ This sponsor receives unique opportunities to get in front of our membership both in person and via our emails and website each quarter and during the December luncheon. It is a wonderful way to recognize those who make this Chapter possible.

Benefits include:

- Recognized at each educational program and again at the Holiday luncheon as the sponsor both verbally and in the slide deck
- Presents the award to the recipient at each educational program Podium time at one educational program (2-3 minutes)
- Recognized as sponsor in chapter newsletters 5 times during the year when VoQ and VoY are announced
- Logo recognition on sponsored program registration page and within email announcements
- Clickable logo recognition on PCMA SE website for one (1) year

Planner Recruitment Sponsor

\$1500 – One opportunity available-SOLD

- ▶ As our planner recruitment sponsor you are providing planners within the SE the opportunity to attend our programs at no cost if they meet specific criteria

Benefits include:

- Clickable logo recognition on PCMA SE website for one (1) year
- "Event Sponsor" ribbon identification for attendees from sponsored organization
- Logo inclusion on all planner outreach, with "your registration is sponsored by"
- Logo inclusion in the event slide deck at each quarterly education program in 2017
- Opportunity to one complimentary exhibit table at the education program of your choice
- Podium time at one educational program (2-3 minutes)

Orlando Program Sponsor

\$2000 – CVB

\$2000 - Supplier

for March and September Programs

- ▶ We are hosting 2 satellite programs in Orlando in 2018, March and September. As a satellite sponsor, you will be supporting education and networking in other parts of the vast SE Chapter. Each sponsor is in addition to the in-kind sponsorship of the venue host.

Benefits include:

- Podium time at your sponsored satellite program (3-4 minutes)
- Two complimentary registrations to two satellite programs
- Two complimentary registrations to one Atlanta education program
- One complimentary table-top exhibit at your choice of any educational program
- Logo recognition on sponsored program registration page and within email announcements
- Clickable logo recognition on PCMA SE website for one (1) year
- The opportunity to place materials at each place setting at your sponsored program
- Attendee mailing list for use following your sponsored program (no telephone numbers or emails included)
- “Event Sponsor” ribbon identification for attendees from sponsored organization at each sponsored program
- Ability to collect and keep business cards at registration table
- Slide recognition at your satellite education program

Community Service Sponsor

\$500 – 2-3 Opportunities Available

- ▶ Help support Yappy Hour; Make a Wish and/or Hands on Atlanta Event

Benefits include:

- Company logo included on all community service marketing materials (pre, during and post) event.
- Clickable logo recognition on PCMA SE website for four months
- Sponsor can speak for 3-5 minutes prior to event starting or at conclusion of event.
- Sponsor can provide any giveaways at their choosing for participants
- Sponsor signage at registration table
- 3 Complimentary Registrations to event for your organization or customers

PCMA/IAEE/GAMPI December Holiday Luncheon Sponsorship

\$3000 - SOLD

- ▶ Be the overall sponsor of the annual joint holiday luncheon with PCMA, IAEE and MPI all coming together for the most festive time of the year this December!

Benefits include:

- Podium & presentation time (2-3 minutes) at the event. You will be given the option of sharing a video as well.
- Three reserved VIP spots at a hosted table at the event
- Three complimentary registrations to the sponsored event
- Logo recognition on PCMA/IAEE/GAMPI websites with clickable logo for all correspondence leading up to the event
- The opportunity to place materials around the sponsored program area
- A \$500 donation will be presented to the charity of choice in your organization’s name
- Tabletop display at registration area will be provided
- “Event Sponsor” ribbon identification for attendees

Community Service Sponsor

\$1250 – 2 Opportunities Available – 1 SOLD

- ▶ Help support the PCMA Foundation by sponsoring one of our ride events (Cycle Class at an indoor facility). Interested in hosting a community service project in your area? Please contact Samantha Cribari-Starr at Samantha.cribari@gmail.com

Benefits include:

- Company logo included on all PCMA SE Chapter Ride for the Foundation marketing materials (pre, during and post) event.
- Company video can be played before event starts complimentary
- Sponsor can speak for a couple minutes prior to event starting or at conclusion of event.
- Sponsor can provide any giveaways at their choosing for participants and provide any signage at their own expense
- 80% of sponsorship dollars go directly to the PCMA Foundation
- T-shirts provided to participants with company’s logo
- 3 Complimentary Registrations to event for your organization or customers

Table Top Exhibitor

\$250 Per table – 2 per event up to 5 events

- ▶ As a table top exhibitor you will gain valuable face to face interactions in which to boost your brand awareness to our membership
- ▶ Opportunity to provide a raffle prize to be given away during the program in your organization's name, with verbal recognition from Chapter President at the program

Host the Annual Board Retreat- (In Kind Sponsorship)

- ▶ As the exclusive PCMA SE Chapter Board Retreat Sponsor, you will have an opportunity to network with the chapter leaders and receive exclusive opportunities to benefit your organization.

2018 Board Retreat Calendar: October, November or December 2018; Thursday-Saturday pattern preferred

Benefits include:

- As the retreat host you will welcome the chapter leaders and have exclusive one on one time to network during the opening reception. You can present, share a video and/or take the team on a tour of any facilities of your choosing.
- Year-round banner ad on our newsletter web page. Banner will be active for one full year
- Opportunity to do one raffle drawing and keep all business cards at an education event of your choice
- Hyperlink to your promotional video on chapter website
- The opportunity to place materials at one local and one satellite education program of your choice
- Sponsor spotlight article inclusion in one Chapter E-Newsletter (provided by your organization)
- Logo recognition in 2 Chapter E-Newsletters
- Logo Recognition and verbal recognition in slide deck for two education programs
- Attendee mailing list for use following the education event of your choice (no telephone numbers or emails included)
- Two comp registrations to two education programs of your choice
- Two comp registrations to the May social event (These have been at Sun Trust Park Braves Stadium and Porsche Driving Experience in the past)
- Two comp registrations to the September Social Event (These have been hosted at the Painted Pin

and Top Golf)

- Two social media posts promoting your organization (to be provided by your organization) during the year.
- Reserved VIP table at a sponsored educational event during the year
- One table top exhibit for the education program of your choice
- Clickable logo recognition on PCMA SE website for one (1) year
- "Event sponsor" ribbon identification for two attendees for all local education programs during the year

Year-Round A/V

Provide AV for our quarterly chapter programs.

Benefits include:

- Podium & presentation time at program of choice (3-5 minutes)
- 2 complimentary registrations to each sponsored program
- Logo recognition on sponsored program registration page and within email announcements
- Logo on program PowerPoint at each event
- Clickable logo recognition on PCMA SE website for 1 year
- The opportunity to place materials at each place setting at the sponsored programs
- Sponsor spotlight in 1 Chapter E-Newsletter
- "Event Sponsor" ribbon identification for attendees from sponsored organization
- Complimentary tabletop exhibit at all programs, OR ability to set up demo equipment at each sponsored event

Newsletter Banner Ad

\$1500 – one opportunity Available

- ▶ Reach over 500 professionals in the eight-state range of the PCMA SE Chapter by advertising in our electronic newsletter distributed six times a year. Many of our readers influence purchasing decisions for their organizers.

Benefits include:

- One complimentary registration to one education program local or satellite
- One complimentary table-top exhibit at one sponsored program
- Verbal recognition from Chapter President at two educational events
- One complimentary registration to one community service event



The dates for sponsorships are listed below, and fees will be due within thirty days of sponsorship confirmation.

Sponsors can partner together to split costs.

Sponsorship dollars offset the expenses for each event including the cost of speakers, food and beverage costs, and other administrative costs associated with the program.

Sponsorship fees do not include audiovisual equipment expenses for sponsors' presentations, unless already ordered for the speakers.

2018

Platinum Sponsor

_____ \$7500: *Available*

Gold Sponsor

_____ \$5000: CVB *SOLD*

_____ \$5000: Supplier *Available*

Silver Sponsor

_____ \$3500: CVB *SOLD*

_____ \$3500: Supplier *Available*

Bronze Sponsor

_____ \$2000: CVB *SOLD*

_____ \$2000: Supplier *Available*

Annual May Social Event

_____ \$6000: Exclusive Sponsor *SOLD*

Annual Fall Social Event

_____ \$5000: Exclusive Sponsor *SOLD*

PCMA SE Board Retreat

_____ In Kind Sponsorship

PCMA/IAEE/MPI Holiday Luncheon Sponsorship

_____ \$3000 *SOLD*

2019 Convening Leaders Chapter Reception Sponsor

_____ \$2500: CVB *Available*

_____ \$2500 : Supplier *Sold*

_____ \$5000 : Exclusive Sponsor *Available*

_____ Silent Auction Sponsor *Available*

Orlando, FL Satellite Meeting Sponsorships

_____ \$2000 March: Supplier/CVB-*Available*

_____ \$2000 September: Supplier/CVB-*Available*

Volunteer of the Year and Volunteer of the Quarter

_____ \$2000 *SOLD*

Planner Recruitment Sponsor

_____ \$1500 *SOLD*

Past Presidents Round Table

_____ \$1500 *Available*

Newsletter Page Banner Ad

_____ \$1500 *Available*

Community Service Sponsorship

_____ \$1250 February Cycle *SOLD*

_____ \$1250 July Cycle *Available*

_____ \$500 Community Service Event *Available*

_____ \$500 Community Service Event *Available*

GMID Sponsorship

_____ \$1000 *SOLD*

Speaker Pool Sponsorship – 2 Per program available

_____ \$500 February Program *SOLD*

_____ \$500 August Program *Available*

_____ \$500 November Program *Available*

Tabletop Exhibitor – 2 per program/event available

_____ \$250 February Program *Available*

_____ \$250 May Social Event *Available*

_____ \$250 August Program *Available*

_____ \$250 September Social Event *Available*

_____ \$250 November Program *Available*

Contact Information

Name

Company

Address

City/State/Zip Code

Telephone

Email

*Please email this form to
Charlene Lopez, 2018 Sponsorship Director at
Clopez@atlanta.net*

**Thank you for your support of PCMA
Southeast Chapter!**