



2019 ASSOCIATION DAY PROSPECTUS

Dallas Fort Worth Association Executives (DFWAE) is the oldest and largest professional society in North Texas representing association professionals, staff members of convention and visitors’ bureaus and companies that provide products and services to associations. For more than 20 years, DFWAE has been the premier educational and networking resource for our industry community.

EVENT PROFILE

The Dallas Fort Worth Association Executives (DFWAE) is seeking sponsors for the 2019 Association Day scheduled for April 29, 2019 at the Fort Worth Convention Center in Fort Worth, Texas. Association Day is a premier education and tradeshow event for -association professionals in North Texas, and is a large platform to showcase your organization’s products and services. Attendees gain practical information on leading associations and professional societies, acquire knowledge on membership strategies, professional education, communication, leadership, meeting planning, advanced technology, and governance, as well as network with other association professionals from around North Texas. The event is projected to draw more than 300 association professionals that include association executive directors many of their staff and over 50 exhibitors. Suppliers have the opportunity to network at food and beverage functions and attend the educational programs and breakout sessions. The majority of the attendees will be from North Texas, with a few traveling from other locations in the US.

EVENT HISTORY

Year	2012	2013	2014	2015	2016	2017	2018
Location	Irving Convention Center	Fort Worth Convention Center	Embassy Suites DFW	Hurst Conference Center	Arlington Convention Center	Irving Convention Center	Plano Event Center
Attendance	266	285	306	266	261	192	244
Exhibit Booths	30	34	54	54	44	29	39

CONTACT INFORMATION

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DALLAS FORT WORTH ASSOCIATIONS

North Texas is a robust association area and is home to many great organizations. DFWAE has served the association professional community for over 20 years with its membership and organization leadership driven by leaders from these and other associations:

American Association for Respiratory Care
American College of Emergency Physicians
American College of Osteopathic
Obstetricians and Gynecologists (ACOG)
American Fire Sprinkler Association
American Gem Trade Association
American Heart Association
American Lighting Association
American Mensa
American Orthodontics Society
Automotive Service Association
Boy Scouts of America
Cornerstone Credit Union League
Distribution Contractors Association
Electronic Security Association

International Assoc. of Exhibition and Events
International Association of Venue Managers
Meeting Planners International
National Association of Dental Plans
National Athletic Trainers Association
National Church Business Administrators
NetVU
Professional Retail Store Management Assoc.
Promotional Products Assoc. International
PVC Pipe Association
Restaurant Facility Management Association
Society of Petroleum Engineers
Southern Gas Association
Texas Society of CPAs
Young Presidents Organization

PREVIOUS ASSOCIATION DAY SPONSORS



2019 ASSOCIATION DAY SPONSORSHIP OPPORTUNITIES - **SOLD**

Title Sponsor \$6,000.00

- Opportunity to showcase company logo on stage at A-Day Title Sponsor
 - Verbal recognition during the morning opening and closing session
 - Full page advertisement on back cover of printed program
 - Company logo on sponsor recognition page in printed program
 - Company logo prominently displayed at event and on all Association Day promotions materials
 - Company logo on 2019 DFWAE A-Day landing page
 - One (1) exhibit booth w/four (4) exhibitor registrations with full conference access to meals and education sessions
 - Recognition in the official event mobile app
 - Allowed to lead up to two (2) breakout sessions as selected by the Education Committee
 - Ability to present one (1) award during the awards luncheon
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Lunch Sponsor \$2,500

- Verbal recognition during the luncheon
- Permission to place promotional materials in the luncheon area (table provided)
- Full-page advertisement in the printed program
- Company logo on sponsor recognition page in the printed program
- Company logo on event signage
- Logo on 2019 DFWAE Association Day website
- One (1) exhibit booth
- Two (2) exhibitor registrations with full conference access to meals and education
- Recognition in the official event mobile app

Breakfast Sponsor - **SOLD \$2,500**

- Verbal recognition during the morning welcome
- Place promotional materials in the Breakfast area
- Half-page advertisement in the printed program
- Company logo on sponsor recognition page in the printed program
- Company logo on event signage
- Logo on 2019 DFWAE Association Day website
- One (1) exhibit booth
- Two (2) exhibitor registrations with full conference access to meals and education
- Recognition in the official event mobile app

Dessert Sponsor \$2,000

- Verbal recognition during the morning welcome
- Half-page advertisement in the printed program
- Company logo on sponsor recognition page in the printed program
- Company logo on event signage
- Logo on 2019 DFWAE Association Day website
- One (1) exhibit booth with two (2) exhibitor registrations with full conference access to meals and education sessions
- Recognition in the official event mobile app

Breakout Education Track Sponsor \$2,000

- Verbal recognition during each break out education session.
- Full-page advertisement in the printed program
- Company logo on sponsor recognition page in the printed program
- Company logo on event signage
- Logo on 2019 DFWAE Association Day website
- One (1) exhibit booth
- Two (2) exhibitor registrations with full conference access to meals and education
- Recognition in the official event mobile app

Closing Reception Sponsor \$2,000

- Verbal recognition during the morning welcome
- Full-page advertisement in the printed program
- Company logo on sponsor recognition page in the printed program
- Company logo on event signage
- Logo on 2019 DFWAE Association Day website
- One (1) exhibit booth with two (2) exhibitor registrations with full conference access to meals and education sessions
- Recognition in the official event mobile app

Keynote or Closing Speaker \$2,000

- Opportunity to introduce a keynote or luncheon speaker
- Half-page advertisement in the printed program
- Company logo on sponsor recognition page in the printed program
- Company logo on event signage
- Logo on 2019 DFWAE Association Day website
- One (1) exhibit booth with two (2) exhibitor registrations with full conference access to meals and education sessions

- Recognition in the official event mobile app

Coffee Break Sponsor \$2,000

- Half-page ad in event program
- Verbal recognition during the luncheon
- Company logo on sponsor recognition page in the printed program
- Company logo on event signage
- Logo on 2019 DFWAE Association Day website
- One (1) exhibit booth
- Two (2) exhibitor registrations with full conference access to meals and education
- Recognition in the official event mobile app

Executive Director Track Sponsor \$2,000

- Exclusive host for “Executive Director” session
- Introduce the session speaker(s)
- Permission to place promotional materials in the Executive Director session (table provided)
- Half-page advertisement in the printed program
- Company logo on sponsor recognition page in the printed program
- Company logo on Association Day event signage
- Logo on 2019 DFWAE Association Day website
- One (1) exhibit booth
- Two (2) exhibitor registrations with full conference access to meals and education
- Recognition in the official event mobile app

Award Sponsor \$2,500

- The opportunity to be on stage for all photos
- Recommendations for an awards presenter
- Full-page advertisement in the printed program
- Company logo on sponsor recognition page in the printed program
- Company logo on event signage
- Logo on 2019 DFWAE Association Day website
- One (1) exhibit booth

- Two (2) exhibitor registrations with full conference access to meals and education
- Recognition in the official event mobile app

Attendee Conference Bags \$1,000

Sponsor provides attendee bag w/company logo

- Sponsor covers cost of attendee bag
- Logo on 2019 DFWAE Association Day website
- Company logo on sponsor recognition page in the printed program
- Company logo on event signage
- One (1) exhibit booth with two (2) exhibitor registrations with full conference access
- Recognition in the official event mobile app

Badge/Lanyard Sponsor \$1,000

Sponsor provides badge/lanyard w/company logo

- Sponsor covers cost of badge/lanyard
- Logo on 2019 DFWAE Association Day website
- Company logo on sponsor recognition page in the printed program
- Company logo on event signage
- One (1) exhibit booth with two (2) exhibitor registrations with full conference access
- Recognition in the official event mobile app

Parking Sponsor \$1,000

- Full page advertisement in event program
- Company logo on sponsor recognition page in the printed program
- Company logo on event signage
- Company logo on 2019 DFWAE Association Day website
- One (1) exhibit booth
- Two (2) exhibitor registrations with full conference access to meals and education sessions
- Recognition in the official event mobile app