



## BENEFITS DETAIL

|  | Banner Ad Full Year (\$595) | Banner Ad Half Year (\$395) | Exchange Newsletter Ad (\$595) | Educational Series - ARMA@Noon (\$595) | Educational Series - ARMA@NITE (\$1,195) | Social Networking Event (\$1,995) | Annual Conference Meal (\$795) | Annual Conference Tote (\$1,000) | Annual Conference Empire (\$15,000) | Annual Conference Broadway \$5,000 | Annual Conference Wall Street (\$2,495) | Annual Conference Times Square (\$1,995) | Annual Conference Grand Central \$1,295 | Triple Play / ARMA@Noon (\$1,995) | Triple Play / Evening Chapter Meeting (\$2,495) | Gift Donation |
|--|-----------------------------|-----------------------------|--------------------------------|--|--|-----------------------------------|--------------------------------|----------------------------------|-------------------------------------|------------------------------------|---|--|---|-----------------------------------|---|---------------|
| <b>Promote your brand LOGO</b>                     |                             |                             |                                |  |  |                                   |                                |                                  |                                     |                                    |   |  |   |                                   |   |               |
| Logo streaming on the Home Page 24/7               | 12 mo                       | 6 mo                        |                                |  |  |                                   |                                | 6 mo                             | 6 mo                                | 6 mo                               | 6 mo                                    |  | 6 mo                                    | 6 mo                              |   |               |
| Logo streaming on Current Sponsor Page 24/7        | 12 mo                       | 6 mo                        |                                |  |  |                                   |                                | 6 mo                             | 6 mo                                | 6 mo                               | 6 mo                                    |  | 6 mo                                    | 6 mo                              |   |               |
| Company information on Current Sponsor Page        | 12 mo                       | 6 mo                        |                                |  |  |                                   |                                | 6 mo                             | 6 mo                                | 6 mo                               | 6 mo                                    |  | 6 mo                                    | 6 mo                              |   |               |
| Logo with web-link on the Event Page               |                             |                             |                                | ✓                                      | ✓  | ✓                                 | ✓                              | ✓                                | ✓                                   | ✓                                  | ✓                                       | ✓  | ✓                                       | ✓                                 | ✓   |               |
| Logo in meeting announcements                      |                             |                             |                                | ✓                                      | ✓  | ✓                                 |                                |                                  |                                     |                                    |   |  | ✓                                       | ✓                                 |   |               |
| Logo in Annual Conference Raffle Prize Insert      |                             |                             |                                |  |  |                                   |                                |                                  |                                     |                                    |   |  |   |                                   |   | ✓             |
| Logo in new Board announcement                     | ✓                           | ✓                           | ✓                              | ✓                                      | ✓  | ✓                                 | ✓                              | ✓                                | ✓                                   | ✓                                  | ✓                                       | ✓  | ✓                                       | ✓                                 | ✓   |               |
| <b>Make an impression with ADS &amp; PRINT</b>     |                             |                             |                                |  |  |                                   |                                |                                  |                                     |                                    |   |  |   |                                   |   |               |
| Full page ad in the Exchange Newsletter (5 issues) |                             | ✓                           |                                |  |  |                                   |                                | ✓                                | ✓                                   | ✓                                  | ✓                                       | ✓  | ✓                                       | ✓                                 | ✓   |               |
| Article in the Exchange Newsletter                 |                             |                             |                                | ✓                                      | ✓  | ✓                                 |                                | ✓                                | ✓                                   | ✓                                  | ✓                                       | ✓  | ✓                                       | ✓                                 | ✓   |               |
| Ad in the Conference Brochure                      |                             |                             |                                |  |  |                                   |                                | Full Page                        | Full Page                           | 1/2 Page                           | 1/4 Page                                | 1/8 Page                                 | 1/8 Page                                | 1/8 Page                          | 1/8 Page  |               |
| Sponsor Index in the Conference Brochure           |                             |                             |                                |  |  |                                   | ✓                              | ✓                                | ✓                                   | ✓                                  | ✓                                       | ✓  | ✓                                       | ✓                                 | ✓   |               |
| <b>Get exposure through ANNOUNCEMENTS</b>          |                             |                             |                                |  |  |                                   |                                |                                  |                                     |                                    |   |  |   |                                   |   |               |
| Event announcements via email and social media     |                             |                             |                                | ✓                                      | ✓  | ✓                                 | ✓                              | ✓                                | ✓                                   | ✓                                  | ✓                                       | ✓  | ✓                                       | ✓                                 | ✓   |               |
| Event announcement exposure to 325 + members       |                             |                             |                                | ✓                                      | ✓  | ✓                                 | ✓                              | ✓                                | ✓                                   | ✓                                  | ✓                                       | ✓  | ✓                                       | ✓                                 | ✓   |               |
| <b>Meet and draw in the customers at the VENUE</b> |                             |                             |                                |  |  |                                   |                                |                                  |                                     |                                    |   |  |   |                                   |   |               |
| Registration Desk - banner display                 |                             |                             |                                | ✓                                      | ✓  | ✓                                 | ✓                              |                                  |                                     |                                    |   |  |   | ✓                                 | ✓   |               |
| Registration Desk - greet attendees                |                             |                             |                                | ✓                                      | ✓  | ✓                                 |                                |                                  |                                     |                                    |   |  |   | ✓                                 | ✓   |               |
| Registration Desk - giveaways / sales collateral   |                             |                             |                                | ✓                                      | ✓  | ✓                                 |                                |                                  |                                     |                                    |   |  |   | ✓                                 | ✓   |               |
| 5 minutes vendor promotion / recognition           |                             |                             |                                | ✓                                      | ✓  | ✓                                 |                                |                                  |                                     |                                    |   |  |   | ✓                                 | ✓   |               |
| Estimated number of attendees                      |                             |                             |                                | 20-30                                  | 40-60                                    | 60-80                             |                                |                                  |                                     |                                    |   |  |   |                                   |   |               |
|  |                             |                             |                                |  |  |                                   |                                |                                  |                                     |                                    |   |  |   |                                   |   |               |
| Annual Conference Exhibitor Table                  |                             |                             |                                |  |  |                                   |                                |                                  |                                     |                                    |   |  |   |                                   |   |               |
|  |                             |                             |                                |  |  |                                   |                                |                                  |                                     |                                    |   |  |   |                                   |   |               |
| Company Banner Display at the table                |                             |                             |                                |  |  |                                   |                                | ✓                                | ✓                                   | ✓                                  | ✓                                       | ✓  | ✓                                       | ✓                                 | ✓   |               |
| Sponsorship Signage at Annual Conference           |                             |                             |                                |  |  |                                   |                                | ✓                                | ✓                                   | ✓                                  | ✓                                       | ✓  | ✓                                       | ✓                                 | ✓   |               |
| <b>Receive ATTENDEE LIST</b>                       |                             |                             |                                | ✓                                      | ✓  | ✓                                 | ✓                              | ✓                                | ✓                                   | ✓                                  | ✓                                       | ✓  | ✓                                       | ✓                                 | ✓   |               |
| <b>Register as COMPLIMENTARY ATTENDEE</b>          |                             |                             |                                |  |  |                                   |                                |                                  |                                     |                                    |   |  |   |                                   |   |               |
| Annual Conference                                  |                             |                             |                                | 1                                      | 1  | 1                                 | 1                              | 1                                | 3                                   | 3                                  | 2                                       | 2  | 1                                       | 1                                 | 1   |               |
| Sponsor Appreciation / Social Event                |                             |                             |                                | 1                                      | 1  | 1                                 | 1                              | 1                                | 1                                   | 1                                  | 1                                       | 1  | 1                                       | 1                                 | 1   |               |
| <b>Participate in Vendor Forum</b>                 |                             |                             |                                | ✓                                      | ✓  | ✓                                 | ✓                              | ✓                                | ✓                                   | ✓                                  | ✓                                       | ✓  | ✓                                       | ✓                                 | ✓   |               |

Custom sponsorship packages also available

FOR MORE INFORMATION PLEASE CONTACT CINDY ZUVICH, VP MARKETING AND PROMOTION AT [vpssponsorship@armanyc.org](mailto:vpssponsorship@armanyc.org)

### SPONSORSHIP HIGHLIGHTS

|                             |  |
|-----------------------------|--|
| <b>BANNER AD</b>            | Gain brand recognition and market presence on our Home Page by streaming your company logo 24/7 and current Sponsor Page.  |
| <b>EDUCATIONAL SERIES</b>   | Network and get to know your customers face to face at our Educational Series, <b>ARMA@NOON Lunch N' Learn</b> and <b>ARMA@Nite an Evening with ARMA</b> or our semi-annual Social Networking Events. Feature your logo in our meeting announcements, get attendee list, greet attendees, display your banner, talk about your company for five minutes. |
| <b>ANNUAL CONFERENCE</b>    | Network and meet with highly respected professionals and key decision makers and influencers. Promote your services and products with exhibitor booths, brochure ads, announcements, logo on our webpage, articles, and more. Plus get our attendee list of 200 + to the conference.   |
| <b>TRIPLE PLAY PACKAGES</b> | Get all the benefits in a bundled sponsorship package that includes: Choice of a Chapter Meeting, ARMA @ Noon or ARMA@Nite, Grand Central level sponsorship at our Annual Conference; and choice of the Banner or Exchange Ad. <b>Best Value!!!</b>  |