

AFFILIATE &
CVB EDITION

2021-22

MEMBER STRATEGIC PLAN FOR SUCCESS

AENC

ASSOCIATION EXECUTIVES OF NORTH CAROLINA



ASSOCIATION EXECUTIVES OF NORTH CAROLINA

2021-22 MEMBER STRATEGIC PLAN FOR SUCCESS

CONTENTS

WELCOME1

AENC MEMBERSHIP OPTIONS.....2

ROUNDTABLE SPONSORSHIP.....3

SEVEN SIGNATURE EVENTS & SPONSOR OPTIONS

- Fall Conference3
- Winter Conference.....3
- Spring Conference.....3
- Legislative Reception6
- Annual Meeting.....6
- Golf Outing.....7
- Trade Show7

FIVE WAYS TO ADVERTISE

- Digital Advertising 8
- Print Advertising.....9

PARTNERSHIP LEVELS..... 10

PAYMENT PAGE.....11



2021-22 MEMBER STRATEGIC PLAN FOR SUCCESS

Welcome to the AENC Member Strategic Plan for Success! Membership and success made easy at AENC.

We know you are very busy, and while AENC is important to you, we are just one of the many responsibilities you have. So, we are going to make working with and benefiting from AENC easier than ever!

In this plan document, you will find information about:

1. Your membership options and how to maximize the exposure of your staff.
2. Opportunities to sponsor and exhibit at AENC "Signature Events".
3. How you can advertise with AENC to create lasting impressions on Association buyers.

We know your resources are limited, so this document will help you create a plan for success, at one time, and within your budget. No more going back to the boss throughout the year asking for more money. This is your opportunity for a one-stop planning experience!

Visit us at aencnet.org and like us on Facebook



The AENC staff is here to serve you.



RICH PHANEUF
CEO &
Executive Director
910.271.3576
rich@aencnet.org



MADI McDOUGALD
COO &
Associate Executive
Director
910.471.5087
madi@aencnet.org



JULIE KEITH
Manager of
Administration
919.264.6813
julie@aencnet.org

MAILING ADDRESS:
514 Daniels Street, PMB #352
Raleigh, NC 27605

MEMBERSHIP OPTIONS



Membership Year September 1, 2021 to August 31, 2022.

ASSOCIATION MEMBERS

Chief Executive Officers (CEOs) and staff personnel who devote 50% or more of their working time to general association management duties in a trade, technical, educational, philanthropic, or business association, or in individual membership societies with a common professional or business interest.

- > First member \$295
- > 2nd-9th subsequent members \$145 per member
- > 10th and more subsequent members \$125 per member

AFFILIATE MEMBERS

Any individual who has a special interest in associations, association management, or in providing products or services to associations, but who does not otherwise qualify for Association Membership.

- > \$335 per member

CVB MEMBERS

Any individual who is employed by a Convention & Visitors Bureau.

- > \$295 per member

RETIRED MEMBERS

Any individual who previously held an AENC membership and is retired from full-time work.

- > \$50 per member

LIFETIME & HONORARY MEMBERS

Lifetime and Honorary Membership may be conferred at such times and under such terms as the Board shall determine.

New/Renewing Members

Dues Amount

TOTAL:

ROUNDTABLE SPONSORSHIP

1 MEETING PLANNER ROUNDTABLE EDUCATION SPONSOR

LOCATIONS VARY | 3 PER YEAR | \$500

INCLUDES:

- Five minutes at the podium to promote your business.
- Opportunity to give out promotional item (s) to each meeting planner at the roundtable
- Opportunity to put collateral materials out at registration desk.
- Your organization name/logo in AENC's weekly emails and all other promotions of roundtable.
- Website recognition as sponsor on roundtable event page

2 FUEL YOUNG PROFESSIONALS ROUNDTABLE EDUCATION SPONSOR

LOCATIONS VARY | 3 PER YEAR | \$500

INCLUDES:

- Five minutes at the podium to promote your business.
- Opportunity to give out promotional item (s) to each meeting planner at the roundtable
- Opportunity to put collateral materials out at registration desk.
- Your organization name/logo in AENC's weekly emails and all other promotions of roundtable.
- Website recognition as sponsor on roundtable event page

SEVEN SIGNATURE EVENTS

Three conferences held in the winter, spring, and fall offer a range of activities during a two-day event designed to enable professional development, peer sharing and business connections. The event begins with afternoon round tables on a variety of topics, followed by a reception and an opportunity for continued networking over dinners (on your own). The next day includes tabletop exhibits, continental breakfast, seminars and concludes with a luncheon and keynote presentation.

1 FALL CONFERENCE | October 28-29, 2021

Host Sponsor: HILTON DURHAM NEAR DUKE UNIVERSITY, DURHAM, NC

- Exclusive Luncheon Program Keynote Sponsor \$2,500 **SOLD!**
- Exclusive Morning Sessions Sponsor \$1,500 **SOLD!**
- Networking Social Welcome Sponsor \$1,000 **SOLD!**
- Exclusive Badge Sponsor \$900 **SOLD!**
- Tabletop Exhibit \$350 **SOLD!**

2 WINTER CONFERENCE | JANUARY 27-28, 2022

Host Sponsor: DURHAM CONVENTION CENTER, DURHAM, NC

- Exclusive Luncheon Program Keynote Sponsor \$2,500 **SOLD!**
- Exclusive Morning Sessions Sponsor \$1,500 **SOLD!**
- Networking Social Welcome Sponsor \$1,000 **SOLD!**
- Badge Logo Sponsor \$900 **SOLD!**
- Tabletop Exhibit \$350

3 SPRING CONFERENCE | MARCH 10-11, 2022

Host Sponsor: SHERATON CHAPEL HILL HOTEL, CHAPEL HILL, NC

- Exclusive Luncheon Program Keynote Sponsor \$2,500 **SOLD!**
- Exclusive Morning Sessions Sponsor \$1,500 **SOLD!**
- Networking Social Welcome Sponsor \$1,000 **SOLD!**
- Badge Logo Sponsor \$900 **SOLD!**
- Tabletop Exhibit \$350

TOTAL:

EXCLUSIVE LUNCHEON PROGRAM KEYNOTE SPONSOR

WHAT YOU GET:

- Five minutes on the podium at lunch to promote your organization
- An aisle booth at the December Trade Show (or equivalent value)
- One tabletop exhibit during the entire conference
- Complimentary registration for 3 representatives to attend the entire conference
- One complimentary eblast to AENC members within 30 days (either before or after) the event (\$600 value)
- The opportunity to put collateral materials out at each seat at lunch (you are responsible for placing the materials at the seats)
- Your representatives will have sponsor badges provided by AENC.
- Significant publicity:
 1. Signage at reception
 2. Your website link on the AENC event webpage
 3. Your organization highlighted in AENC's Mobile App and weekly email
 4. Your sponsorship noted in AENC social media postings
 5. Ad or logo looped on registration desk TV screen

EXCLUSIVE MORNING SESSIONS SPONSOR

WHAT YOU GET:

- Three minutes on the podium during morning seminars to promote your organization
- One tabletop exhibit during the entire conference
- Complimentary registration for 3 representatives to attend the entire conference
- One complimentary eblast to AENC members within 30 days (either before or after) the event (\$600 value)
- The opportunity to put collateral materials out at each seat at morning sessions (you are responsible for placing the materials at the seats)
- Your representatives will have sponsor badges provided by AENC
- Significant publicity:
 1. Signage at reception
 2. Your website link on the AENC event webpage
 3. Your organization highlighted in AENC's Mobile App and weekly email
 4. Your sponsorship noted in AENC social media postings
 5. Ad or logo looped on registration desk TV screen

BADGE LOGO SPONSOR

WHAT YOU GET:

- Your logo on the name badge of every attendee in the right corner (AENC logo will be on the left)
- One tabletop exhibit during the entire conference
- Complimentary registration for one representative to attend the entire conference
- Your representatives will have sponsor badges provided by AENC
- Significant publicity:
 1. Signage at reception
 2. Your website link on the AENC event webpage
 3. Your organization highlighted in AENC's Mobile App and weekly email
 4. Your sponsorship noted in AENC social media postings
 5. Ad or logo looped on registration desk TV screen

EXCLUSIVE HOST SPONSOR (Venue where the event is held)

WHAT YOU GET:

- You will receive three complimentary attendees at the entire conference
- Your representatives will have sponsor badges provided by AENC
- Your Company name will appear on the AENC website, on the registration desk TV Screen, and in all promotions for this event
- You will have a tabletop display for promotional brochures (located at the AENC desk) at the event.
- You will have five minutes for a presentation about your company at the podium during the luncheon.
- You may decorate luncheon tables and put out brochures at the luncheon with approval from the AENC office.
- One complimentary eblast to AENC members within 30 days (either before or after) the event (\$600 value)
- A booth at the Annual Trade Show
- AENC will pay the venue \$10 per person flat fee for each person who attends the luncheon/keynote

HOST SPONSOR (VENUE) WILL PROVIDE:

- A courtesy block of 15 rooms for Thursday night for individuals to make reservations
- Meeting space for all functions (Thursday: Three concurrent breakout rooms for 50 people and space for evening reception for 100 people. Friday: Two concurrent breakout rooms for 75 people, lunch space for 160, and space for 27 tabletop exhibits and registration).
- Complimentary Continental breakfast for attendees—Expected # 90-100
- Complimentary plated lunch for attendees—Expected # 135-150
- AENC may use their own AV company at no surcharge & connection to house sound (comp)
- 4 complimentary sleeping rooms for 3 AENC Staff and 1 Speaker for 1 night (Thursday)
- Free Wi-Fi
- Option for electricity for tabletop exhibitors at no charge.
- Complimentary meeting space, tables, chairs, linens, lectern, access to house sound system and electrical access for all functions.

NETWORKING SOCIAL WELCOME SPONSOR

WHAT YOU GET:

- One tabletop exhibit during the entire conference
- Complimentary registration for 2 representatives to attend the entire conference
- 5 minutes to promote organization at beginning of Networking Social after Welcome
- Your representatives will have sponsor badges provided by AENC
- Significant publicity:
 1. Signage at reception
 2. Your website link on the AENC event webpage
 3. Your organization highlighted in AENC's Mobile App and weekly email
 4. Your sponsorship noted in AENC social media postings
 5. Ad or logo looped on registration desk TV screen



TABLETOP EXHIBITORS

WHAT YOU GET:

- One tabletop exhibit during the entire conference
- Complimentary registration for 1 representative to attend the entire conference and \$50 for each additional representative
- Ad or logo looped on registration desk TV screen

REGISTRATION DESK MONITOR AD

WHAT YOU GET:

- Ad or logo looped on registration desk TV screen

4

LEGISLATIVE RECEPTION | MAY 2022
NATURE EXPLORATION CENTER(NEC), RALEIGH, NC

The AENC Legislative Reception is a unique opportunity to connect face to face with lawmakers and other government leaders/officials to promote your organization and the role it plays in North Carolina. Invited guests include members of the North Carolina General Assembly, Council of State, and Supreme Appellate Court Judges as well as members of the North Carolina US Congressional Delegation. Association CEOs and professional staff attend and bring their association members. Affiliate members as well as other interested individuals also participate.

- Sponsorship* \$700 (8 tickets)**
- Individual Tickets \$200**

*Includes 8 clearly identified sponsor name badges; sponsors will be listed on the invitations to the legislators, on sponsor signage and in all pre-event publicity.

5

ANNUAL MEETING | JULY 24–26, 2022
NEW BERN, NC

AENC’s Annual Meeting is a Monday/Tuesday event. Optional Sunday activities include golf, touring, community service projects and a reception. The conference features top quality educational seminars, exhibits, social events, a Silent Auction and ample time to network with peers and establish relationships with potential clients. It is held in different locations each year.

Host: New Bern, NC

- Diamond Sponsor (4 available) \$2,000***
- Platinum Sponsor (4 available) \$1,500***
- Badge Sponsor (1 available) \$1,500**
- Gold Sponsor \$800***
- Silver Sponsor \$550***
- Bronze Sponsor \$300**
- Tabletop Exhibit \$450**

*Sponsorship includes tabletop and other benefits listed below.

ANNUAL MEETING SPONSOR LEVELS AND BENEFITS						
✓ = item is included in sponsor level	\$2,000 DIAMOND (4 available)	\$1,500 PLATINUM (4 available)	\$1,500 BADGE (1 available)	\$800 GOLD	\$550 SILVER	\$300 BRONZE
Your logo on the name badge of every attendee in the right corner. (AENC logo will be on the left)			✓			
Opportunity to address attendees from the podium. (Diamond=3 minutes; Platinum=2 minutes)	✓ Select 1 of 4 general sessions	✓ Select 1 of 4 breakout sessions				
Annual Meeting Registration	✓ Includes 3 registrations	✓ Includes 2 registrations	✓ Includes 2 registrations	✓ Includes 1 registration; 50% off extra representatives	✓ Includes 1 registration; 50% off extra representatives	✓ 50% off 1 registration
Tabletop Exhibit Sunday & Monday (\$600 value)	✓	✓	✓	✓	✓	
Logo on Large TV Screen at Registration Desk (Loop)	✓	✓	✓	✓	✓	✓
Recognition on AENC Website (from date of payment of sponsorship/exhibit through 8/31/2022)	✓	✓	✓	✓	✓	✓
Recognition in Program and AENC Mobile App	✓	✓	✓	✓	✓	✓
Company Name/Logo on Screen and Signage during Event	✓	✓	✓	✓	✓	✓
Sponsor Ribbon on Badge during Event	✓	✓	✓	✓	✓	✓
YOUR CHOICE OF OPTION (CHECK ONE):						
<input type="checkbox"/> Sunday Golf, July 24 (\$125 value per person.) May be used by sponsor or their designated guests for golf.	✓ Includes 4 players	✓ Includes 2 players		✓ Includes 1 player		
<input type="checkbox"/> Custom e-Blast to AENC Members (\$600 value)	✓	✓				

TOTAL:

6

GOLF OUTING | SEPTEMBER 27, 2021 PINEHURST RESORT, COURSE #6 | PINEHURST, NC

The AENC Fall Golf Outing connects association professionals with affiliate members in a day of casual golf followed by an informal reception.

- Hole Sponsorship (18 available, includes 1 golf cart) \$550
Hole request choice 1st ____ 2nd ____ 3rd ____
- Beverage Cart (2 available, includes 1 golf cart)..... \$550 **SOLD!**
- Box Lunch Sponsorship (2 available, includes 1 golf cart)..... \$500 **SOLD!**
- Driving Range (1 available)..... \$525 **SOLD!**
- Putting Green (1 available)..... \$525 **SOLD!**
- Scoreboard (1 available)..... \$525 **SOLD!**
- Bag Drop (1 available)..... \$525
- 19th Hole Networking Social Co-Sponsor (2 available) \$750
- Golf Outing Program (1 available, includes half page ad)..... \$750
- Welcome Bags (1 available)..... \$250

All include 1 table, 2 chairs, sign, 4 tickets for continental breakfast, box lunch and post golf social.

7

TRADE SHOW | DECEMBER 9, 2021

The AENC Trade Show brings together more than 200 vendors and more than 250 association professionals and event planners in a one-day event which includes networking, education, and exhibits. Held at the Raleigh Convention Center, it is the premier showcase in the Carolinas.

Host: Raleigh Convention Center, Raleigh, NC

BOOTH SPACE			
	BEFORE 6/30/22	BY 9/30/22	AFTER 9/30/22
Corner	\$1,185	\$1,235	\$1,305
Aisle	\$1,095	\$1,145	\$1,210

Booth Preference 1st ____ 2nd ____ 3rd ____

Sponsorships

- Badges \$750 (logo on badge)
- Morning and Afternoon Education \$5000
- Printed Program \$1500
- Badge Holders (sponsor provides)
- Tote Bag (sponsor provides)
- Other _____

Separate contract will be sent.



TOTAL:

SEVEN WAYS TO ADVERTISE

1 SUCCESS BY ASSOCIATION LIVE

AENC emails *Success By Association LIVE* to all AENC members, many of whom are Executive Directors, Presidents and CEOs of professional and trade associations. They are also responsible for planning industry conventions, tradeshow, educational conferences and other meetings ranging in size from 10 to 1000+ attendees. Advertising in *Success By Association LIVE* allows you to reach the association decision makers in North Carolina with purchasing power.

SCHEDULE

First and third Wednesdays of each month (24 emails).

ADVERTISER RATES

AD STARTS ABOVE THE SCROLL LINE

Full Page Ad

Dimensions: 630px wide x 920px h, 72 dpi

Half page ad

Dimensions: 300px wide x 920px h, 72 dpi



Exclusive Full Page

630 w x 920 h

72 dpi

jpg or pdf file type preferred

file size should be under 2 meg

OR



Shared Full Page	Shared Full Page
300 w x 920 h	300 w x 920 h
72 dpi	72 dpi
jpg or pdf file type preferred	jpg or pdf file type preferred
file size should be under 2 meg	file size should be under 2 meg

SUCCESS BY ASSOCIATION LIVE

# OF PLACEMENTS	EXCLUSIVE FULL PAGE	SHARED/HALF PAGE
1	<input type="checkbox"/> \$1,200	<input type="checkbox"/> \$600
3	<input type="checkbox"/> \$1,000 each	<input type="checkbox"/> \$525 each
6	<input type="checkbox"/> \$900 each	<input type="checkbox"/> \$475 each
10	<input type="checkbox"/> \$700 each	<input type="checkbox"/> \$400 each

2 E-BLAST

Email to all of AENC members | \$600
 You design, we send or you design, we create then we send. *(Design fees will apply if AENC creates email.)*

3 FRIDAY'S WEEKLY UPDATE EMAIL SPONSOR

Your logo or small ad placed under AENC Weekly Update Title \$125 or \$100 for 3 or more
 50 available *(AENC skips 2 weeks at Christmas & New Year's)*



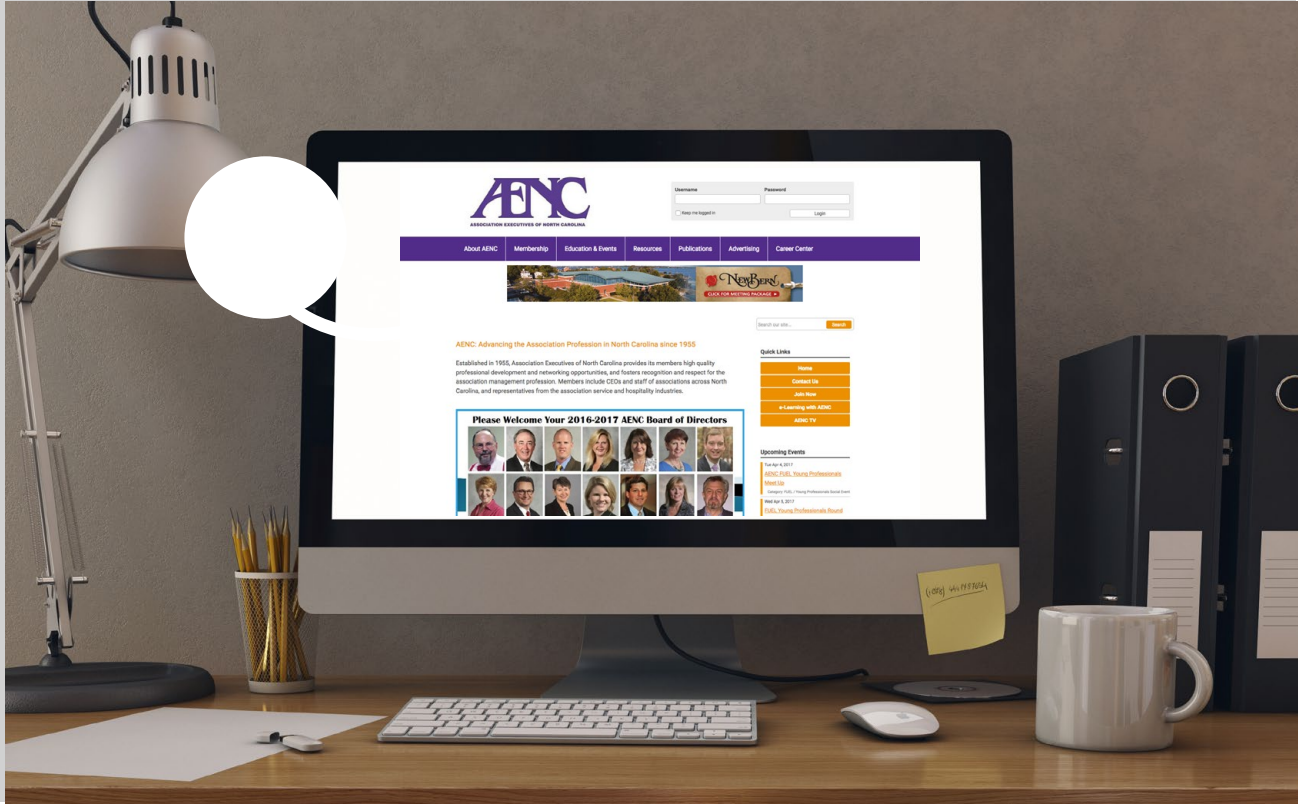
4 FACEBOOK BOOSTED COMMERCIAL

Boost your commercial on AENC's Facebook Page | \$250
 You send AENC your commercial and we will publish to our facebook page and then boost to a larger audience.

TOTAL:

AENC MOBILE APP

	PLACEMENT	DURATION	PRICE
R	7RS00U5RWDWLQVWVSRW	12 months	\$1,800
R	7RS00U5RWDWLQVWVSRW	6 months	\$900
R	7RS00U5RWDWLQqWKVSRWV	12 months	\$1,500
R	7RS00U5RWDWLQqWKVSRWV	6 months	\$750



WEBSITE_

PRINT ADVERTISING

AENC RESOURCE GUIDE/MEMBERSHIP DIRECTORY

A key member resource including a membership directory and comprehensive listing of services. \$OVRGLVWULEM/HGWRWKHPHGLDPHEHUVRIWKH*H0UD0\$VVHPEODQRWKHUHOHFWHG RIILFLDOVDVDreference source for issues addressed by AENC association members. Print and online versions available.

ODGLOFRXDOG
_PDGL#DH0WRUJ

TOTAL:

PRESIDENT'S CLUB

If your Grand Total is over \$10,000 you can become a member of the President's Club, which includes:

- ✓ 2 seats at the CEO Coffee with Speaker at 2022 Winter and Spring Conferences
- ✓ President's Club recognition at all 3 Conference/Luncheons and weekly email
- ✓ Invitation for one person from your organization to have lunch with the AENC board at all Raleigh 2021–2022 AENC Board Meetings

Join these 5 president's club AENC members this year!



AENC staff will be on the lookout throughout the year to provide additional "thank you perks" to our President's Club Sponsors, as an extra thank you!

Please complete payment information on next page.

PAYMENT

GRAND TOTAL (FROM PAGES 2-10):

TOTAL ALREADY PAID

TOTAL TO BE COLLECTED

Name _____

Company Name _____

Title _____

Address _____

City _____ State _____ Zip Code _____

Phone (_____) _____ Fax (_____) _____

Email _____ Website _____

Email for receipt or invoice (if different from above) _____

PAYMENT OPTIONS

Invoices

Name _____ Title _____

Company _____ Email _____

Pay by Credit Card

Name on card _____

Credit card number _____ Expiration date _____ Security code _____

Credit card billing address (if different from above)

Address _____

City _____ State _____ Zip Code _____

Email for receipt (if different from above) _____

Schedule up to four payments (Contact Madi McDouglad to arrange payments.)

Sponsor signature _____ Date _____

AENC signature _____ Date _____

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature _____ Date _____

To all members,
Thank you for your support of AENC. You make it all possible!
Rich, Madi, and Julie