

ne/sae

NEW ENGLAND SOCIETY OF
ASSOCIATION EXECUTIVES

Your Road to Professional Development

Technology Conference

Microsoft Research Center, One Memorial Drive, Cambridge, MA

Friday, March 25, 2011

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NEW ENGLAND SOCIETY OF
ASSOCIATION EXECUTIVES

Your Road to Professional Development

February 1, 2011

Dear Valued Associate Member,

The New England Society of Association Executives (NE/SAE) would like to invite you to exhibit at our Technology Conference on March 25, 2011 at the Microsoft Research Center, Cambridge, Massachusetts! There will be a designated Hands On Exhibits and Demonstrations area adjacent to the educational sessions and non-competitive exhibit viewing time.

This is NE/SAE's Technology Conference. We have a great lineup of speakers and are hoping for a great attendance!

Your Hands On Exhibits and Demonstrations Space Reservation Fee includes:

- » Draped, 6' display table
- » Two chairs
- » Identification sign
- » Complimentary event registrations for two (2) exhibit representatives per 6' tabletop reserved.
- » Breakfast and lunch for your two representatives
- » Two (2) passes allowing the Association Executives of your choice free admittance to the Technology Conference
- » Your Company Name on our show traffic enhancing bingo card

Hands On Exhibits and Demonstrations space is limited and available on a first-come first-served basis. Applications will be accepted and assigned based upon the receipt date of the application and payment. Full payment must accompany the application to confirm space.

We are also offering other ways your company may participate. See our **Marketing Opportunities** for details.

If you have any questions feel free to contact me at (978) 250-9847, or by e-mail at info@nesae.org.

We look forward to your participation on March 25, 2011!

Sincerely,

Pamela H. McKenna, CAE
Executive Director

Questions?

Call (978) 250-9847, or e-mail info@nesae.org

AGENDA

7:00 AM - 8:00 AM	Exhibitor Setup
8:00 AM - 9:00 AM	Registration, Breakfast, Visit Exhibits
9:00 AM - 10:15 AM	Emerging Trends in Association Technology <i>Reggie Henry, CIO, ASAE</i>
10:15 AM - 11:15 AM	Hands on Exhibits
11:15 AM - 12:15 PM	CONCURRENT BREAKOUT SESSIONS Build Profitable Online Learning for Your Small Staff Association...and Keep it Simple <i>Dave Will, ChiefPeach, Peach New Media, Michael R. Banville, MS, CAGS, VP of Business, Product & Service Development, Mass-ALFA</i> Social Media: What's Working for Today's Associations? <i>Moderator: Anne Doherty Johnson</i> <i>Panelists: Bradley A. MacDougall, Associate VP for Government Affairs, Associated Industries of Massachusetts (AIM), Lauren Burm, Director of Public Advocacy, MA Association of 766 Approved Private Schools, Linda J. Guild, CAE, CEO, The Guild Associates, Inc.</i> Getting Strategic About Technology for Your Association <i>Reggie Henry, CIO, ASAE</i>
12:15 PM - 1:30 PM	Networking/Lunch/Continuation of Exhibits
1:30 PM - 2:45 PM	CONCURRENT BREAKOUT SESSIONS Excel/Word/Outlook - Hands On Session <i>Speaker from Microsoft</i> Managing Your Association's IT Costs <i>Moderator: Donna Gurnett, PRRI</i> <i>Panelists: Bonnie Cooper, Technical Portfolio Manager, Massachusetts Medical Society, Viyas Sundaram, Regional VP, Sales, mindSHIFT Technologies</i> Maximizing and Measuring the Impact of Your Association Online <i>Alex Langshur, CEO, Public Insight and Member, Web Analytics Association</i>
2:30 PM - 2:45 PM	Break
2:45 PM - 4:00 PM	GENERAL SESSION Leveraging Linked In to Grow Your Network and Your Membership <i>Diane Darling, Effective Networking</i>
4:00 PM - 5:00 PM	Networking Reception and Door Prizes Put your new networking skills into practice, share today's insights with colleagues and make valuable connections for the year ahead. While you enjoy a quick beverage, we'll wrap up the day with some drawings for some great door prizes.
5:00 PM	Adjourn

Microsoft New England Research & Development Center

One Memorial Drive, Cambridge, MA

DIRECTIONS

For directions to the NERD, please visit: microsoftcambridge.com/directions.

PARKING

Limited parking for external guests is available in the building of One Memorial Drive. Daily parking is a flat rate of \$27 and evening/weekend parking is \$10. Public transportation is encouraged.

PUBLIC TRANSPORTATION

On the MBTA (the "T"), take the Red Line to the Kendall Square/MIT stop.

Marketing Opportunities

We invite all our Associate Members to participate in our marketing opportunities for the NE/SAE Technology Conference! All members of NE/SAE will be invited and nonmembers are welcome to register. The event will be held Friday, March 25, 2011 at the Microsoft Research Center, Cambridge, Massachusetts. We anticipate the Technology Conference will be another highly rated, quality event and that many of our members will attend!

Your support will serve the dual purpose of providing you with positive industry exposure while reducing the meeting costs for our attendees, your customers. The following is an outline of the levels of sponsorship and what we can offer you in exchange for your generous donation. We want to be sure that our association members are aware of and appreciate your support.

BREAKFAST, MARCH 25, 2011

\$2,000 MEMBERS, \$2,500 NONMEMBERS

Complimentary exhibit table-top, signage at the breakfast, logo on all event promotions, digital presentation recognition at opening session, one complimentary registration to the conference, sponsor listing in on-site conference program, listing on NE/SAE web site prior to the conference, listing in special insertion in ExecuNotes post conference, sponsor ribbons for company representatives.

LUNCH, MARCH 25, 2011

\$2,500 MEMBERS, \$3,250 NONMEMBERS

Complimentary exhibit table-top, signage and verbal recognition at the luncheon, option to address attendees at luncheon, logo on all event promotions, digital presentation recognition at opening session, one complimentary registration to the conference, sponsor listing in on-site conference program, listing on NE/SAE web site prior to the conference, listing in special insertion in ExecuNotes post conference, sponsor ribbons for company representatives, on-site signage at registration, mailing labels of attendees sent post conference.

AM OR PM BREAK, MARCH 25, 2011

\$1,500 MEMBERS, \$1,950 NONMEMBERS

Complimentary exhibit table-top, signage at the break, logo on all event promotions, digital presentation recognition at opening session, one complimentary registration to the conference, sponsor listing in on-site conference program, listing on NE/SAE web site prior to the conference, listing in special insertion in ExecuNotes post conference, sponsor ribbons for company representatives.

NETWORKING RECEPTION, MARCH 25, 2011

\$2,500 MEMBERS, \$3,250 NONMEMBERS

Complimentary exhibit table-top, signage and verbal recognition at the reception, option to address attendees at reception, logo on all event promotions, digital presentation recognition at opening session, one complimentary registration to the conference, sponsor listing in on-site conference program, listing on NE/SAE web site prior to the conference, listing in special insertion in ExecuNotes post conference, sponsor ribbons for company representatives, on-site signage at registration, mailing labels of attendees sent post conference.

Advertising Opportunities

The following are the rates to advertise in the final program:

Full Page: \$150 **1/2-Page:** \$80 **1/4-Page:** \$45

E-mail info@nesae.org for ad specs. Ads should be e-mailed to the NE/SAE office by **March 11, 2011**.

If you would like to take advantage of the Technology Conference Marketing Opportunities, please complete below:

Company: _____

Contact: _____

Phone: _____ E-mail: _____

Sign our company up for: _____

PAYMENT

Check payable to New England Society of Association Executives is enclosed or

VISA MasterCard American Express

Card Number: _____ Exp. Date: _____

Billing Address: _____

Authorized Signature: _____

Please mail this form w/check or credit card info. or fax the form w/credit card information to: NE/SAE, 6 Boston Road, Suite 201, Chelmsford, MA 01824, Fax: (978) 250-1117. Receipt will be confirmed within one week.

REGISTRATION

Friday, March 25, 2011

Microsoft New England's Research Center, One Memorial Drive, Cambridge, MA

EXHIBITOR REGISTRATION FORM - SIDE 1

Name: _____

Job Title: _____

Company: _____

Address: _____

City: _____

State: _____ Zip code: _____

Telephone: _____ Fax: _____

E-mail: _____

In 25 words or less, please describe your company's property, products or services: _____

COMPLIMENTARY REGISTRATIONS

(Note: If the contact is one of the two representatives, please list them below.)

1st Representative

Name: _____

Job Title: _____ Designations: _____

Telephone: _____ E-mail: _____

2nd Representative

Name: _____

Job Title: _____ Designations: _____

Telephone: _____ E-mail: _____

REGISTRATION

Friday, March 25, 2011

Microsoft New England's Research Center, One Memorial Drive, Cambridge, MA

EXHIBITOR REGISTRATION FORM - SIDE 2

Company Name: _____

Early Registration Rates (After March 11th, add \$50):

Member: \$750.00 Nonmember: \$850.00

Payment Method: VISA MasterCard American Express

Card Number: _____ Exp. Date: _____

Billing Address: _____

Authorized Signature: _____

I authorize NE/SAE to charge my card for \$ _____ as payment for my tabletop and registration for the 2011 Technology Conference.

Or print and mail with check. Make check payable to NE/SAE and mail to: 6 Boston Road, Suite 201, Chelmsford, MA 01824, Phone: (978) 250-9847 / Fax: (978) 250-1117

Registrations are considered complete when your registration form and payment have been received by NE/SAE. Badges will be handed out at the meeting. Passes will be e-mailed out to the main contact.. We're sorry, there are no refunds after March 11, 2011.

The information provided on this registration form will be published in the meeting attendance list handed out on site. Please check here if you do not want your information published on the meeting attendance list.

Check here if you have a disability and may require accommodations to fully participate. Please attach your needs to this registration. You will be contacted by the NE/SAE office.

Please indicate any dietary restrictions here: _____



HOTEL INFORMATION

Hyatt, 575 Memorial Drive, Cambridge, MA 02139

If you need an overnight room call **Chris Hemming**, Sales Manager at the Hyatt at **(617) 441-6524** and he will arrange for a room at our group rate of **\$99**.

Thank you for registering!