

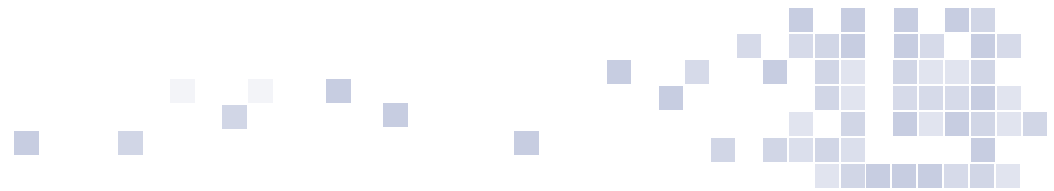
2010 TECHNOLOGY CONFERENCE

DOUBLETREE HOTEL, WALTHAM, MA
FRIDAY, MARCH 26, 2010

SCHEDULE OF EVENTS

Friday, March 26, 2010

- 6:30 am – 7:45 am Exhibitor Setup
- 7:45 am – 8:45 am Registration, breakfast, visit exhibits
- 8:45 am – 10:00 am **Preparing Your Organization for Tomorrow's Technologies**
– Philip DesAutels, Director of Academic Evangelism, Microsoft
- 10:00 am – 11:15 am Hands on Exhibits
- 11:15 am – 12:30 pm Concurrent Breakout Sessions
- » **It's Not About the Platform: Using Social Networks to Humanize Businesses and Build Community** – Justin Levy, General Manager, New Marketing Labs
 - » **Technology Options and Strategies to Share Knowledge, Extend Your Reach and Maximize Your Organization's Educational Content** – Rich Finstein, President, CommPartners, LLC
 - » **Adding Power to Member Communities with Social Media** – Peggy Hoffman, CAE, President, Mariner Management and Marketing
- 12:30 pm – 1:15 pm Networking/Lunch/Continuation of Hands on Exhibits
- 1:15 pm – 2:30 pm Concurrent Breakout Sessions
- » **Leverage Technology and Spend More Time on Your Business** – Steve Turner, CEO & Founder, Turner Time
 - » **Social Media: Next Generation Engagement Strategies** – Andy Steggles, COO & Social Strategist, Higher Logic
 - » **Using Web Analytics to Influence Business Decisions** – Chuck Murphy, Founder & Chief Executive Officer, Boston Interactive
- 2:30 pm – 2:45 pm Break
- 2:45 pm – 4:45 pm General Session
- » **The Power of E-mail Marketing** – Corissa St. Laurent, Regional Development Director, ConstantContact New England



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DOUBLETREE HOTEL, WALTHAM, MA, FRIDAY, MARCH 26, 2010

EXHIBITOR REGISTRATION FORM – SIDE 1

Contact Name: _____

Contact Title: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ 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

First Name: _____ Last Name: _____

Title: _____ Designations: _____

Phone: _____ E-mail: _____

2nd Representative

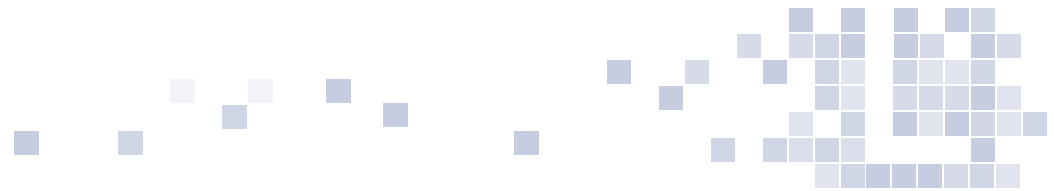
First Name: _____ Last Name: _____

Title: _____ Designations: _____

Phone: _____ E-mail: _____

Please see other side.





2010 TECHNOLOGY CONFERENCE

DOUBLETREE HOTEL, WALTHAM, MA, FRIDAY, MARCH 26, 2010

EXHIBITOR REGISTRATION FORM – SIDE 2

Company Name: _____

Early Registration Rates (*After March 5th, 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 2010 Technology Conference.

- Or print and mail with check.
Make check payable to New England Society of Association Executives and mail to:
NE/SAE, 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 on March 1, 2010. We're sorry, there are no refunds after March 5, 2010.

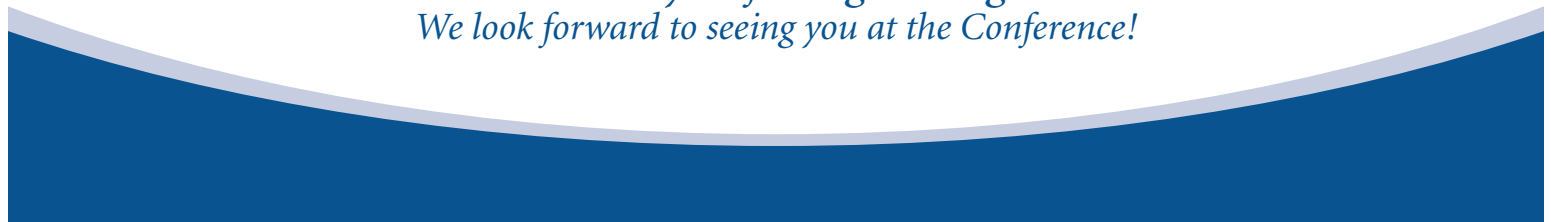
- The information provided on this registration form will be published in the meeting attendance list handed out on site. Please check here if you do not want your information published on the meeting attendance list.
 Check here if you have a disability and may require accommodations to fully participate. Please attach your needs to this registration. You will be contacted by the NE/SAE office.

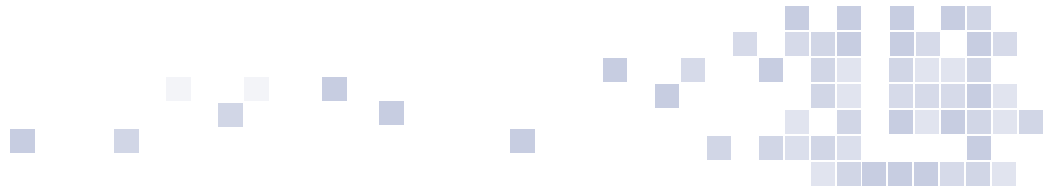
Please indicate any dietary restrictions here: _____

Overnight Rooms: A small block of overnight rooms has been reserved at the Doubletree Hotel in Waltham, MA for Thursday, March 25. To make your reservation, call 1-800-222-TREE (8733) and say you are with the New England Society of Association Executives to receive the group rate of \$129 a night. Reservation cutoff is Wednesday, March 3, 2010.

Indemnification: Registrants agree to hold New England Society of Association Executives, their officers, agents and McKenna Management Inc. harmless for any and all legal action related to exhibiting at 2010 Technology Conference. Exhibitors wishing to insure their goods should do so at their own expense.

Thank you for registering!
We look forward to seeing you at the Conference!





2010 TECHNOLOGY CONFERENCE 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 26, 2010 at the Doubletree Guest Suites, Waltham, 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 26

\$2,500 MEMBERS, \$3,250 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 26

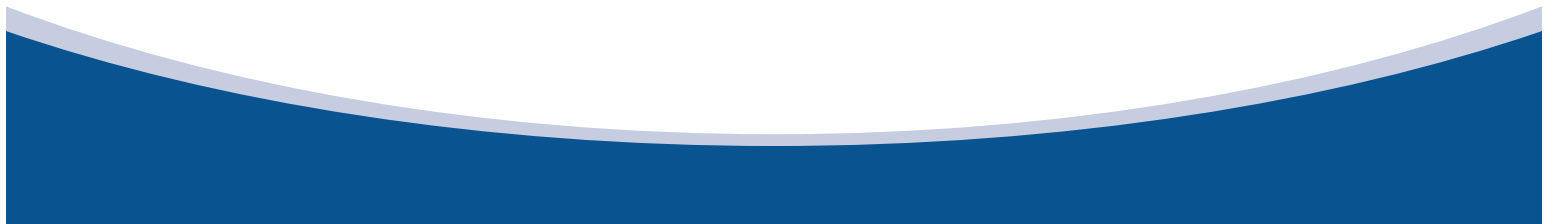
\$2,500 MEMBERS, \$3,250 NONMEMBERS

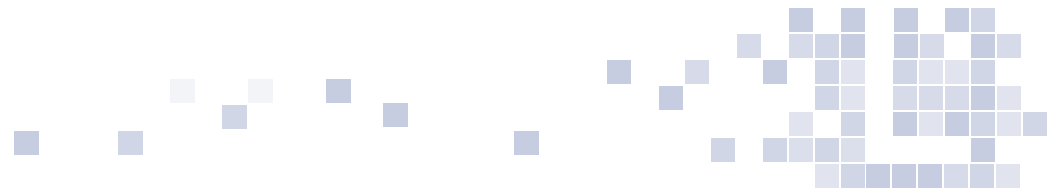
Complimentary exhibit table-top, signage and verbal recognition at the luncheon, option to address attendees at luncheon, logo on all event promotions, digital presentation recognition at opening session, one complimentary registration to the conference, sponsor listing in on-site conference program, 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 26

\$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.





ADVERTISING OPPORTUNITIES

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

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

A full page ad would be one single side of an 8.5 x 11 page. All ads will be digitally outputted – black and white, no bleeds and should be e-mailed to the office in a photo format (JPG, TIF, BMP etc) by March 5, 2010. Full page ads may be submitted in PDF.

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

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: _____

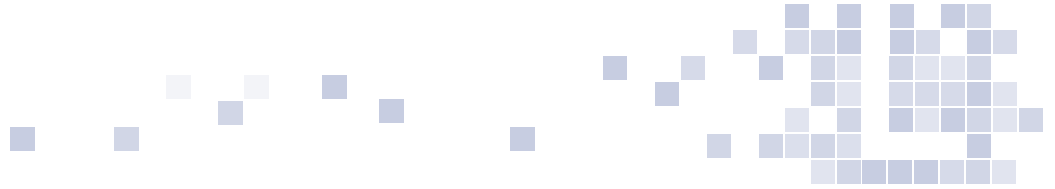
Please mail this form w/check or credit card info. or fax the form w/credit card information to:
NE/SAE, 6 Boston Road, Suite 201, Chelmsford, MA 01824
Fax: (978) 250-1117

Receipt will be confirmed within one week.

QUESTIONS?

Please contact NE/SAE's Executive Director, Pam McKenna, Phone: (978) 250-9847 or e-mail: info@nesae.org





February 1, 2010

Dear Valued Associate Member,

The New England Society of Association Executives (NE/SAE) would like to invite you to exhibit at our First Technology Conference on March 26, 2010 at the Doubletree Suites, Waltham, 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 First 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** enclosed in this registration envelope 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 26, 2010!

Sincerely,

Pamela H. McKenna, CAE
Executive Director

