ne/sae
NEW ENGLAND SOCIETY OF **ASSOCIATION EXECUTIVES**

2027 PARTNER, SPONSOR & EXHIBITOR GUIDE

NE/SAE connects you with association executives and decision-makers across New England through high-value education, meaningful networking, and year-round professional development.

Make Your Impact.

E: office@nesae.org | T: 860-761-8676



2027 PARTNERSHIP & VISIBILITY OPPORTUNITIES

Whether you're looking to build relationships, increase visibility, support emerging leaders, or connect directly with association decision-makers, NE/SAE offers a partnership opportunity designed around your goals.



2027 LEADERSHIP & MANAGEMENT CONFERENCE

January 21–22, 2027
Boston Burlington Marriott

Reach association leaders focused on strengthening their organizations, developing their teams, and navigating today's association environment.

65
Expected association professionals



2027 ANNUAL CONFERENCE

May 13-14, 2027
Omni Mount Washington Resort

Our signature gathering brings association professionals together for two days of learning, connection, and inspiration.

100
Expected association professionals



ANNUAL PARTNERSHIPS AND EXCLUSIVE PROGRAM OPPORTUNITIES

Stay connected with the NE/SAE community all year long. From year-round visibility to exclusive opportunities tied to signature programs and member experiences, these investments help organizations build relationships, and demonstrate their commitment to association professionals across New England.

ABOUT NE/SAE'S MEMBERSHIP

The New England Society of Association Executives (NE/SAE) is the region's premier educational and professional networking resource for the association community. NE/SAE advances the professionalism of its members by providing high-quality programs and services and advocating for the interests of the association community.

SAMPLING OF NE/SAE MEMBERS...

Activate Success
American Association for Thoracic Surgery
American Horse Council
American Nurses Association Massachusetts
Aspire Meetings & Events
Associated General Contractors of MA
Associated Subcontractors of Massachusetts, Inc.
Audience Development Strategies
Bristol Event Center
Canopy Management Group
Cape Cod Chamber of Commerce
Capital Convention Contractors
Career Compliance Solutions
Center of Association Management
CFA Society Boston
Chatham Bars Inn
College Autism Network
Community Associations Institute - New England
ConferenceDirect
Connecticut Association of School Business Officials
Connecticut Bankers Association
Connecticut Convention and Sports Bureau
Connecticut Funeral Directors Association
Connecticut Pharmacists Association
Connecticut Society of CPAs
Construction Industries of Mass
CT Association of Boards of Education
D2L Corporation
David Fox Photography and Digital Transfer Services
Diane Darling
Discover Central Massachusetts
Discover Newport RI
Distinctive Hospitality Group
DoubleTree by Hilton Manchester Downtown
DoubleTree Hotel Burlington
Employers Association of the NorthEast
Engagifii
Eternity Marketing
Etre Partners
ETS Management Group, Inc.
EventMobi
Explore Western Mass
Expo Trac
Federation of State Physician Health Programs
GCSAA
GMNBR
Go Providence
Greater Boston Association of Realtors
Greater Hartford Association of REALTORS
Greater Providence Board of REALTORS
Harbor View Hotel
Hartford Marriott Downtown
Hilton Mystic
HOMES
Hotel Champlain, Curio Collection by Hilton
Hotel Viking
Inn on Boltwood
Insource Services, Inc.
Kimpton Marlowe Hotel
Linchris
MA Chapter of the American Academy of Pediatrics
Maine Bankers Association
Maine Healthcare Association
Maine Insurance Agents Association
Maine Tourism Association
Mainspring Association Management
ManufactureCT
Massachusetts Association of Approved Special Education Schools
Massachusetts Association of Realtors
Massachusetts Association of School Business Officials
Massachusetts Bankers Association
Massachusetts Board of Real Estate Appraisers
Massachusetts Chapter - NAELA
Massachusetts Chapter NAHRO
Massachusetts Cranberries
Massachusetts Dental Society
Massachusetts Funeral Directors Association
Massachusetts Medical Society
Massachusetts Water Works Association
Mass-ALA (Massachusetts Assisted Living Association)
MassMutual Convention Center
MassPACE Association
MCG Partners
Merrimack Valley Chamber of Commerce
MGM Springfield
Mosaic AMC LLC
Mountain View Grand Resort & Spa
NAEMT
National Community Pharmacists Association
NEACH
NEIWPCC
New England Association Services, LLC
New England Convenience Store & Energy Marketers Association, Inc.
New England Golf Course Owners Association
New England Inns & Resorts Association
New England Society of CPAs
New England Water Environment Assn
New England Water Works Assn
New England Women in Energy and the Environment
New Hampshire Bankers Association
New Haven Middlesex Association of Realtors
Newport County Board of Realtors
NH Automobile Dealers Association
North East Association of Rail Shippers
Northeast Association of REALTORS
North Shore REALTORS
Northeast Gas Association
Northeast HR Association
Northeast Public Power Association
Northeastern Retail Lumber Association
Novi AMS
NOWRA
Omni Mount Washington Resort
Outbound Stowe
PCD Collective LLC
PINE - Printing Industries of New England
REALTOR Association of Central Massachusetts
Red Jacket Resorts
Rhode Island Association of REALTORS
RSM US
S&S Management Services, Inc.
SBI Association Management
SMR IT Services
South Shore Realtors, Inc.
Stagedge
Stamford Board of REALTORS
Sugarbush Resort
TCORS Capitol Group LLC
The Devens Conference Center
The Greenbrier
The Realty Alliance
USTA New England
Univ. of Massachusetts Amherst Conference Services
Vail Resorts
VCIA
VideoRequest
von Trapp Family Lodge & Resort
Water's Edge Resort & Spa
Wellsworth Hotel

NOT MORE PEOPLE. THE *RIGHT* PEOPLE.







CONFERENCE KICK-OFF PARTNER: $1500 | Exclusive

Kick off the conference as attendees gather for lunch and networking. Your company will be recognized with prominent logo recognition at the event, listed in pre-conference communications, as well as within the mobile app. Opportunity to provide attendees with a branded item. **Includes complimentary exhibit table.**

*TRIVIA NIGHT SPONSORSHIP OPTIONS | PRICING VARIES

TRIVIA NIGHT PRESENTING SPONSOR: $1750: (Exclusive)
Be the organization behind one of the conference's most engaging networking experiences. **Includes complimentary exhibit table,** along with onsite logo recognition and inclusion in pre-conference communication.

SNACK SPONSOR: $300:
Keep Trivia Night fueled! Be recognized as the partner helping attendees recharge, connect, and enjoy a memorable evening.

PRIZE SPONSOR: $300
Help crown the 2027 Trivia Champions! Your sponsorship helps provide prizes for the winning team and puts your organization at the center of one of the evening's most memorable moments.

FRIDAY BREAKFAST PARTNER: $750 | EXCLUSIVE

Help kick Friday morning off right with a hot breakfast with onsite signage and recognition in the conference app and pre-event materials. **Includes 1 attendee registration.**

FRIDAY LUNCH SPONSOR: $750 | EXCLUSIVE

End the Conference on a high note by supporting the closing lunch with onsite signage and recognition in the conference app and pre-event materials. **Includes 1 attendee registration.**

REFUEL & REFRESH SPONSOR: $300 (LIMITED)

Keep attendees energized throughout the conference! Sponsor a refreshment break, with your organization's logo featured at the refreshment station and recognition in the conference app and pre-event materials.

ATTENDEE NAME BADGE SPONSOR: $350 | EXCLUSIVE

Your company logo will be featured on the conference badges providing consistent visibility during the event. Includes recognition on conference signage and pre-event conference materials.

EXHIBIT:

Industry Partner Member Exclusive: Exhibit at both 2027 conferences for $1,700, exclusive of "add-ons." Contact staff for details.

Members: $775 | NON-MEMBERS: $975

- Exhibit table (6ft), and 2 registrations
- Admission to all sessions and meals
- Exhibitor ribbons for company representatives
- Featured in mobile app, in related email promotions and on NE/SAE website
- Attendee list (to include all opted-in participants)

LEADERSHIP & MANAGEMENT

QUALITY CONNECTIONS. REAL IMPACT.







NEW FOR 2027: ANNUAL MEETING PARTNER SPONSORS!

3 Exclusive Experiences available on a first-come, first-served basis. Each includes a complimentary exhibit booth with *priority booth selection*, along with pre- and post-event recognition, social media spotlight, onsite signage, and one push notification via our mobile app.

1 CONFERENCE KICK-OFF PARTNER: $3,500 | EXCLUSIVE

Start the Annual Meeting with a memorable welcome.
Start the Annual Meeting with a memorable opportunity for connection and discovery. As the exclusive sponsor, your company will bring attendees together on **Wednesday evening (pre-conference event)** for a **limited-capacity guided tour** of the iconic Mount Washington Hotel, creating an intimate setting for networking while exploring the fascinating history and character of this extraordinary property. The sponsorship ***continues*** **Thursday** as your company helps officially kick off the Annual Meeting with **lunch, beverages and networking in the exhibit hall**, connecting your brand with the broader Annual Meeting audience.

2 CHEERS TO CONNECTION PARTNER: $3,500 | EXCLUSIVE

Bring people together and raise a glass to connection.
Be the partner that brings the NE/SAE community together. This offering includes a **named signature cocktail or spirit-free drink,** along with a **2 minute speaking opportunity** during the conference.

3 WELLNESS PARTNER: $3,500 | EXCLUSIVE

Help attendees feel their best.
The Wellness Partner is associated with a rejuvenating morning experience that promotes well-being, connection, and positivity.
Day 1: **Gentle Yoga & Movement**; Day 2: **Chair Massages *at your booth!***

Contact office@nesae.org to confirm availability!

PUT YOUR BRAND WHERE ASSOCIATION LEADERS GATHER.







À LA CARTE SPONSORSHIP

ROOM DROP SPONSOR: $750 | EXCLUSIVE
Highlight your brand by providing a unique gift to be placed in each association professional's hotel room (estimated 125). Drops must be approved by NE/SAE. ***Sponsors are required to pay the cost of the sponsorship and any associated venue room drop fees.*** Includes recognition on conference signage and pre-event conference materials.

ATTENDEE LANYARD SPONSOR: $650| EXCLUSIVE
Your company logo will be featured on the official conference lanyards worn by attendees, providing consistent visibility during the event. Includes recognition on conference signage and pre-event conference materials.

TOTE BAG SPONSOR: $799 | EXCLUSIVE
Your brand will be visible throughout the entire conference. Sponsor may either provide NE/SAE the produced bag (subject to NE/SAE review and approval), or NE/SAE will design and produce with your logo following receipt of sponsorship payment. Includes recognition on conference signage and pre-event conference materials.

REFUEL & REFRESH SPONSOR: $450 (LIMIT 4)
Keep attendees energized throughout the conference! Sponsor a refreshment break, with your organization's logo featured at the refreshment station, recognition in the conference app and pre-event materials.

EXHIBIT:

Members: $1100 / $1600 for shared table of 2 organizations
Non-members: $1300 / $1800 for shared table of 2 organizations

- Exhibit table (6ft) with 2 registrations per booth
- Dedicated exhibit time
- Admission to all sessions and meals
- Exhibitor ribbons for company representatives
- Featured in mobile app and company logo with link on the NE/SAE website
- Link to Exhibitor webpage in event-related email blasts
- Attendee list (to include all opted-in participants)

EXHIBIT+

(Table Add-on) | Limit 3: $150

Drive traffic to your booth with a dedicated push notification via the conference mobile app.

NEW! EXHIBIT TABLE AWARDS



At NE/SAE, it's not about having the biggest booth. It's about creating the best reason to stop and have a conversation.

- Best Table Experience
- The Wow Factor Award
- Best Connection Builder

Bring your best ideas. Have some fun. Make an impression!

THE NUMBERS BEHIND THE VALUE

A Proven Opportunity

84% Of the 2026 Annual Meeting exhibitors were returning organizations, from prior years, demonstrating the continued value of the NE/SAE Annual Meeting for industry partners.

50+% Of exhibitors returned from the 2025 Annual Meeting to the 2026 Annual Meeting reflecting strong year-over-year engagement.

"What makes the difference for us is the access and authenticity. We're not just meeting prospects, we're building trust with association leaders who know us, see us engaged and view us as a partner. We believe in NE/SAE and have seen firsthand the return that comes from being fully engaged" - ***James Boucher, MassMutual Center***

63% 2026 Annual Meeting Attendees were their association's CEO or Executive Director

21% Director Level

8% Chief Operating Officer

8% Membership & Marketing Managers

Additional Audience Highlights

Association management companies are well represented among conference attendees, giving exhibitors the opportunity to expand their reach and connect with professionals who representing multiple association clients.

PROGRAM PARTNER OPPORTUNITIES

Be part of the conversations and connections that bring New England association professionals together.

Program Partnerships offer organizations meaningful opportunities to engage with the NE/SAE community through professional development, peer-to-peer conversations, and networking experiences. Whether supporting association leaders as they build new skills, participating in high-level conversations about the issues shaping associations, or bringing colleagues together socially, these partnerships connect your organization with the people who make up New England's association community.

2027 EXECUTIVE EXCHANGE (VIRTUAL) QUARTERLY SERIES EXCLUSIVE PARTNER | $3,000

An intimate setting designed for meaningful conversation, relationship-building, and direct engagement with association decision-makers.

- Recognition as the Exclusive Series Partner across NE/SAE communications, including website, email and social media
- Opportunity to provide a brief welcome at each of the four virtual sessions
- Opportunity to submit one branded resource for distribution to participants
- Participant list following each session, including contact information for attendees who opt in to share
- Complimentary exhibit booth at one 2027 conference

SOLD!!!

2027 ASSOCIATION MANAGEMENT 360 CERTIFICATE PROGRAM (JANUARY-MAY 2027) EXCLUSIVE PARTNER | $3,000

Align your firm with the next generation of association leaders as they build the skills and connections to shape the future of our profession.

- Recognition as the Exclusive Series Partner across NE/SAE communications, including website, email and social media
- Speaking opportunity during the program
- Premium logo placement on all major program promotional materials
- Complimentary exhibit booth at one 2027 NE/SAE conference
- Recognition as the Presenting Partner of cohort certificates during the program's recognition ceremony during the Annual Meeting

NE/SAE GATHERING AT THE 2027 ASAE CONFERENCE & EXPO | $450

Connect your organization with the NE/SAE community at ASAE's premier national gathering for association professionals.

- Recognition as an NE/SAE ASAE Meet-Up Partner through NE/SAE email and social media promotion
- Recognition during the gathering with an opportunity to welcome attendees

ANNUAL PARTNER OPPORTUNITIES

Build a year-round presence within New England's association community.

Annual Partnerships provide sustained opportunities to connect your organization with association professionals throughout the year. From conference visibility and member communications, Annual Partners benefit from an ongoing presence across the NE/SAE community while supporting the organization's mission. Annual Partnerships are designed for organizations looking to build lasting relationships, strengthen visibility, and stay connected with association leaders across New England.

GOLD ANNUAL PARTNER
$5,000

- Includes one annual Industry Partner membership **(NEW)**
- Podium and Signage Recognition at BOTH Conferences
- Opportunity to speak for 2 Minutes at BOTH Conferences
- 1 exhibit booth at the Annual Meeting and two complimentary exhibitor badges
- 1 exhibit booth at the Leadership Conference and two complimentary exhibitor badges
- 3 social media posts
- Scrolling Logo on Homepage & Listed on Sponsor Page
- Newsletter button ad (x12)
- Horizontal Banner Ad (x 6)
- 1 featured article in NE/SAE E-news

SILVER ANNUAL PARTNER
$2,500

- Includes one annual Industry Partner membership **(NEW)**
- Podium and Signage Recognition at BOTH Conferences
- 1 complimentary *attendee registration* to one 2027 conference of their choice
- 1 dedicated social post
- Scrolling Logo on Homepage & Listed on Sponsor Page
- Newsletter button ad (x 6)

E-newsletter Sponsor | $1,000 (12 issues)

E-newsletter audience & engagement:

- 600+ average monthly recipients
- 43% average open rate
- 6.5% average click rate

Thank you to our E-newsletter Partner
[COMPANY LOGO]
Supporting NE/SAE's mission to connect and advance New England association professionals.