

ASSOCIATION FOR
STRATEGIC
PLANNING
ANNUAL
CONFERENCE



WHISTLER
BRITISH COLUMBIA, CANADA

**STRATEGY &
TECHNOLOGY:**
HARNESSING DISRUPTION,
TRANSFORMATION AND
INNOVATION

PRE-CONFERENCE, MAY 13
CONFERENCE, MAY 14-15

WHY SPONSOR



What is the Association for Strategic Planning?

The Association for Strategic Planning (ASP) is the world's leading association for strategy professionals. We are known for our high-quality programming, and for being the world's only professional strategy association with a certification process grounded in an industry-standard Body of Knowledge.

ASP's Annual Conference

Now in its **nineteenth year**, the ASP Annual Conference is the world's premier forum for strategy professionals. Our conference is the "go to" place for enterprise managers eager to build an integrated competency in strategic planning and strategy execution.

Market Reach

- ❖ More than 15,000 current and emerging strategy professionals subscribe to ASP's electronically delivered content.
- ❖ Over 200 of these professionals are expected to attend the ASP conference.
- ❖ Conference attendees skew heavily toward purchase decision-makers and purchase-influencers, and they look to ASP's conference as a place to build business relationships.
- ❖ As a conference sponsor / exhibitor, you reach both audiences, generating brand and product awareness among a select demographic.



OUR DEMOGRAPHIC



200+ Leading strategists and
C-level executives from:

5 continents with companies and organizations in the
for **profit, non-profit, education and government sectors spanning
many industries such as**
Public Administration, Technology, Healthcare, Construction, Finance
& Insurance, Manufacturing and Transportation

Attendees include:

- ✓ Chief Strategy Officer - Chief Executive Officer
- ✓ Chief Operating Officer - Chief Financial Officer
- ✓ Managing Director - Vice President, Strategy
- ✓ Senior Strategist Planning Officer - Project Manager
- ✓ Strategic Analyst and many more.





WHAT HAPPENED IN 2019

84% made **useful business connections** at the conference



81% believed the conference was of **good value**



56% of respondents were **returning attendees** from previous ASP Conferences



“The **structure** of the conference was excellent.”

“**As a sponsor**, we were treated very well and attended to properly.”

“**The exhibitor part was very good this year**, with more time to talk and learn.”

Thought it was all **excellent**. Particularly appreciated the **diversity** of attendees and meeting so many interesting people, who, by the way, seemed enthralled with the quality and content of the conference.”

“**The networking!** I left the conference with like-minded connections and friends.”

“A strength is **the care and continuity** among conference planners and staff”



WHAT'S HAPPENING IN 2020



This year's conference theme is:

“Strategy & Technology: Harnessing Disruption, Transformation and Innovation”

Technology is disrupting markets, processes, and entire business categories. At the same time, it is driving the creation of innovative practices and opening worlds of opportunity - new ways to deliver programs and services, new jobs, and new, never-imagined business ventures. Technology is also transforming expectations about how organizations should operate, communicate, and compete. Every segment of the economy - corporate, retail, communications, government, nonprofit, education - is challenged to think, plan and act differently in order to navigate the rapid-fire internal and external changes driven by technology.

For those charged with creating and executing strategy in their organizations, technology can be viewed as both a blessing and a curse, a disrupter and an enabler. ASP 2020 will offer programming – from Deep Dive Sessions to 30-minute Micro Sessions - designed to educate and inspire.

NEW IN 2020

❖ 30 / 60 / 90 minute sessions

- There will be a mixture of 30, 60 and 90 minute presentations allowing for a range of both hands on practical based learning opportunities to fast paced quick hit sessions focused on presenting research and data summaries.

❖ Strategy in the Real World

- Adapted from academic conferences, these "poster-session" style presentations allow presenters to share their work in an informal and interactive environment.



SPONSORSHIP LEVELS



Benefits	Diamond \$10,000 (1 opportunity)	Platinum \$7,500	Gold \$5,000	Silver \$2,750	Bronze \$2,000
Hyperlinked logo on website	X	X	X	X	X
Hyperlinked logo in conference app	X	X	X	X	X
Logo on onsite sponsor recognition signage	X	X	X	X	X
6 ft. Exhibit table including power	X	X	X	X	
2.5 ft. High Top Round Exhibit table including power					X
Verbal recognition during opening remarks	X	X	X	X	X
Printed program advertisement	Inside front cover	Full page	Half page	Quarter page	
Complimentary conference registration	3	2	1	1	1
Recognition in ASP's monthly Newsletter – The Strategic Edge*	12 months	9 months	6 months	3 months	
Recognition during the welcome remarks of ASP's monthly webinars*	12 months	9 months	6 months	3 months	
Delegate bag insert	X	X	X		
Customized post conference follow up from ASP	X	X	X		
Approved Global Webinar	X	X	X		
Conference app and email push during conference	X	X			
ASP Individual Membership – 1 year	2	1			
* This recognition will commence in the month following the conference					





A LA CARTE OPPORTUNITIES

Don't want any of the packages?

Choose from our À la Carte opportunities to mix and match and build your own package!

Choose any of our À la Carte sponsorship opportunities and when your total commitment reaches or exceeds the Sponsorship level's listed on the previous page*, you will receive the benefits associated with that level. Therefore:

- when your total commitment reaches \$2,750, you will receive the **Silver level** Benefits
- when your total commitment reaches \$5,000, you will receive the **Gold level** Benefits
- when your total commitment reaches \$7,500, you will receive the **Platinum level** Benefits
- when your total commitment reaches \$10,000, you will receive the **Diamond level** Benefits

If you wish to avail of any of our À la Carte opportunities whose total value falls below the silver sponsorship level, the benefits of that opportunity are outlined in the individual descriptions.

**Excluding the Bronze Level*



EXCLUSIVE OPPORTUNITIES



❖ Opening Reception - \$6,000

Taking place the evening of Wednesday, May 13 in the exhibit hall, the opening reception is the first chance for attendees to network with fellow attendees, speakers, sponsors and exhibitors. Put your company front and center with a one minute speaking opportunity following a welcome from the ASP President.

Why not pair this with the Signature Cocktail and truly make the Opening Reception your company's event?

❖ Signature Cocktail at Opening Reception - \$1,000 + cost of cocktail * *New for 2020*

Greet guests at the opening reception with a signature cocktail. Incorporate your brand name & company colors to create a signature cocktail.

Why not pair this with the Opening Reception and truly make the Opening Reception your company's event?

❖ Lunch (Thursday, May 14 or Friday, May 15) - \$4,000 each (ONLY FRIDAY REMAINING)

SOLD OUT!

Every attendee's favorite part of the day! Gain exposure with an opportunity to welcome attendees via a one minute speaking opportunity following an introduction from a member of the Conference Committee.

❖ Refreshment Break - (2 available on Thursday, May 14 and Friday, May 15) - \$1,500 each

SOLD OUT!

Be remembered as the company who helped attendees receive that energy boost, whether it is their morning coffee or afternoon pick me up!

ONLY Thursday available

Additional Benefits for each of the above include:

Hyperlinked logo on website

Hyperlinked logo in conference app

Logo on onsite sponsor recognition signage and prominent signage throughout the applicable time



EXCLUSIVE OPPORTUNITIES cont.



❖ Registration Sponsor – \$3,000

Registration is the first place all delegates go to and is the focal point of the conference for attendee's questions throughout the conference. Be sure to be seen in this prominent location with your company logo displayed at registration for the entirety of the conference.

❖ Networking Lounge Sponsor - \$3,500 * *New for 2020*

This is the opportunity to provide attendees a place to sit down and relax. It will be an inviting space for people to network, catch up on emails or take a call. As you can imagine, it may well be the most popular space at the conference.

Why not pair this with the Charging Station and truly make this the 'One Stop Shop' for all attendees?

Additional Benefits Include:

- ❖ Hyperlinked logo on website
- ❖ Hyperlinked logo in conference app
- ❖ Signage recognizing your company as the sponsor
- ❖ If feasible, décor may be arranged to coordinate your company colors.



EXCLUSIVE OPPORTUNITIES cont.



❖ Charging Station Sponsor – pricing based on chosen option

Have your brand positioned at one of the most visited spots at the conference. The charging station is a place where almost every attendee will go at least once. Both options have LCD screens that can play any video or use JPEGs for branding. Charging stations can also be wrapped with the Sponsor's logo for additional branding.

Option 1 – Lockable Charging Station - \$4,000 with wrapped branding (\$3,500 without the wrapped branding). There are multiple lockers with this charging station for different types of phones / portable devices.

Option 2 – Open Concept Charging Station - \$3,000 with wrapped branding (\$2,500 without the wrapped branding). There are multiple lockers with this charging station for different types of phones / portable devices.

Why not pair this with the Networking Lounge and truly make this the 'One Stop Shop' for all attendees?



EXCLUSIVE OPPORTUNITIES cont.



❖ Delegate Bags - \$1,250 + cost of delegate bags

Place your company right into the hands of attendees by sponsoring the delegate bag that all attendees receive at registration. Many attendees take home their delegate bag and your company name will remain with the attendee throughout the conference.

The sponsor has the opportunity to source their own supplier should they have a preferred supplier. If not, the sponsor will collaborate with ASP on the design and the ASP logo will be placed on the delegate bag together with the sponsor's logo.*

Additional Benefits Include:

- ❖ Hyperlinked logo on website
- ❖ Hyperlinked logo in conference app
- ❖ Logo on onsite sponsor recognition signage

❖ Lanyards - \$1,000 + cost of lanyards

Place your logo in the hands of attendees by sponsoring the lanyards that all attendees use when wearing their name badges.

The sponsor has the opportunity to source their own supplier should they have a preferred supplier. If not, the sponsor will collaborate with ASP on the design and the ASP logo will be placed on the lanyard together with the sponsor's logo.*

Additional Benefits Include:

- ❖ Hyperlinked logo on website
- ❖ Hyperlinked logo in conference app
- ❖ Logo on onsite sponsor recognition signage

****ASP can assist with sourcing and ordering the Delegate Bags & Lanyards if the Sponsor does not have a preferred supplier***



EXCLUSIVE OPPORTUNITIES cont.



❖ Networking Dinner Sponsor – \$3,000

Many delegates choose to take part in our networking dinners. This year, we would like to host the dinner at a venue allowing for maximum networking opportunities. For the opening remarks from the Conference Chair, your company will have a 2-minute speaking opportunity to all who attend.

SOLD OUT!

Additional Benefits Include:

- ❖ Logo prominently displayed at the dinner venue
- ❖ Hyperlinked logo on website
- ❖ Hyperlinked logo in conference app
- ❖ Logo on onsite sponsor recognition signage

❖ WiFi Sponsor - \$3,000

They say repetition is one of the best forms of marketing / brand recognition. As the WiFi sponsor, attendees will be using your password when they log onto the WiFi in the conference venue. Prominent brand recognition with your company name, or logo, as the official conference Wi-Fi password.

SOLD OUT!

Network. Conference

Password: *yourcompanyname**

**ASP must approve the password*

❖ Mobile App Sponsor - \$3,500

Prominent brand recognition as the 2020 Mobile App Sponsor with your company logo on splash screen recognizing your sponsorship, featured on the mobile app Splash Page.

SOLD OUT!



NON EXCLUSIVE OPPORTUNITIES



❖ Participant Gift Sponsor - \$1000 + cost of gift

Leave participants with a lasting memory and take away from the conference by providing a participant gift which will be placed in the delegate bag.

Additional Benefits Include:

- ❖ Hyperlinked logo on website
 - ❖ Hyperlinked logo in conference app
 - ❖ Logo on onsite sponsor recognition signage
 - ❖ Examples of gifts could include water bottles, pop up phone stands etc.
- *ASP must approve the participant gift and can help with sourcing if preferred.

❖ Hotel Room Drop Sponsor- \$2,000 + cost of room drop

This opportunity to provide delegates staying at the hotel with one (1) item that will be dropped in their rooms on the night of your choice during the conference. A room drop will ensure high visibility of your brand, as it creatively invites people to visit your booth.

Additional Benefits Include:

- ❖ Hyperlinked logo on website
- ❖ Hyperlinked logo in conference app
- ❖ Logo on onsite sponsor recognition signage

❖ Delegate Bag Insert - \$300

Avail of the opportunity to insert an item into the delegate bag, which will be given to all delegates at the conference.

❖ Additional Exhibitor Pass - \$500

You are welcome to have additional people at your Exhibitor Booth, who will not be attending the conference sessions.

****Please note, the additional exhibitor pass is not included as part of the A La Carte options***



NON EXCLUSIVE OPPORTUNITIES cont.



❖ Conference Mobile App Banner Ad - \$750

Prominent brand recognition within the Conference App as a reappearing frequent ad near the bottom of the screen. This opportunity also includes a Sponsor Biography in the Conference App and recognition on the ASP website.

❖ Conference Mobile App Push Notification - \$500

Brand recognition within the Conference App as a pop up ad. This opportunity also includes a Sponsor Biography in the Conference App, recognition on the website.

❖ Attendee Email Banner Ad - \$850

Reach more than 12,000 strategy professionals by including an ad in one of ASP's conference eblasts in advance of the conference.

❖ Print Program Advertisement

- Back Cover **SOLD OUT!** Full Page Advert - \$750
- Inside Back Cover **SOLD OUT!** Full Page Advert - \$700
- Full page advert- \$650
- Half page advert - \$400



CONTACT US



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Become a sponsor by completing the
[Sponsorship Form](#)

