



VIRTUAL

ASP >>>

2021

ANNUAL CONFERENCE

MASTERING THE
STRATEGY LIFE CYCLE

MAY 19-21, 2021

BECOME AN ASP CONFERENCE SPONSOR

What is the Association for Strategic Planning?

The Association for Strategic Planning (ASP) is the world's leading nonprofit 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.

Vision: Be the global standard bearer for organizational transformation and success through strategy.

Mission: Lead and support people and organizations through the promotion of a holistic approach to strategy management and by setting standards for strategy through thought leadership, professional development and certification.

ASP 2021 Virtual Conference

ASP will be running a conference from the 19th to the 21st of May 2021. We aim to bring together strategy professionals from all around the world on a virtual level. Our conference will be the “go to” place for those eager to build an integrated competency in strategy.

Market Reach

- ❖ More than 9,000 current and emerging strategy professionals subscribe to ASP's electronically delivered content.
- ❖ We are aiming our virtual conference towards decision-makers and influencers, who look to ASP as a place to build their personal networks and business relationships.
- ❖ As an ASP conference sponsor, you will reach our audiences, generating brand and product awareness among a select demographic.
- ❖ ASP sends over 25 conference related Eblasts to our database of over 9,000 contacts pre-conference, posts approximately 1-2 times per week on social media (LinkedIn & Twitter) & appears in over 8 articles in our in our monthly ASP Strategic Edge newsletter(sent to over 18.000 people).

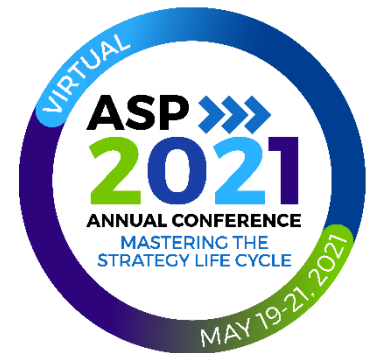


OUR DEMOGRAPHIC

Strategy Professionals from 6 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
- ✓ Project Manager
- ✓ Strategic Analyst
- ✓ Managing Director
- ✓ Vice President, Strategy
- ✓ Chief Operating Officer
- ✓ Chief Financial Officer



2021 CONFERENCE THEME:

Mastering the Strategy Life Cycle

We've all read the articles. Experts tell us the majority of organizations fail to execute their strategies successfully, with reports of the failure rate ranging from 50-90%. As a strategist, you've almost certainly lived the experience - watching what you considered a well-formulated strategy underachieve, or at worst, flame-out completely. And like your strategy peers from around the globe you have undoubtedly asked yourself the question: Why? What went wrong? Was it formulation? Was it errors in execution? Did the strategy lack buy-in? Was the oversight lax or incomplete?

Did operational structure and processes get in the way?

The truth is failure in any one of these efforts will undermine and even doom success.

ASP's 2021 Annual Conference will focus on the holistic approach to strategy management, exploring the strategy life cycle and the set of interconnected and overlapping activities essential to successfully achieving desired strategic results. Through keynotes, breakout sessions, deep dive Masterclasses, and programming created by and for key regions around the world, the 2021 Conference will open your eyes to a broader and deeper understanding of the intersection of all elements of strategy management and equip you with skills, tools and processes you can use to advance your career and your organization's success.



SPONSORSHIP LEVELS

Choose from our exclusive & non-exclusive opportunities and build your own package!

- When your total commitment reaches **\$8,000**, you will receive the **Platinum level** Benefits*
- When your total commitment reaches **\$4,000**, you will receive the **Gold level** Benefits*
- When your total commitment reaches **\$2,000**, you will receive the **Silver level** Benefits*
- When your total commitment reaches **\$1,000**, you will receive the **Bronze level** Benefits*

*Benefits are found on page 9



EXCLUSIVE OPPORTUNITIES

Select from the following options to create your own package:

❖ Registration Sponsor– \$4,000 (First come first serve basis, 1 spot available)

Registration is the first place all delegates will be seen in this prominent location with your company logo displayed & hyperlinked on the registration website during the conference & post conference as we continue to promote the on-demand purchases. Your company logo will also be presented on registrants confirmation emails. Your company will be named as the registration sponsor on three (3) Eblasts to our database about registration.

SOLD OUT!

❖ Opening Reception Sponsor– \$2,000 (First come first serve basis, 1 spot available)

Taking place the evening of Wednesday, the opening reception is the first chance for attendees to network with fellow attendees, speakers & sponsors. The opening reception will be held at a restaurant and center with a one minute speaking opportunity to kick off the night following a welcome from the ASP conference. Your company will be named as the opening reception sponsor on all communications to conference attendees about the opening reception & you will be featured on the welcome presentation on the night.

SOLD OUT!

❖ Interview - ASP President- \$3,000 (First come first serve basis, 1 spot available)

Would you like to opportunity to interview our ASP President of the Board? Introduce yourself and your company & take this opportunity to film a 3-5 minute interview ahead of the virtual conference. This will be posted on an email communication, the ASP website and our social media channels.



EXCLUSIVE OPPORTUNITIES cont.

Select from the following options to create your own package:

❖ **Keynote Session Sponsor - \$4,000 (First come first serve basis, 2 spots available)**

Do you want to be introduced as the company who is sponsoring one of our two keynote sessions? Sponsor one of the sessions today! You will get the opportunity to introduce your company & the keynote speaker. Your company will be named as the keynote session sponsor on all emails & social media posts to our database about the keynote session.

SOLD OUT!

Keynote 1 - Thursday, May 20th, 2021

AVAILABLE

Keynote 2 - Friday, May 21st, 2021

Panel Session Sponsor - \$3,000 (First come first serve basis, 2 spots available)

Do you want to be introduced as the company who is sponsoring one of our two panel sessions? Sponsor a panel session today! You will have the opportunity to introduce yourself, your company and our moderator of the panel. You will be invited to attend our dry call & pre-recording with all of our panelists ahead of the conference. You will be named as the panel sponsor on all emails & social media posts to our database about your chosen panel session.

SOLD OUT!

Panel 1 - Strategy Execution

SOLD OUT!

Panel 2 - Strategy for Digital Transformation



NON EXCLUSIVE OPPORTUNITIES

Select from the following options to create your own package:

❖ ASP Database Email Banner Advert \$1,000 (per post)

Reach more than 9,000 strategy professionals by including an email banner advert in one of ASP's Virtual Conference Series e-blast's. Your advert can be hyperlinked to your site of choice.

One (1) Email

❖ ASP Social Media- \$1,000 (per post)

One (1) post on ASP's Global social media account, announcing you as a sponsor. The post will include a hyperlink of your choice. ASP has a current reach via Linked In to over 19,000 strategy professionals (combining our ASP LinkedIn page & our private strategy group page).

please note, we will tag your company LinkedIn page in the post on our ASP page however cannot do so in the group on LinkedIn

❖ ASP Website Upgrade- \$1,000

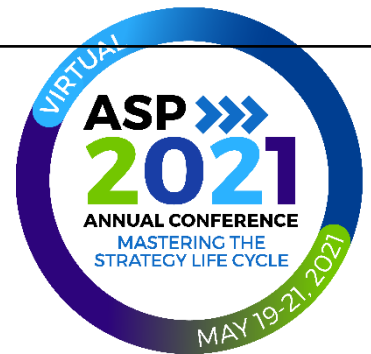
Upgrade your logo on the ASP conference series webpage by adding a 100 word company description and contact information.



CONFERENCE SPONSORSHIP BENEFITS

Benefits	Platinum \$8,000	Gold \$4,000	Silver \$2,000	Bronze \$1,000
Hyperlinked logo on the ASP website under conference sponsor	√	√	√	√
Hyperlinked logo on ALL conference electronic mail	√	√	√	√
Complimentary conference registrations	8 registrations	4 registrations	2 registrations	1 registration
Recognition in ASP's monthly Newsletter – The Strategic Edge	8 months	4 months	2 months	1 month
*Virtual Exhibit Hall	√	√	√	√

*** The virtual exhibit hall** is an included benefit to all of our conference sponsor.s
You will be able to design your own booth & upload information, logos & videos about your product/service which attendees will be able to browse through during & after the conference. Please note, you will not need to have anyone dedicated to the booth however you will be able to track which attendees have visited your booth.



BECOME AN ASP CONFERENCE SPONSOR TODAY!

For more information, please contact:

Lorien McMahon

events@strategyassociation.org

1.844.345.2828 Extn: 240

To fill out a form & become an ASP Conference Sponsor:

[CLICK HERE](#)

