Sponsorship and Advertising Opportunities for 
ASP’s 2015 Annual Conference  
May 6 – 8, 2015  
Tysons Corner, VA, USA

ASP's Annual Conference is the nation's premier forum for professional discussion and exchange of information and experiences among those participating and interested in strategic planning. Once each year, the ASP Annual Conference brings together over 200 thought leaders and practitioners dedicated to advancing all aspects of strategic thinking, planning and action.

The conference offers an exceptional opportunity to come together with strategic planning colleagues. At this highly interactive conference, attendees will learn effective tools and techniques for strategy formulation and implementation based on real-world case demonstrations and discussion. ASP’s intent is that each attendee will leave with new knowledge that will enhance their unique professional abilities.

Who Attends the Conference?

- Privately and Publicly Held Companies - Managers, Directors and C-Suite Executives
- Consultants - Professionals involved in and/or interested in Strategic Planning
- Academia – Higher Education Leadership
- Government - Strategy Professionals and Executives from Federal, State and Local Entities

Marketing Reach

With more than 15,000 subscribers to our ASP Monthly Newsletter, the Strategic Edge, and more than 13,000 LinkedIn followers, your organization will get maximum exposure to leading strategists.
## Sponsorship Packages

### Platinum Sponsor - 1 Available
- Up to Five (5) Complimentary Conference Registrations
- Full-page Ad in Conference Program Brochure (ASP to Provide Ad Specs)
- Recognition as Platinum Conference Sponsor during Conference Welcome Address
- Named Sponsor for Welcome Keynote Speaker or Closing Keynote Speaker
- Complimentary Exhibit Booth Space
- Your logo and link to Your Website on the ASP Website Conference Page
- Inclusion in pre- and post conference email promotions including link to your corporate website
- Recognition on Signage Throughout Conference and On-Stage Opportunity to Promote Your Company
- Participation in Conference Marketplace

$10,000

### Gold Sponsor – 2 Available
- Up to Three (3) Complimentary Conference Registrations
- Full-Page Ad in Conference Program Brochure (ASP to Provide Ad Specs)
- Recognition as Gold Sponsor During Event
- Exclusive Sponsorship Of Cocktail Reception
- Complimentary Exhibit Booth Space
- Your logo and link to Your Website on the ASP Website Conference Page
- Inclusion in pre- and post conference email promotions including link to your corporate website
- Recognition on Signage throughout Conference
- Recognition on Signage Place on the Bar/Buffet
- Participation in Conference Marketplace

$8,000

### Silver Sponsor – 3 Available
- Up to Two (2) Complimentary Conference Registrations
- Full-Page Ad in Conference Program Brochure (ASP to Provide Ad Specs)
- Named Sponsor For Day 1 Networking Lunch, Day 2 Networking Lunch or Marketplace
- Recognition as Silver Sponsor During Luncheon Remarks
- Complimentary Exhibit Booth Space
- Your logo and link to Your Website on the ASP Website Conference Page
- Inclusion in pre- and post conference email promotions including link to your corporate website
- Recognition on Signage Throughout Conference
- Participation in Conference Marketplace

$5,000
Bronze Sponsor – 4 Available

- One (1) Complimentary Conference Registrations
- Half-Page Ad in Conference Program Brochure (ASP to Provide Ad Specs)
- Named Sponsor for Day 1 or Day 2 Breakfasts
- Recognition as Bronze Sponsor During First General Session of the Day Remarks
- Complimentary Exhibit Booth Space
- Logo And Link to Your Website on ASP Website Conference Page
- Inclusion in pre- and post conference email promotions including link to your corporate website
- Recognition on Signage Throughout Conference
- Participation in Conference Marketplace

$3,000

Signage Sponsor - 1 Available

- Logo and Link to Your Website on ASP Website Conference Page
- Inclusion in Pre- and Post-Conference Promotions including a link to your company’s website
- Recognition on All Signage Throughout Conference
- Discounted Conference Registration at $795 per Person
- Participation in Conference Marketplace

$1000

Concurrent Session Sponsor – 25 Available

**Sponsor Your Favorite Topic Or Speaker!**

- Logo and Link to Your Website on ASP Website Conference Page
- Inclusion in Pre- and Post-Conference Promotions including a link to your company’s website
- Recognition on Signage Throughout Conference
- Discounted Conference Registration at $795 per Person
- Participation in Conference Marketplace

$800

Door Prize Sponsor (No Limit)

- Logo and Link to Your Website on ASP Website Conference Page
- Recognition Announced at Closing Session
- Discounted Conference Registration at $795 per Person
- Participation in Conference Marketplace

$250
Exhibitor Packages

Exhibitor Package (No Limit) $1,750
- One (1) Exhibit Table Top Booth Space with Electrical Power and Internet Service
- One (1) Complimentary Conference Registration
- Half-Page Ad in Conference Program Brochure (ASP To Provide Ad Specs)
- Logo And Link to Your Website on ASP Website Conference Page
- Participation in Conference Marketplace

Program Advertisement Opportunities
Placement of ads is offered on a first come, first served basis. ASP Conference Program Brochure is 8.5" x 5.5"

<table>
<thead>
<tr>
<th></th>
<th>Price</th>
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<tbody>
<tr>
<td>Full Page Ad</td>
<td>$450</td>
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<tr>
<td>Half Page Ad</td>
<td>$250</td>
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<tr>
<td>Inside Front Cover Full Page Ad</td>
<td>$495</td>
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<tr>
<td>Inside Back Cover Full Page Ad</td>
<td>$495</td>
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<tr>
<td>Back Cover Full Page Ad</td>
<td>$525</td>
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Ready to Sponsor?

We have two ways to do it

1. Do it online

2. Or complete the following form and email it to Chris De Francisci
   chris@esotericresearch.com
ASP Sponsorship Commitment Form
2015 Annual Conference • May 6 – 8, 2015
Tysons Corner, VA

Name: ____________________________________________________________

Company: _________________________________________________________
(Print company name exactly as it will appear on all sponsor materials.)

Address: _______________________________________________________________________

City/State/Zip/Country: _______________________________________________________

Telephone: __________________________ Email: __________________________

<table>
<thead>
<tr>
<th>Sponsor Type</th>
<th>Amount ($)</th>
<th>Candidate Sponsor Packages</th>
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<tbody>
<tr>
<td>Platinum Sponsor</td>
<td>$10,000</td>
<td>□ Concurrent Session Sponsor $800</td>
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<tr>
<td>Gold Sponsor</td>
<td>$8,000</td>
<td>□ Door Prize Sponsor $250</td>
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<tr>
<td>Silver Sponsor</td>
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<td>□ Exhibitor – Package I $1,750</td>
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<td>Bronze Sponsor</td>
<td>$3,000</td>
<td>□ Inside Front Cover $495</td>
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<td>Signage Sponsor</td>
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<td>□ Inside Back Cover $495</td>
</tr>
<tr>
<td>Program Advertisement:</td>
<td></td>
<td>□ Full Page $450</td>
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<tr>
<td>□ Outside Back Cover $525</td>
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<td>□ Half Page $250</td>
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<tr>
<td>□ Inside Front Cover $495</td>
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<td>□ Inside Back Cover $495</td>
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Payment Options (Check one) □ by Check Make Check Payable to: Association for Strategic Planning

□ by Credit Card □ Visa □ MasterCard □ American Express

Card Number: __________________________ Expiration Date: _________

CVC Code (3-Digit Number): __________________________

Cardholder Name (Print): __________________________

Cardholder Signature: __________________________

Total Amount to be charged: $_________________________

Please return payment with this Signed Agreement Form to: Chris De Francisci at Association for Strategic Planning email: chris@esotericresearch.com

CANCELLATION & PAYMENT POLICY: This document serves as a contract. All Sponsorship agreement terms are final. Execution of this Agreement Form signifies assumption of legal responsibility to pay the full amount of sponsorship as stipulated on this form. Payment must be made in U.S. dollars drawn on a U.S. Bank. Sponsorships are non-refundable if cancellation is sought by the Sponsor. By signing this document, you agree to the guidelines outlined above.

Signature:
ASP Exhibit/Sponsor Complimentary Attendee Registration Form
2015 Annual Conference May 6 – 8,
2015 Tysons Corner, VA

Complimentary Registration Guide
If you are an exhibitor or sponsor and receive complimentary registration with your package, please complete this form for each person attending.

Duplicate this form as needed.

Complimentary Registrations:

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<tr>
<th>Package</th>
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<tr>
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Please note: Complimentary registrations are for attendance to the full conference. If you would like to attend the Pre-Conference Intensive Workshop, an additional fee will apply. Please contact ASP National Headquarters.

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<thead>
<tr>
<th>Field</th>
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<tbody>
<tr>
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Return your completed form to the Association for Strategic Planning (ASP) by:

- Email: chris@esotericresearch.com

Questions? Contact chris@esotericresearch.com

For conference agenda details or hotel reservations, please visit ASP 2015 Conference