

# Sponsorship Opportunities

**Society of American Archivists**  
**69th Annual Meeting**  
Hilton New Orleans Riverside  
Conference Dates: August 15-21, 2005  
Exposition Dates: August 18-19, 2005

Now you can enhance your exposure in "Preservation Hall" with sponsorship of a New Orleans 2005 attendee take-away or event. Sponsorship is an extremely effective way to communicate your company's commitment to archivists, their institutions, and their profession. A sponsorship proclaims your interest in providing the best education and networking in the industry. And with SAA's comprehensive list of options, you're sure to find one that meets your company's needs and budget!

At the Society of American Archivists Annual Meeting, you'll share your message with more than 1,500 archives and information technology professionals from around the world. Attendees enjoy a week-long program of workshops, education sessions, networking opportunities, and special events. The International Archives and Information Technology Exposition offers industry suppliers and partners the chance to showcase products and services to the profession's decision makers.

Here's your chance to take your commitment to the next level!

**New Orleans 2005 is your best opportunity all year to make the most of your marketing dollars!**

## New for 2005! Corporate Sponsorship Opportunities

A Corporate Sponsorship offers major SAA contributors a special opportunity for continued recognition before, during, and after New Orleans 2005. You'll gain great visibility and have the chance to mingle with SAA's key officers, staff, speakers, and supporters.

### Gold Sponsor .....\$25,000

- ✦ Ten conference registrations (a \$3,950 value!)
- ✦ Two 8 x 10 premium-location Exhibit Hall spaces (a \$1,900 value!)
- ✦ Your company name on all meeting signage displayed outside all meeting rooms and public hallways
- ✦ Corporate Gold Sponsor listing and logo in Preliminary and Onsite programs
- ✦ Full-page ads in Preliminary and Onsite programs (a \$1,000 value!)
- ✦ Full-page ad in a pre-meeting issue of *Archival Outlook* (a \$510 value!)
- ✦ Listing on SAA's Web site, with a direct link to your site
- ✦ Multi-media recognition at the Opening and Closing Plenary sessions
- ✦ Special acknowledgment by the SAA President at the Opening and Closing Plenary sessions
- ✦ Ten invitations to the SAA President's Reception
- ✦ Your company's promotional material inserted free in all attendee registration bags
- ✦ AND a personalized drink (named for YOUR company!) posted at the hotel bars throughout the conference week

### Silver Sponsor .....\$10,000

- ✦ Five conference registrations (a \$1,975 value!)
- ✦ One 8 x 10 premium-location Exhibit Hall space (a \$950 value!)
- ✦ Sponsorship of the Jazz Brunch in "Preservation Hall" on Friday, August 18
- ✦ Corporate Silver Sponsor listing and logo in Preliminary and Onsite programs
- ✦ Full-page ads in Preliminary and Onsite programs (a \$1,000 value!)
- ✦ Full-page ad in a pre-meeting issue of *Archival Outlook* (a \$510 value!)
- ✦ Listing on SAA's Web site, with a direct link to your site
- ✦ Five invitations to the SAA President's Reception
- ✦ Your company's promotional material inserted free in all attendee registration bags

### Bronze Sponsor .....\$5,000

- ✦ Two conference registrations (a \$790 value!)
- ✦ One 8 x 10 Exhibit Hall booth
- ✦ Half-page ads in Preliminary and Onsite programs (a \$700 value!)
- ✦ Corporate Bronze Sponsor listing and logo in Preliminary and Onsite programs
- ✦ Listing on SAA's Web site, with a direct link to your site



## Specific Sponsorship Opportunities

If you'd prefer, you may sponsor individual events or take-away items that are sure to be memorable for meeting attendees. Following are lots of options to help you meet your marketing goals within your budget. All sponsors will be listed in the Onsite Program and on SAA's Web site just as soon as sponsorship is confirmed. Confirm early for additional exposure!

### All-Attendee Reception\* . . . . . \$35,000

The event that just keeps growing! Attendees take advantage of this time to network with old friends and colleagues and to make new ones. You'll have the opportunity to highlight your organization's name and presence in a relaxed and fun atmosphere as SAA takes on "The Big Easy." Sponsor the entire event or select from the "a la carte" menu below:

#### ✦ Can We Buy You a Drink?

Your opportunity to have "face time" with SAA attendees as they enter the reception site. Pre-printed drink tickets will include the following text: "Free Drink compliments of Your Company Name and Logo."

. . . . . \$5,000

✦ **Food Station**— Sponsor one of our delectable "Big Easy" food stations at the reception. We'll place signage at your station and also provide attendees with any giveaways (eg, napkins, pens, trinkets) that you provide.

. . . . . \$2,000

✦ **Band/Entertainment**— Listen as our hired entertainers remind attendees that they have you to thank for the reception music as they network and unwind. We'll also thank you via signage at the event.

. . . . . \$5,000

✦ **Transportation**— We'll place your company name on each and every bus that you sponsor! In addition, we'll make an announcement on your sponsored bus en route to our reception to publicly thank your company for its sponsorship. Be sure to take your sponsored bus, so that we can personally acknowledge you!

. . . . . \$500 per bus

\*For those not able to sponsor the entire event, partial sponsorships are available.

### "Hurricane Happy Hour" in the Exhibit Hall . . . . . \$15,000

Here's your chance to showcase your company in the Exhibit Hall, where your current and prospective clients have direct access to you. SAA will highlight your generosity on a large "thank you" banner and on drink tickets that carry your company name and logo.

### New Orleans 2005 Tote Bags . . . . . \$10,000

How many tote bags does anyone need? Well, based on the clamoring for bags every year, we can only assume that the answer is "never enough"! Imagine your company name and logo displayed all week long as more than 1,500 attendees carry their tote bags around the meeting facility, around "The Big Easy," and back home. They'll remember your company's generosity for years to come!

### Jazz Brunch in the Exhibit Hall . . . . . \$10,000

Yes, the feeding frenzy continues! Annual Meeting attendees love to eat, and you're sure to receive their thanks and recognition for providing a true New Orleans "Jazz Brunch," complete with all the trimmings. This 2 1/2 -hour event will feature food station signage and a banner highlighting your company's name and logo.

### Attendee Badge Wallets . . . . . \$5,000

Attendees are required to wear their badges just about everywhere, and your company name and logo will travel with them during the conference—and beyond. Let's see: 1,500 attendees x 1,000 impressions/day x 6 days equals....?

### President's Reception . . . . . \$3,000

Select groups are invited to attend the President's Private Reception. Here's your opportunity to place your company's name before past, present, and future leaders of SAA. You'll receive personal thanks from the SAA President and signage at the door.

### "Last Chance" Exhibit Hall Break . . . . . \$3,000

No matter how well attendees plan, they always seem to find themselves in the Exhibit Hall for that one last visit before the hall closes. You can take advantage of this heavily trafficked time to leave a lasting impression. Sponsorship includes signage and a public "thank you."

### New Member/First-Timer Breakfast . . . . . \$3,000

They came in droves at Boston 2004, and we're expecting no less in New Orleans! If you're looking for new leads and contacts, what better place to make an important first impression than at this special function just for new SAA members and first-time Annual Meeting attendees? Here's your chance to develop strong partnerships with the future of the profession! Sponsorship includes signage and a public "thank you."

For complete information on these sponsorship opportunities—or to begin customizing your own sponsorship—please contact: Nancy Beaumont, SAA Executive Director, at 312-922-0140 or [nbeaumont@archivists.org](mailto:nbeaumont@archivists.org).

