

Annapolis, MD
November 20-21



**ASSOCIATION BUSINESS IS
OUR MISSION**

RevUP 2024 SUMMIT

Annapolis, MD
November 20-21

Advancing Association Revenue



PROFESSIONALS FOR
ASSOCIATION REVENUE



Join the Professionals for Association Revenue for the 3rd Annual RevUP Summit in Annapolis, Maryland. RevUP is the premier conference for association executives and solution providers to network, learn, and connect on new paths to revenue growth.

Your sponsorship of the RevUP Summit places your products and services in front of a motivated audience of association business superstars. Share your story and make new connections in the exhibit atrium. Your PARTnership experience places your voice among the leading organizations dedicated to improving association non-dues revenue. Join PAR and a community focused on advancing association revenue.

ATTENDEE PROFILE

95%

influence business partner
sourcing decisions

70%

are the FINAL decision-
maker for business partner
sourcing

74%

shared that RevUP was
among the best conferences
they had attended

JOB TITLES INCLUDE:

CEO, CFO, CMO, CSO, COO, President, Director of Business Partnerships, Marketing Director, Account Manager, Membership Manager, Director of Strategic Partnerships, Project Manager, VP Sales & Marketing, and more.

ASSOCIATION ATTENDEES INCLUDE:

American Staffing Association, NAFSA, International Parkinson and Movement Disorder Society, IEEE, North American Meat Institute, American Association for Clinical Chemistry, IDSA, American Academy of Neurology, National Rural Water Association, Illuminating Engineering Society, AAMFT, AIHA, PMMI, NAIFA, and more.

November 20-21, 2024 | Graduate Hotel | Annapolis, MD
revupsummit.org

RevUP SUMMIT SPONSORSHIPS

Premier Association PARTner: \$6,450

Access

- Three (3) full attendee registrations

Advocacy

- One (1) association executive scholarship [provides full registration to an association attendee]

Connection

- Placement of one (1) six-foot tabletop exhibit space

Voice

- Welcome message shared via social channels
- Revenue Success micro intro video (60 seconds or less)

Brand Leadership

- Premier logo placement on RevUP Summit website, signage, slides, and supporting RevUP Summit emails
- Full page ad in RevUP Summit Preview Guide



Performance Association PARTner: \$4,250

Access

- Two (2) full attendee registrations

Connection

- Placement of one (1) six-foot tabletop exhibit space

Brand Awareness

- Logo placement on RevUP Summit website and signage
- Half page ad in RevUP Summit Preview Guide



2023 RevUP Summit Supporters



FOR MORE INFORMATION:

Karim Cheikh: Karim.Cheikh@myPAR.org



Tiffany Teal: Tiffany.Teal@myPAR.org



EXPERIENCE SPONSORSHIPS



	Pierre PARTnership Awards and Panel Discussion <ul style="list-style-type: none"> Welcome crowd and introduce panelists Inclusion in press release and marketing materials 	\$4,500
	RevUP Closing Celebration and Volunbeering <ul style="list-style-type: none"> Welcome crowd from stage Exclusive signage Custom pint glass giveaway provided to attendees 	\$4,000
	RevUP SOUL PARTY <ul style="list-style-type: none"> Welcome crowd from stage Exclusive signage Custom signature cocktail 	\$4,000
	PAR Bright Minds Breakout Sessions <ul style="list-style-type: none"> Exclusive signage at breakout entrance Signage at water/coffee station, small giveaways provided to attendees at table 	\$2,500
	RevUP Badges <ul style="list-style-type: none"> Your logo with RevUP logo on front and your message and QR code on the back 	\$2,500
	PARTnership Breaks <ul style="list-style-type: none"> Includes 2 exclusive refreshment breaks Exclusive signage, small giveaways provided to attendees at break tables 	\$2,000
	PAR Smart Start Breakfast <ul style="list-style-type: none"> Welcome crowd from stage Exclusive signage, giveaways provided at tables 	\$2,000
	RevUP Workshop Pit Stop <ul style="list-style-type: none"> Signage at water/coffee station, small giveaways provided to attendees at table 	\$1,500
	Attendee VIP Gift Bags <ul style="list-style-type: none"> Logo on gift bag Ability to include (1) piece of company swag in each bag 	\$1,000

FOR MORE INFORMATION

Karim Cheikh: Karim.Cheikh@myPAR.org

Tiffany Teal: Tiffany.Teal@myPAR.org





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RevUP SUMMIT SPONSORSHIP ORDER FORM

RevUP Summit Sponsorships

- Premier Association PARTner: \$6,450
- Performance Association PARTner: \$4,250

TERMS: All sales are final and no refunds are available. Registration fees may be transferred to another individual; the invoice for the new registration will be revised to reflect the new registrant's membership status. There are no refunds for cancelling conference registration. In the event PAR must cancel the conference due to unforeseen circumstances, PAR will refund the cost of registration. Full terms can be viewed here: mypar.org/terms-of-use/#revup

Additional RevUP Sponsorships

- Pierre PARTnership Awards and Panel Discussion Sponsorship: \$4,500
- RevUP Closing Celebration and Volunbeering: \$4,000
- RevUP SOUL PARTY: \$4,000
- PAR Bright Minds Breakout Sessions Sponsorship: \$2,500
- RevUP Badges: \$2,500
- PARTnership Breaks Sponsorship: \$2,000
- PAR Smart Start Breakfast Sponsorship: \$2,000
- RevUP Workshop Pit Stop Sponsorship: \$1,500
- Attendee VIP Gift Bags: \$1,000

PAYMENT INFORMATION

Submitted by

Name: _____

Title: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Email: _____

Phone Number: _____

Total: \$ _____

- Invoice at above address
- Pay with credit card online
- Pay with credit card via phone

Signature: _____

Date: _____

For more information, contact Tiffany Teal: tiffany.teal@mypar.org

Professionals for Association Revenue | 210 Allegheny Avenue, Suite 210 | Towson, MD | 21204



PARTners @ Work Membership

Join Professionals for Association Revenue and connect with a community focused on association business!

What's included:

- 12-month PAR Membership for your entire organization
- Interview with your CEO or association team lead by PAR staff
- One article written in partnership (and/or a video) with your organization highlighting your impact or insights on association revenue
- One LinkedIn post celebrating your PARTners @ Work Membership

PARTners @ Work: \$1,500

PAYMENT INFORMATION

Submitted by

Name: _____

Title: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Email: _____

Phone Number: _____

PARTners @ Work Featured Example:

The screenshot shows a PAR website article from February 2, 2022, titled "PARTners @ Work: Intero Advisory". The article features a video of Colleen McKenna, CEO and Founder of Intero Advisory. The video content includes a quote from Colleen: "We think PAR's association partners do some pretty great work! In our 'PARTners at Work' series, we help our association communities. Since 2011, Intero Advisory has trained, coached, consulted, business professionals and more than 700 companies across North America and worldwide. They've built an online brand, community and activity through the LinkedIn platform. Below is an excerpt from this personal and thoughtful LinkedIn strategy at a time when automation is growing." The video also shows Colleen speaking about Intero's philosophy of connecting with people you don't know, thoughtfully and personally, and developing your own voice. A LinkedIn post from Colleen McKenna is also visible, mentioning her role at Intero Advisory and her focus on helping clients develop a stronger online presence.

Total: \$ _____

- Invoice at above address
- Pay with credit card online
- Pay with credit card via phone

Signature: _____

Date: _____

 mypar.org/partners-at-work/

 Contact Rita Nabhan at Rita.Nabhan@myPAR.org for more information.