

# #a2zusergroup

## TweetChat

### 1/4/12-Sponsorships

a2z monthly chat on event sponsorship sales

## Trending Words

@velchain, sponsorship,  
@tracibrowne, @jtonerv, -, rt,  
sponsors, sponsor, chat,  
@tradeshowchick, branding, it's,

## Event Participants





Hey #eventprofs and #tradeshow folks ... Join our #a2zusergroup chat today at 12:30 ET on sponsorship sales. [bit.ly/oG75Vr](http://bit.ly/oG75Vr)

04-Jan-12 13:19 | a2zUserGroup



RT @a2zUserGroup: Hey #eventprofs and #tradeshow folks ... Join our #a2zusergroup chat today at 12:30 ET on sponsorship sales. [bit.ly/oG75Vr](http://bit.ly/oG75Vr)

04-Jan-12 13:20 | lisamcgrath



Half hour until #a2zusergroup chat on sponsorship sales. Hope you can join us! #eventprofs #expo #expoachat

04-Jan-12 16:57 | a2zUserGroup



1st #a2zusergroup chat of 2012 is on sponsorship sales at 12:30 ET today. Join us! #a2zusergroup

04-Jan-12 17:21 | angicarr



Hi, my name is Dave Lutz. I'm a consultant/independent contractor that works closely with the a2z Team. #a2zusergroup

04-Jan-12 17:30 | VelChain



I'll be moderating the a2z User Group tweetchat today. Please introduce yourself. #a2zusergroup

04-Jan-12 17:30 | VelChain



Tweetchat starting now about Sponsorship sales at #a2zusergroup

04-Jan-12 17:32 | ExpoQueenUSA



Hi Dave! #a2zusergroup

04-Jan-12 17:32 | ExpoQueenUSA



Who's ready to join #a2zusergroup chat on sponsorship sales? #tradeshow #expo #eventprofs

04-Jan-12 17:33 | lisamcgrath



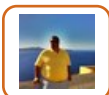
@ExpoQueenUSA Hi Michelle! We've got a good chat planned. #a2zusergroup

04-Jan-12 17:33 | VelChain



whew! Just made it in time...love today's topic - sponsorship #a2zusergroup

04-Jan-12 17:34 | tracibrowne



I'm doing a 1,000 multi-tasks but will be around #a2zusergroup

04-Jan-12 17:35 | jtonerv



I had the privilege to interview @KimSkildumReid last week! She's my go to resource for sponsorship #a2zusergroup

04-Jan-12 17:35 | VelChain



Angi here - former show organizer/a2z client/IT professional and now a2z team member. #a2zusergroup

04-Jan-12 17:36 | angicarr



@tracibrowne and @jtonerv Glad you could join us! #a2zusergroup

04-Jan-12 17:36 | a2zUserGroup



@VelChain same person #a2zusergroup

04-Jan-12 17:38 | TradeShowChick



A1. My events are just little so I do all the selling...can see me hiring for exhibit sales but sponsorships too personal #a2zusergroup

04-Jan-12 17:39 | tracibrowne



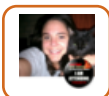
(in previous life) I have seen both - sometimes logistics because they fulfill. Sometimes Sales for maintaining client contact #a2zusergroup

04-Jan-12 17:39 | angicarr



@TradeShowChick Is it same person because you have limited staff or choose to organize that way? #a2zusergroup

04-Jan-12 17:39 | VelChain



@VelChain mainly because we have limited staff. #a2zusergroup

04-Jan-12 17:40 | TradeShowChick



@angicarr I think that most sponsor budget holders prefer holistic approach to sales, but OK w/ hand off for service #a2zusergroup

04-Jan-12 17:41 | VelChain



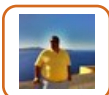
A1 I have seen it both ways. Agree with @tracibrowne that sponsorships are more personal. Still close with rep from prev life #a2zusergroup

04-Jan-12 17:41 | lisamcgrath



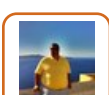
Clarification please, when you say sponsorship you mean customized partnerships...or branding on lanyard and logos on banners? #a2zusergroup

04-Jan-12 17:41 | tracibrowne



It's the same person at our event because we work on bundling membership, registration, #a2zusergroup

04-Jan-12 17:42 | jtonerv



exhibits, advertising and sponsorship together as one major sales process. Finding the right mix of convention products #a2zusergroup

04-Jan-12 17:43 | jtonerv



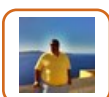
@tracibrowne Sponsorship usually includes partnerships and sponsoring specific items. Do you define same? #a2zusergroup

04-Jan-12 17:43 | VelChain



@ChatterBachs - if you're not too busy, would love u to share how TMA works on sponsorship sales. #a2zusergroup

04-Jan-12 17:43 | lisamcgrath



exhibits, advertising and sponsorship together as one #a2zusergroup

04-Jan-12 17:43 | jtonerv




@jtonerv Like your approach John. Bundling = more strategic, stronger relationships! #a2zusergroup

04-Jan-12 17:44 | VelChain




I see sponsorships as a customized marketing opportunity created for all parties, but lanyards and such items as branding opps #a2zusergroup


04-Jan-12 17:44 | tracibrowne

 We have a team, divide up by products...exh and spn (anything event related) and web and print (anything ads) are together. #a2zusergroup


04-Jan-12 17:46 | TradeShowChick

 Q1a - we are starting to trend up. #a2zusergroup


04-Jan-12 17:46 | TradeShowChick

 @VelChain Help me establish the phrase! #a2zusergroup


04-Jan-12 17:46 | tracibrowne

 @TradeShowChick Do you separate web and print because of tax treatment? #a2zusergroup

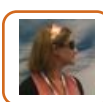
04-Jan-12 17:47 | VelChain

 @TradeShowChick Great news! Congrats! #a2zusergroup


04-Jan-12 17:47 | a2zUserGroup

 @jtonerv Sounds like dollars are shifting from show floor to sponsorship. Is that true for your show? #a2zusergroup


04-Jan-12 17:47 | VelChain

 A1b I see sponsors being more willing to spend money if they can be part of the process...but not spending as much on branding #a2zusergroup

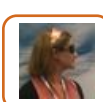
04-Jan-12 17:48 | tracibrowne

 @tracibrowne You got it! It's a much more strategic approach to separate partnership from branding opportunities. Love! #a2zusergroup

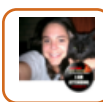
04-Jan-12 17:48 | VelChain

 Q2. How do you decide how much to charge for sponsorship? Do you do categories like Gold, Silver? #a2zusergroup


04-Jan-12 17:49 | VelChain

 @VelChain honestly, how is sticking your logo on a lanyard any different than buying an ad in the daily? #a2zusergroup


04-Jan-12 17:49 | tracibrowne

 @VelChain yes, we are a non-profit assoc...so it's a different company.#a2zusergroup

04-Jan-12 17:49 | TradeShowChick

 @tracibrowne Very difficult to quantify ROI for branding opportunities! #a2zusergroup

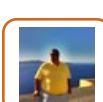
04-Jan-12 17:49 | VelChain

 A2. Noooooooooooooooooooo! No Gold Silver Bronze...if sponsorship is customized so is price...but ok to start with \$ ranges #a2zusergroup

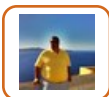
04-Jan-12 17:50 | tracibrowne

 Q2 yes we have 4 spn levels. #a2zusergroup.

04-Jan-12 17:50 | TradeShowChick

 Q2 We have levels and pricing and names changes based on event/location. #a2zusergroup

04-Jan-12 17:52 | jtonerv



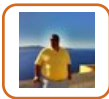
Q2 if it's a charitable golf tournament in recognition we use leader, supporter, etc. Policy based: Capitol, Mounument... #a2zusergroup

04-Jan-12 17:55 | jtonerv



#a2zusergroup Do you sell ads for your conference's mobile app? What kind of mobile ads are best? Whole app, whole page or banner?

04-Jan-12 17:55 | ConferenceHB



@VelChain for our annual convention, its Platinum, gold, silver, etc. #a2zusergroup

04-Jan-12 17:56 | jtonerv



@tracibrowne You're such the introvert! #a2zusergroup

04-Jan-12 17:56 | VelChain



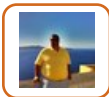
@tracibrowne I disagree - bc we have change offering basied on feedback of what they want. #a2zusergroup.

04-Jan-12 17:56 | TradeShowChick



@VelChain wow, I only mark mine up about 20-30 percent...so there is where I'm going wrong ;- ) #a2zusergroup

04-Jan-12 17:56 | tracibrowne



@VelChain we price based on the value of our eyeballs, and the opportunity for exposure and the value of that exposure. #a2zusergroup

04-Jan-12 17:57 | jtonerv



@VelChain @jtonerv we have done this for out 30th - Diamond anniv - to jewel levels. #a2zusergroup.

04-Jan-12 17:57 | TradeShowChick



I feel quite strongly about that point RT @VelChain: @tracibrowne Youre such the introvert! #a2zusergroup

04-Jan-12 17:57 | tracibrowne



@jtonerv Like names you use for golf and policy better than conference. Check out this link later - <http://t.co/3ZbdJk3o> #a2zusergroup

04-Jan-12 17:58 | VelChain



@jtonerv Love value based pricing...that's the premium sponsorship play! #a2zusergroup

04-Jan-12 17:59 | VelChain



@TradeShowChick @jtonerv what is your formula for valuing eyeballs and exposure? #a2zusergroup

04-Jan-12 17:59 | tracibrowne



Q3. What are some new sponsorship items have you added to your bag of tricks? #a2zusergroup

04-Jan-12 18:00 | VelChain



we base markup by what our costs are...sometimes we cant get what we pay bc RIO not there...depends on what it is #a2zusergroup.

04-Jan-12 18:01 | TradeShowChick



@TradeShowChick It really boils down to what the market will bear, right? #a2zusergroup

04-Jan-12 18:02 | VelChain



@VelChain yes, we always try to get keynote spks spn. #a2zusergroup

04-Jan-12 18:04 | TradeShowChick



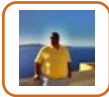
@VelChain what does that mean? Sponsors for speaker sessions? Do they get to speak? #a2zusergroup

04-Jan-12 18:04 | tracibrowne



@tracibrowne No sponsor speaking, possibly intro speakers. They sponsor tracks or keynoters mostly. #a2zusergroup

04-Jan-12 18:06 | VelChain



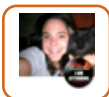
@VelChain we have sponsors of workshop tracks, we have also on occasion had a Major Speaker sponsored, but we do not sell educ #a2zusergroup

04-Jan-12 18:06 | jtonerv



RT @VelChain: Recent survey – 87% of orgs sometimes or always seek sponsorship for speakers/sessions. Do you? #a2zusergroup

04-Jan-12 18:06 | angicarr



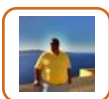
@VelChain we started bout 1-2 yrs to sell sessions to exhibitors. they can do a case study and has been great! #a2zusergroup

04-Jan-12 18:07 | TradeShowChick



@TradeShowChick Good stuff! Sponsors want to be attached to thought leadership over stuff. Tying in education = smart! #a2zusergroup

04-Jan-12 18:07 | VelChain



We tried selling workshops as an advertising opportunity, and they were a flop 10 years ago. Haven't tried sense. #a2zusergroup

04-Jan-12 18:07 | jtonerv



@jtonerv Good move! Pay to play is bad news for conference education! #a2zusergroup

04-Jan-12 18:07 | VelChain



@VelChain Funny bc we call them Thought Leadership sessions. #a2zusergroup.

04-Jan-12 18:08 | TradeShowChick



selling educational sessions is a slippery slope...could work but stands a chance to put bad taste in attendees mouth #a2zusergroup

04-Jan-12 18:09 | tracibrowne



Q5 – Do custom sponsor packages include year round opportunities outside the show? #a2zusergroup

04-Jan-12 18:09 | VelChain



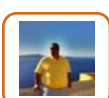
Sponsors tend to want in on content as a participant, not a pitch/logo. #a2zusergroup

04-Jan-12 18:09 | lisamcgrath



A5 I've tried to do that but found the sponsors lose interest after the show...don't take advantage of what is offered #a2zusergroup

04-Jan-12 18:10 | tracibrowne



Q5 yes, we have started doing work with our Foundation sponsors that give life to programs centered at convention but extend #a2zusergroup

04-Jan-12 18:11 | jtonerv



A5 but my situation different...for profit event vs. association event that has a purpose beyond just conference #a2zusergroup

04-Jan-12 18:12 | tracibrowne



@jtonerv Nice to hear that you are selling and customizing packages across silos. Focus on customer vs. internal org! #a2zusergroup

04-Jan-12 18:12 | VelChain



Or let client present alone. RT @VelChain: @ExpoQueenUSA Case studies can be effective when they partner w/ client to present! #a2zusergroup

04-Jan-12 18:13 | a2zUserGroup



@TradeShowChick We may have just found your opportunity. Creating bundles with other assets year long. #a2zusergroup

04-Jan-12 18:13 | VelChain



Q6. Are you familiar with the term sponsorship leverage or activation? What does it mean to you? #a2zusergroup

04-Jan-12 18:14 | VelChain



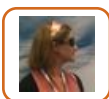
A6. It's all the work you and your sponsor have to do to make the sponsorship effective #a2zusergroup

04-Jan-12 18:15 | tracibrowne



@tracibrowne Sounds like you need a publication to leverage beyond your show. e-newsletter? #a2zusergroup

04-Jan-12 18:15 | VelChain



@VelChain that was the problem...sponsors and exhibitors said they were too busy to submit tip sheets/articles for magazine #a2zusergroup

04-Jan-12 18:16 | tracibrowne



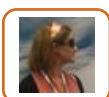
@tracibrowne Yes, real important 4 sponsor sellers 2 understand & coach that leverage plan is needed for results! #a2zusergroup

04-Jan-12 18:17 | VelChain



A6. it's working with spn to get the most visibility from spn. bottomline if they aren't happy they will not do it again. #a2zusergroup

04-Jan-12 18:17 | TradeShowChick



@VelChain that's the problem of working with small biz...too much to do and not enough resources #a2zusergroup

04-Jan-12 18:17 | tracibrowne



@tracibrowne some people jsut don't get it! #a2zusergroup

04-Jan-12 18:17 | lisamcgrath



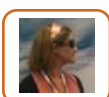
@tracibrowne Why don't you curate content from them? They have the content to re-purpose, no? #a2zusergroup

04-Jan-12 18:18 | VelChain



A6 true story...we actually had to fire our main sponsor Bcause they did nothing 2 leverage sponsorship...just wrote check #a2zusergroup

04-Jan-12 18:18 | tracibrowne



@VelChain ROFLMAO re: They have the content to re-purpose, no? #a2zusergroup

04-Jan-12 18:19 | tracibrowne



There was a scene that made me cry...all the sponsors were sitting together sharing their plans to leverage their sponsorships #a2zusergroup

04-Jan-12 18:22 | tracibrowne



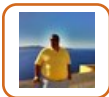
Q7. What do you do to show "the love" to your sponsors? #a2zusergroup

04-Jan-12 18:22 | VelChain



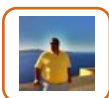
@tracibrowne Sounds like we need that clip on YouTube with a link to share. Did they talk landing pages? #a2zusergroup

04-Jan-12 18:23 | VelChain



@VelChain Hanley wood has alot of available for being two weeks out. I wish I had the budget to create an online gallery #a2zusergroup

04-Jan-12 18:23 | jtonerv



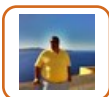
Might be a good project for A2Z to take on!!! #a2zusergroup

04-Jan-12 18:23 | jtonerv



@VelChain no we still have ours as a prospectus.#a2zusergroup

04-Jan-12 18:23 | TradeShowChick



@VelChain understanding who they want to meet with, and helping make that handshake happen. #a2zusergroup

04-Jan-12 18:24 | jtonerv



@VelChain Not as much info in what you shared, but @HIMSS does this: <http://t.co/JwPBXncl> #a2zusergroup

04-Jan-12 18:24 | lisamcgrath



@VelChain I tried desperately to find it a while back but couldn't...sorry...but movie is worth the watch #a2zusergroup

04-Jan-12 18:24 | tracibrowne



@jtonerv GES also has a good resource. <http://t.co/VcKidNsF> Assume, Freeman has something similar #a2zusergroup

04-Jan-12 18:24 | VelChain



@ExpoQueenUSA it didn't come easily, we tried and tried an finally decided not worth it, find someone who cared #a2zusergroup

04-Jan-12 18:25 | tracibrowne



A7. Depends on how much they show me the love. LOL No I ask what they expectations are and try to get them there.#a2zusergroup

04-Jan-12 18:26 | TradeShowChick



@TradeShowChick It's nice to have something online that shows what's sold for the last 6 months. Updated PDF's OK #a2zusergroup

04-Jan-12 18:26 | VelChain



Love Ur Sponsor! RT@jtonerv: understanding who they want to meet with, and helping make that handshake happen. #a2zusergroup

04-Jan-12 18:27 | VelChain



Any parting thoughts or questions?? #a2zusergroup

04-Jan-12 18:28 | VelChain



yes, branding opps ;- ) RT @jtonerv: ahh the GES thing is a branding/billboard opp which I believe are different... #a2zusergroup

04-Jan-12 18:30 | tracibrowne



A7: Important to get to know sponsors and their goals. Helping them achieve their goals = future partnerships & sales. #a2zusergroup

04-Jan-12 18:30 | ExpoQueenUSA



@jtonerv Agreed they are different, but most sponsorship includes branding/billboard opps as a deliverable, no? #a2zusergroup

04-Jan-12 18:31 | VelChain



Thank you for attending – next chat on Wednesday, February 1 at 12:30 PM EST, same time, same channel #a2zusergroup

04-Jan-12 18:32 | VelChain



Yes! I need to start doing this! @tracibrowne #a2zusergroup

04-Jan-12 18:32 | TradeShowChick



maybe that's why branding opps are so popular, no one has to do any work #a2zusergroup

04-Jan-12 18:32 | tracibrowne



Thanks all for contributions ... next chat is February 1st @ 12:30 ET. Topic = driving attendee adoption of tech tools. #a2zusergroup

04-Jan-12 18:33 | a2zUserGroup



thank you @velchain and @a2zusergroup See you all next month...or before...or at 3pm for #expoachat #a2zusergroup

04-Jan-12 18:34 | tracibrowne



Scratch that last tweet. We're talking about attendee adoption of tech tools. #a2zusergroup

04-Jan-12 18:34 | VelChain



Be sure to subscribe to the #a2zusergroup blog at <http://t.co/1QRnNCWr> to get the latest technology tips in 2012!

04-Jan-12 18:34 | ExpoQueenUSA



ooh good one! RT @VelChain: Scratch that last tweet. Were talking about attendee adoption of tech tools. #a2zusergroup

04-Jan-12 18:35 | tracibrowne



@tracibrowne 3pm. :- ) #a2zusergroup

04-Jan-12 18:35 | a2zUserGroup