The Southeast chapter was formed in 1993 and represents 450 plus members from Georgia, Alabama, Florida, South Carolina, North Carolina, Tennessee, Kentucky and Puerto Rico.

OUR MISSION

The mission of the PCMA SE Chapter is to offer relevant education, caring impactful community service projects, and abundant participation opportunities for meeting professionals. As a chapter we are committed to supporting the future of our industry through quality programming, networking and the participation of our enthusiastic professionals and students alike.

We are the leading organization for meeting, tradeshow and

2021 Prospectus

Offering New Opportunities!
Annual Meeting Sponsors

$3,500 – 2 Opportunities Available
1 – CVB  1 – Additional Organization

- Support the Chapter and receive opportunities to build your organization’s exposure by selecting one of the chapter’s most well attended events! The Annual Meeting is typically hosted the first Wednesday in November in the Atlanta area.

**Benefits Include:**
- Presentation time (3-5 minutes) at the Annual Meeting
- Three (3) complimentary registrations to the Annual Meeting
- Two (2) complimentary registrations to one (1) additional Education Program in the Atlanta or Central Florida area
- One (1) complimentary registration to the May OR September Social Event (These have been held at Braves Stadium and Porsche Driving Experience in the past)
- One complimentary National PCMA Supplier Membership for the year (or renewal)
- Opportunity to do a raffle drawing and obtain attendee contact information at the Annual Meeting
- Hyperlink to your promotional video on Chapter website
- Clickable logo recognition on Chapter website for one (1) year
- Logo recognition on the Annual Meeting registration page and related email communications
- The opportunity to distribute materials (in person or virtually) at the Annual Meeting
- Sponsor Spotlight article inclusion in one (1) Chapter E-Newsletter (provided by your organization)
- Verbal recognition from Chapter President at the Annual Meeting
- Attendee mailing list distributed following the Annual Meeting (no telephone numbers or emails included)
- Slide recognition during all Education Program presentations
- Sponsor Ribbon identification at the Annual Meeting (if held in person)
- One (1) complimentary table-top exhibit at the Annual Meeting (if held in person)

February Education Program Sponsors

$2,500 - 2 Opportunities Available for Each Program
1 – CVB  1 – Additional Organization

- As one of the Education Program Sponsors, your organization receives unique opportunities to get in front of our membership, share your message, build brand awareness, publicize products and services, and network with industry leaders.

**Benefits Include:**
- Presentation time (2-3 minutes) at your sponsored Education Program
- Two (2) complimentary registrations to your sponsored Education Program
- Two (2) complimentary registrations to one (1) additional Education Program in the Atlanta or Central Florida area
- One (1) complimentary table-top exhibit or breakout room at your sponsored Education Program
- Logo recognition on your sponsored Education Program registration page and related email communications
- The opportunity to distribute materials (in person or virtually) at your sponsored Education Program
- Sponsor Spotlight article inclusion in one (1) Chapter E-Newsletter (provided by your organization)
- Verbal recognition from Chapter President at your sponsored Education Program
- Clickable logo recognition on Chapter website for one (1) year
- Sponsor Ribbon identification at sponsored Education Program
- Slide recognition during all local Education Program presentations

August Education Program Sponsors

$2,500 - 2 Opportunities Available for Each Program
1 – CVB  1 – Additional Organization

- As one of the Education Program Sponsors, your organization receives unique opportunities to get in front of our membership, share your message, build brand awareness, publicize products and services, and network with industry leaders.

**Benefits listed on next page**
August Education Benefits Include:
• Presentation time (2-3 minutes) at your sponsored Education Program
• Two (2) complimentary registrations to your sponsored Education Program
• Two (2) complimentary registrations to one (1) additional Education Program in the Atlanta or Central Florida area
• One (1) complimentary table-top exhibit or breakout room at your sponsored Education Program
• Logo recognition on your sponsored Education Program registration page and related emails
• The opportunity to distribute materials (in person or virtually) at your sponsored Education Program
• Sponsor Spotlight article inclusion in one (1) Chapter E-Newsletter (provided by your organization)
• Verbal recognition from Chapter President at your sponsored Education Program
• Clickable logo recognition on Chapter website for one (1) year
• Sponsor Ribbon identification at sponsored Education Program
• Slide recognition during all local Education Program presentations

Spring Social Event Sponsor (May)
$3,500 - 1 Opportunity -Available
► This is an exclusive sponsorship opportunity for one of the most well attended events of the year! This has been hosted at the Porsche Driving Experience and Braves Stadium in the past. This May Event typically sells out quickly and is a fan favorite!

Benefits Include:
• Presentation time (3-5 minutes) at the Spring Social event
• Three (3) complimentary registrations to the Spring Event
• Two (2) complimentary registrations to one (1) additional Education Program in Atlanta or Central Florida
• Opportunity to do a raffle drawing and obtain attendee contact information at the Spring Social Event
• Hyperlink to your promotional video on Chapter website
• Logo recognition on the Spring Social Event registration page and related email communications
• The opportunity to distribute materials (in person or virtually) at the Spring Social Event
• Sponsor Signage to be placed at the Spring Social Event
• Sponsor Spotlight article inclusion in one (1) Chapter E-Newsletter (provided by your organization)
• Attendee mailing list distributed following the Spring Social Event (no telephone numbers or emails included)
• Two (2) complimentary registrations to the Fall Social Event
• Three (3) social media posts promoting your organization (to be provided by your organization) during the year
• Clickable logo recognition on Chapter website for one (1) year
• Sponsor Ribbon identification at the Spring Social Event

2022 Convening Leaders
Chapter Reception Sponsors
$2,500- 2 Opportunities Available
1 – CVB  1 – Additional Organization
Host our largest mixer and fundraiser of the year! Each Chapter of PCMA hosts a chapter reception before the opening reception at Convening Leaders. It is a wonderful opportunity to network with Chapter members and kickoff our annual silent auction!

Fall Social Event Sponsor (September)
$3,500 - 1 Opportunity -Available
► This is an exclusive sponsorship opportunity for one of the most well attended events of the year! (This was a Cooking Competition in 2018 and 2019). This customizable September Event typically sells out quickly and is a fan favorite!

Benefits Include:
• Presentation time (3-5 minutes) at the Fall Social Event
• Three (3) complimentary registrations to the Fall Event
• Two (2) complimentary registrations to one (1) additional Education Program in Atlanta or Central Florida

Benefits continued on next page
• Two (2) complimentary registrations to the Spring Social Event (These have been at Braves Stadium and Porsche Driving Experience in the past.)
• Opportunity to do a raffle drawing and obtain attendee contact information at the Fall Social Event
• Sponsor Signage to be placed at the Fall Social Event Logo recognition on Fall Social Event registration page and related email communications
• Sponsor Spotlight article inclusion in one (1) Chapter E-Newsletter (provided by your organization)
• Attendee mailing list distributed following Fall Social Event (no telephone numbers or emails included)
• Three (3) social media posts promoting your organization (to be provided by your organization) during the year
• Clickable logo recognition on Chapter website for one (1) year
• Sponsor Ribbon identification at the Fall Social Event

Benefits Include:
• Logo recognition on Chapter GMID registration page and related email communications
• Clickable logo recognition on Chapter website for one (1) year

Global Meetings Industry Day (GMID) Sponsor

$2,000 - 2 Opportunities Available

1- CVB and 1- Supplier

This is a unique opportunity to partner with several other industry organizations to host the Southeast GMID event in Atlanta. In 2019, we had a partnership with multiple hospitality organizations that featured a prestigious panel. Your organization would be one of the PCMA Southeast Chapter sponsors of the event!

Benefits Include:
• Logo recognition on GMID registration page and related email communications
• Presentation time (2-4 minutes) prior to event start or at conclusion of event
• Clickable logo recognition on Chapter website for one (1) year
• Sponsor can provide any giveaways of their choosing for GMID participants
• Three (3) complimentary registrations to GMID event for your organization employees or customers
• Two (2) complimentary registrations to the Education Program of your choice
• One (1) complimentary table-top exhibit at Education Program of your choice
• Sponsor Ribbon identification for GMID event

Volunteer of the Year and Volunteer of the Quarter Sponsor

$2,750 - One opportunity Available

This sponsor receives unique opportunities to get in front of our membership at events each quarter, through Chapter communications, and during the Holiday Luncheon in December. This is a wonderful way to recognize those who make this Chapter possible!

Benefits Include:
• Sponsor will be recognized verbally and with a promotional slide in the presentation at each Educational Program and the Holiday Luncheon in December
• Sponsor will present the award to the recipient at each Educational Program
• Presentation time (2-3 minutes) at one (1) Educational Program
• Recognized as Sponsor in Chapter Newsletters five (5) times during the year when VoQ and VoY are announced

Orlando/Kissimmee Program Sponsors

March $2,000- 2 Opportunities

1-CVB and 1- Supplier Available

September $2,000-2 Opportunities

1- CVB and 1- Supplier Available

We our hosting two (2) programs in Central Florida in 2021. We are offering a March sponsorship and a September sponsorship. As a Program Sponsor, you will be supporting education and networking in other parts of the vast Southeast Chapter. Each sponsor is in addition to the In-Kind Sponsorship of the venue host.

Benefits listed on next page
Benefits Include:
- Presentation time (2-4 minutes) at your sponsored program
- Two (2) complimentary registrations to both Florida programs
- Two (2) complimentary registrations to one (1) Atlanta education program of your choice
- One (1) complimentary table-top exhibit at your choice of any Educational Program
- Logo recognition on sponsored program registration page and related email communications
- Clickable logo recognition on Chapter website for one (1) year
- The opportunity to distribute materials (in person or virtually) at your sponsored program
- Attendee mailing list distributed following your sponsored program (no telephone numbers or emails included)
- Sponsor Ribbon identification at each sponsored program
- Slide recognition at your sponsored program

**Planner Recruitment Sponsor**

$1,600 – *One opportunity Available*

- As our planner recruitment sponsor you are providing planners within the Southeast the opportunity to attend our programs at no cost if they meet specific criteria.

**Central Florida Area Watch Party Sponsor**

$1,500 – *Available*

Sponsor this first-time event by hosting a Central Florida Live-Stream Watch Party of one of our Atlanta Based Education Programs. This will be live-streamed at a venue in Central Florida to allow our Florida members the opportunity to network and enjoy this amazing content as a group!

Benefits Include:
- Presentation time (2-4 minutes) at your sponsored program
- Two (2) complimentary registrations to two (2) Florida events
- Two (2) complimentary registrations to one (1) Atlanta Education Program
- Logo recognition on Watch Party registration page and related email communications
- Clickable logo recognition on Chapter website for one (1) year
- The opportunity to distribute materials at the event
- Sponsor Ribbon identification at Watch Party

**Past Presidents and Meeting Planners Roundtable Sponsor**

$1,000 - *One opportunity Available*

- This is an annual event where we thank our Past Presidents and collaborate with local meeting planners to solicit their assistance with various projects and determine content for the coming year.

Benefits Include:
- Clickable logo recognition on Chapter website for one (1) year
- Two (2) complimentary registrations to the Atlanta area Education Program of your choice
- Logo inclusion on all planner outreach, with “your registration is sponsored by”
- Logo inclusion in the slide deck at each Education Program in 2021
- Opportunity to host one (1) complimentary table-top exhibit at the Education Program of your choice
- Presentation time (2-4 minutes) at one (1) Educational Program
- Opportunity to attend and participate in this very exclusive event
Program Speaker Sponsors

**Available**

$500 – 2 opportunities per program (3 Atlanta programs and 2 Central Florida programs)

Help support the Chapter by contributing to our Speaker Pool! Your support will help our Chapter partner with quality speakers that will increase attendance for our Education Programs throughout the year.

**Benefits Include:**
- Two (2) complimentary registrations to two (2) Education Programs of your choice
- Verbal recognition from the Chapter President at all Education Programs
- Slide recognition during all Education Programs
- One (1) complimentary table-top exhibit at the Education Program of your choice
- Clickable logo recognition on Chapter website for one (1) year

NEW: Social Spotlight Sponsorship

**$350 – 4 Opportunities Available**

Help support the Southeast Chapter throughout 2021 with our all new Social Spotlight Sponsorship opportunity!

**Benefits Include:**
- Option to share two (2) videos (provided by your organization) OR one (1) video twice during the year
- Three (3) Social Spotlight posts of your choice will be blasted to our membership on various social media platforms during the year (post must be reviewed and approval by Chapter)
- Clickable logo recognition on Chapter website for one (1) year

Silent Auction Item Sponsorship

Help support the Southeast Chapter by donating a silent auction item of your choice! Our chapter hosts a silent auction each year during the Convening Leaders Chapter Reception in January and the Fall Social Event.

**Benefits Include:**
- The money earned from auctioning donations serves several purposes—a portion is donated to the PCMA Education Foundation and scholarship funds while the remaining funds go directly back into the Chapter’s Education Programs.

**Benefits Include:**
- Logo recognition on Chapter Reception eventpage
- Sponsor Spotlight article inclusion in one (1) Chapter E-Newsletter (provided by your organization)
- Complimentary registration to the Chapter Reception

Table-Top Exhibitor

**$250 Per table – 2 Opportunities Available per event (up to 5 events)**

As a table-top exhibitor, you will gain valuable exposure to event attendees and quality interaction while boosting your brand awareness to our membership.

**Benefits Include:**
- Two (2) complimentary registrations to the Education Program of your choice
- Verbal recognition from Chapter President at the Education Programs
- Slide recognition during Education Programs

Year-Round A/V Sponsor

**Support our quarterly Chapter programs by providing your audio-visual expertise, staffing, and equipment. In return, your company will get great exposure where planners can experience your services firsthand!**

**Benefits Include:**
- Presentation time (3-5 minutes) at program of choice
- Two (2) complimentary registrations to each sponsored program
- Logo recognition on sponsored program registration page and related email communications
- Logo on program slide deck at each program
- Clickable logo recognition on Chapter website for one (1) year
- The opportunity to distribute materials (in person or virtually) at your sponsored programs
- Sponsor Spotlight article inclusion in one (1) Chapter E-Newsletter (provided by your organization)
- Sponsor Ribbon identification for attendees from sponsored organization
- One (1) complimentary table-top exhibit at all programs OR the ability to set up a demonstration or equipment at your sponsored programs
Annual Board Retreat Sponsor (In-Kind Sponsorship)

As the exclusive Southeast Chapter Annual Board Retreat Sponsor, you will have an opportunity to network with Chapter leaders and receive exclusive opportunities to benefit your organization! The Annual Board Retreat is typically held during a Thursday-Saturday pattern in either October, November or December.

Benefits Include:
- As the Board Retreat host, you will welcome the Chapter leaders and have exclusive one-on-one time to network during the Opening Reception. You can present, share a video, and/or take the team on a tour of any facilities of your choosing.
- Year-round banner ad on our newsletter webpage.
- Opportunity to do one (1) raffle drawing and Hyperlink to your promotional video on Chapter website
- The opportunity to distribute materials (in person or virtually) at one (1) local and one (1) satellite Education Program of your choice
- Sponsor Spotlight article inclusion in one (1) Chapter E-Newsletter (provided by your organization)
- Logo recognition in two (2) Chapter E-Newsletters
- Verbal recognition and logo recognition in slide deck for two (2) Education Programs
- Attendee mailing list distributed following the Education Program of your choice (no telephone numbers or emails included)
- Two (2) complimentary registrations to two (2) Education Programs of your choice
- Two (2) complimentary registrations to the Spring Social Event (These events have been at Braves Stadium and Porsche Driving Experience in the past)
- Two (2) complimentary registrations to the Fall Social Event
- Two (2) Social Spotlight posts promoting your organization (to be provided by your organization) during the year
- One (1) table-top exhibit for the Education Program of your choice
- Clickable logo recognition on the chapter website for one (1) year
- Sponsor ribbon identification at sponsored event for two (2) attendees

NEW: Customized Sponsorships

$TBD – Endless Opportunities Available

Get your organization/brand in front of the entire Southeast Chapter throughout 2021 with our all new Customized Sponsorship opportunity! Our team will work with you to design an opportunity, experience or event specifically for your organization and needs. Budgets can be discussed. We are open to working to meet your needs!

Benefits Include:
- TBD: Let us work with you to determine how we can focus on the benefits that are most important to your organization. Creativity welcome!
Sponsors can partner together to split costs. Sponsorship dollars offset the expenses for each event including the cost of speakers, food and beverage costs, and other administrative costs associated with the program.

Sponsorship fees do not include audiovisual equipment expenses for sponsors’ presentations, unless already ordered for the speakers.

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### 2021

**Annual Meeting**
- $3,500: Available

**February Sponsor**
- $2,500: CVB Available
- $2,500: Supplier Available

**August Sponsor**
- $2,500: CVB Available
- $2,500: Supplier Available

**Annual May Social Event**
- $3,500: Exclusive Sponsor Available

**Annual Fall Social Event**
- $3,500: Exclusive Sponsor Available

**PCMA SE Board Retreat**
- In-Kind Sponsorship Available

**2022 Convening Leaders Chapter**

**Reception Sponsor**
- $2,500: CVB Available
- $2,500: Supplier Available
- Silent Auction Sponsors Available

**Orlando/Kissimmee Area Programs**
- $2,000 March: Supplier-Available
- $2,000 March: CVB - Available
- $2,000 September: Supplier-Available
- $2,000 September: CVB - Available

**Orlando/Kissimmee Watch party**
- $1,500: Available

**Volunteer of the Year and Volunteer of the Quarter**
- $2,750 Available

**Planner Recruitment Sponsor**
- $1,600 Available

**Past Presidents and Meeting Planner Round Table**
- $1,000 Available

**Community Service Sponsorship**
- $1,500 Community Service Event Available
- $1,500 Community Service Event Available

**GMID Sponsorship**
- $2,000: CVB Available
- $2,000: Supplier Available

**Speaker Sponsorship – 2 opportunities available**
- $500 Atlanta February Program Available
- $500 Atlanta February Program Available
- $500 Atlanta August Program Available
- $500 Atlanta August Program Available
- $500 Atlanta November Program Available
- $500 Atlanta November Program Available
- $500 Orlando March Program Available
- $500 Orlando September Program Available

**Tabletop Exhibitor – 2 opportunities per program/event available**
- $250 February Program Available
- $250 May Social Event Available
- $250 August Program Available
- $250 September Social Event Available
- $250 November Program Available

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All the information provided herein is deemed accurate. Information is subject to error and/or change. PCMA SE will make every effort to accommodate all sponsorships as presented and may make substitutions as needed or warranted.

Contact Information

_________________________________________________
Name
_________________________________________________
Company Name
_________________________________________________
Address
_________________________________________________
City/State/Zip Code
_________________________________________________
Telephone
_________________________________________________
Email

Please email this form to Brad Minton, 2021 Sponsorship Committee Member at bminton@atlanta.net OR Natalie King, 2021 Sponsorship Committee Member at ndking711@gmail.com

Thank you for your support of PCMA Southeast Chapter!