



# FUSION

PROTECH USER  
CONFERENCE

Four Seasons Baltimore  
April 15-16, 2020

## SPONSORSHIP PROSPECTUS

**PROTECH**



Greetings,

I would like to cordially invite you to join Protech for Fusion 2020, our 11<sup>th</sup> User Conference. The event will be held April 15-16, 2020, at the beautiful Four Seasons Hotel in Baltimore, Maryland. The two-day user conference brings together more than 150 staff from our association customers for education, planning and networking.

As we all know, technology changes and evolves at tremendous speeds, often to a point that makes it impossible for IT professionals to maintain current, innovative solutions for their organizations. To help our customers stay on the leading-edge of technology evolution, we have carefully developed our Fusion User Conference to focus on overarching technology trends, deep-dive product education and customer success stories.

Also, new this year, Platinum sponsors have the opportunity to present a thought leadership, CAE-approved session during the event. These sessions will enable you to showcase the value of your organization's people, products and services.

The majority of Fusion attendees are decision makers and influencers at their respective associations, and play a major role in selecting, recommending and implementing technology for their organizations. We fully expect the event to sellout again in 2020, for both customer attendees and exhibitors, so don't miss out!

Protech appreciates your support and we look forward to working together at Fusion 2020.

Sincerely,

A handwritten signature in black ink, appearing to read "Brian Bruffey".

**BRIAN BRUFFEY**  
Chief Executive Officer  
Protech Associates



## ABOUT FUSION 2020

Protech's 11<sup>th</sup> customer conference—Fusion 2020—will take place on Wednesday, April 15 & Thursday, April 16, 2020 at the Four Seasons Hotel in Baltimore, Maryland. The event offers Protech customers the opportunity to connect with sponsors, peers and the Protech staff in a comfortable, intimate environment. Sponsors will be able to showcase their products and services, and meet one-on-one with association professionals who may be looking for new technologies or consulting services, all while enjoying the historic Baltimore harbor.

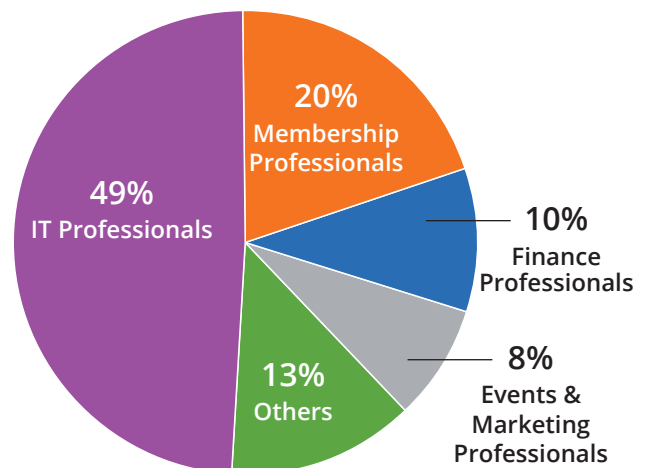
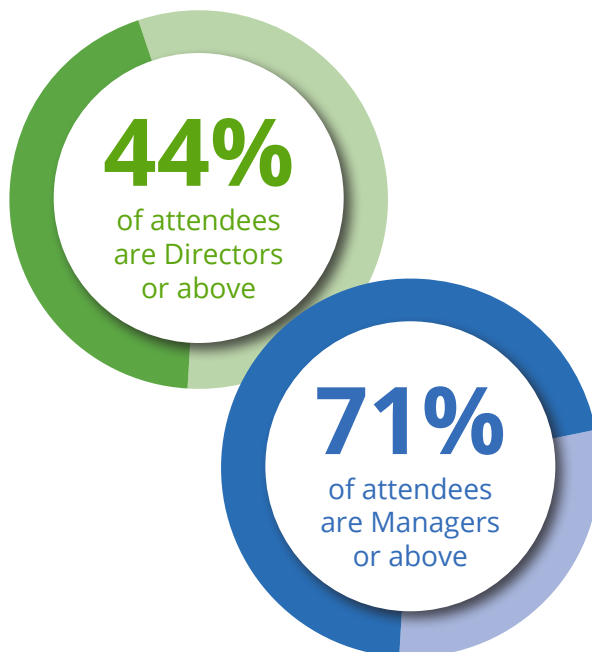
## THE ATTENDEES

We are expecting approximately 150+ IT Directors, Meeting & Event Managers, Membership Managers and Finance Directors from trade and professional associations, and other member-based organizations throughout the United States and Canada.

Previous attendees include:



## 2018 STATS







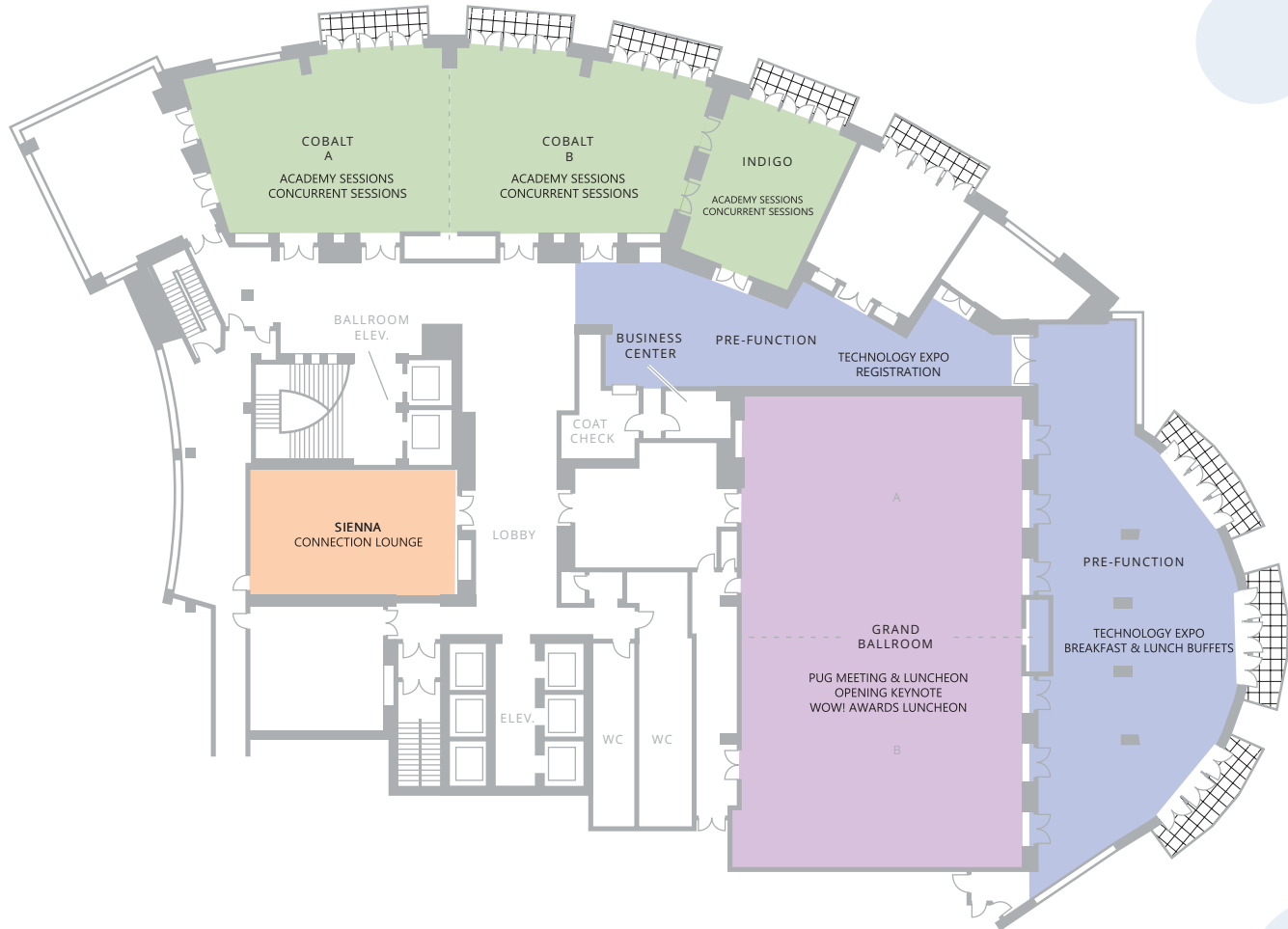
## THE LOCATION

The Four Seasons Baltimore is a modern, urban retreat, positioned at the edge of Baltimore's Harbor East. Offering breathtaking views of the Inner Harbor and the city skyline, the hotel is conveniently located near miles of walkable waterfront, top restaurants and city landmarks.





# TENTATIVE FLOOR PLAN



Sponsor tabletop booth setup will be located in the pre-function areas near registration and the Grand Ballroom. The close proximity to the conference's general sessions, breakout sessions and lunch seating areas maximizes the opportunity to meet and interface with attendees.

# PRELIMINARY AGENDA

## WEDNESDAY, APRIL 15

|   |  |
|---|--|
| 7:00 a.m. - 1:00 p.m.                     | Exhibitor Set up                             |
| 7:00 a.m. - 5:00 p.m.                     | Registration                                 |
| <b>Protech Users Group Annual Meeting</b> |  |
| 7:30 a.m. - 8:30 a.m.                     | Breakfast                                    |
| 8:30 a.m. - 12:00 p.m.                    | Protech Users Group (PUG) Annual Meeting     |
| 12:00 p.m. - 1:30 p.m.                    | Protech Users Group (PUG) Lunch & Networking |
| <b>Protech Academy</b>                    |  |
| 1:30 p.m. - 5:00 p.m.                     | Technology Expo Open                         |
| 1:30 p.m. - 5:00 p.m.                     | Connection Lounge Open                       |
| 2:00 p.m. - 4:45 p.m.                     | Protech Academy (Customer Training)          |
| 6:00 p.m. - 8:00 p.m.                     | Networking Celebration Reception             |

## THURSDAY, APRIL 16

|                         |   |
|-------------------------|---|
| 7:00 a.m. - 10:00 a.m.  | Registration  |
| 7:00 a.m. - 5:00 p.m.   | Technology Expo Open                                |
| 7:30 a.m. - 8:30 a.m.   | Breakfast   |
| 8:30 a.m. - 9:45 a.m.   | Welcome & Keynotes                                  |
| 10:00 a.m. - 5:00 p.m.  | Connection Lounge Open                              |
| 10:00 a.m. - 11:50 a.m. | Concurrent Sessions                                 |
| 12:00 p.m. - 1:30 p.m.  | Luncheon, Platinum Sponsors Spotlight & WOW! Awards |
| 1:30 p.m. - 2:00 p.m.   | Coffee & Networking                                 |
| 2:00 p.m. - 5:00 p.m.   | Concurrent Sessions & Closing remarks               |
| 5:00 p.m. - 6:00 p.m.   | Exhibitor Teardown                                  |

# SPONSORSHIP OPPORTUNITIES

Fusion 2020 offers three different sponsorship levels: Platinum, Gold and Silver. All are available on a first-come, first-served basis, as are the additional selections that accompany the Platinum level. In addition to the three sponsorship packages listed on the following pages, we would love to speak to you about ways to customize your sponsorship with à la carte items.

|  | SILVER<br>\$2,500 | GOLD<br>\$4,000 | PLATINUM<br>\$9,500 |
|--|-------------------|-----------------|---------------------|
| Exhibit Table Display  | ●                 | ●               | ●                   |
| Logo & 50-word Description on Fusion 2020 Website                                  | ●                 | ●               | ●                   |
| Conference Bag Insert (provided by sponsor)  | ●                 | ●               | ●                   |
| Lunch Table Sponsorship  | ●                 | ●               | ●                   |
| Promotion via Social Media   | ●                 | ●               | ●                   |
| Mainstage Recognition  | ●                 | ●               | ●                   |
| Networking Celebration Attendance  | ●                 | ●               | ●                   |
| Full Conference Registrations*   | 1                 | 2               | 3                   |
| Contributed Blog Opportunity   |                   | ●               | ●                   |
| Meetings in the "Connection Lounge"  |                   | ●               | ●                   |
| Six-month ad on PUG  |                   | ●               |                     |
| 12-month ad on PUG   |                   |                 | ●                   |
| Email Banner Ad  |                   |                 | ●                   |
| 10-min Company Overview  |                   |                 | ●                   |
| 30-min Speaking Opportunity (Topic approved by Protech team for CAE Credit)        |                   |                 | ●                   |
| Choice to Sponsor: Breakfast (Day 1 & Day 2), PUG Meeting Lunch or Awards Luncheon |                   |                 | ●                   |

*\*Does not include attending the Protech User Group Annual Meeting, which is exclusive to PUG membership*

## A' LA CARTE ADD-ON ITEMS

**Lanyard Sponsor \$500** - Corporate logo on lanyards.

**Charging Station Sponsor \$500** - Corporate logo on charging stations.

**WiFi Sponsor \$500** - Ability to customize name and password for event Wi-Fi.

# PACKAGE COMPONENTS

## CONFERENCE REGISTRATIONS

A conference registration grants you access to our popular Networking Celebration, meals throughout, the Opening Session and the WOW! Awards Luncheon and Ceremony.

- **Platinum** Sponsors will receive three (3) event registrations.
- **Gold** Sponsors will receive two (2) event registrations.
- **Silver** Sponsors will receive one (1) event registration.

## PLATINUM EVENT SELECTIONS

- **BREAKFAST DAY 1 & DAY 2**  
Attendees will start each day with a robust continental breakfast spread in the pre-function area. Breakfast sponsors will receive prominent signage during both meals and a mention from the stage during the opening session.
- **PUG LUNCHEON**  
The PUG Luncheon is on Day 1 during the Protech Users Group (PUG) meeting. This luncheon provides our users time to network with each other and discuss the sessions held earlier in the day. Sponsor will receive prominent signage during the luncheon and a mention from the stage on Day 2.
- **NETWORKING CELEBRATION**  
The Networking Celebration will be held at a nearby venue as a way to thank our customers for their dedication and loyalty to Protech. The Platinum sponsor will receive prominent signage and mention during the event.

## PROMOTION ON SOCIAL MEDIA

Protech will post about all our sponsors, before and during Fusion, on Twitter, LinkedIn and Facebook. We hope that you will join the conversation by using the hashtag #Fusion2020.

## CONFERENCE BAG INSERT – QTY. 175

All sponsors are encouraged to send one item to be included in the conference attendee bags. In order to increase your advertising exposure we recommend being creative with your item. The item must fit in a standard-sized conference bag, and be approved by Protech.

## EXHIBIT TABLETOP DISPLAY

All sponsors will be given an exhibit space that includes a 6' table, two chairs and a waste basket in the pre-function areas. Priority selection of space is available to Platinum-level sponsors in the order that sponsorship applications and payments are received. All sponsors will receive their table assignments in advance.

## 50-WORD DESCRIPTION & LOGO ON WEBSITE

All Fusion 2020 Sponsors will be listed on the Fusion website with their company logo, URL and 50-word description.

## NETWORKING CELEBRATION ATTENDANCE

All sponsors are welcome to attend the reception to enjoy food, beverages and networking at a nearby venue. Protech staff and customers will be relaxed and looking forward to learning more about our sponsors' offerings in a comfortable atmosphere.

## MAINSTAGE RECOGNITION

Protech will have a slideshow that displays our sponsors' logos for the audience to see, as well as a 'shout out' on stage to recognize sponsors as key supporters of the Fusion event.

## CONTRIBUTED BLOG OPPORTUNITY

**Platinum** and **Gold** sponsors have the opportunity to contribute a blog post to Protech's Association Answers blog. Blog posts will receive promotion through social media and our monthly blog newsletter.



# PACKAGE COMPONENTS

## EMAIL BANNER

**Platinum** sponsors will receive a rotating banner ad in all Fusion 2020-related promotional emails. The rotating ads will run in the order in which the completed form and payment were received.

## AD ON PUG ONLINE COMMUNITY SITE

Launched in the summer of 2015, Protech's User Group, an online community of users of Protech's software, has gained in popularity and value each month. Not only is it a central resource for peer-to-peer communications, but it is also the only destination on the web to get direct feedback from Protech staff and access to Protech's Resource Center.

- **Platinum** sponsors receive a 12-month ad.
- **Gold** sponsors receive a 6-month ad.

## MEETINGS IN THE "CONNECTION LOUNGE"

**Platinum** and **Gold** sponsors are invited to schedule 1-on-1 meetings in the "Connection Lounge" with Fusion attendees. These 30- to 60-minute meetings offer the opportunity to forge new relationships and strengthen existing ones.

## 10-MINUTE COMPANY SPOTLIGHT

**Platinum** sponsors will have the opportunity to present a 10-minute overview of their company, products and/or services to all attendees in the Grand Ballroom, immediately before the WOW! Awards ceremony. These presentations should highlight your overarching value proposition, the benefits you can offer associations and/or a brief overview of your solution.

## 30-MINUTE SPEAKING SESSION

**Platinum** sponsors are invited to present a 30-minute CAE credit-approved, thought leadership session to up to 60 attendees. These sessions can focus on industry trends, best practices or customer success stories. To ensure CAE credits, all topics must be approved by Protech in advance.



# SPONSORSHIP AGREEMENT FORM



If you are interested in sponsoring Fusion 2020, please complete the form below and return it to LIZ PALM at [Liz.Palm@ProtechAssociates.com](mailto:Liz.Palm@ProtechAssociates.com).

Yes! Please sign me up for the following Sponsorship program (check only one):

- ☐ Platinum Sponsor - \$9,500
- ☐ Gold Sponsor - \$4,000
- ☐ Silver Sponsor - \$2,500

Yes! Please sign me up for the following à la carte items:

- ☐ Lanyard Sponsor \$500
- ☐ Charging Station Sponsor \$500
- ☐ Wi-Fi Sponsor - \$500

Sponsor Attendee Information: (all fields required for all sponsorship levels)

First Name: \_\_\_\_\_  
Last Name: \_\_\_\_\_  
Email Address: \_\_\_\_\_  
Company Name: \_\_\_\_\_  
Street Address: \_\_\_\_\_  
Work Phone: \_\_\_\_\_

Yes, I will be in attendance at Fusion and will require an event registration

2nd Attendee Information: (all fields required, Platinum & Gold levels only)

First Name: \_\_\_\_\_  
Last Name: \_\_\_\_\_  
Email Address: \_\_\_\_\_  
Company Name: \_\_\_\_\_  
Street Address: \_\_\_\_\_  
Work Phone: \_\_\_\_\_

3rd Attendee Information: (all fields required, Platinum level only)

First Name: \_\_\_\_\_  
Last Name: \_\_\_\_\_  
Email Address: \_\_\_\_\_  
Company Name: \_\_\_\_\_  
Street Address: \_\_\_\_\_  
Work Phone: \_\_\_\_\_

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

If you have any questions, please contact LIZ PALM at [Liz.Palm@ProtechAssociates.com](mailto:Liz.Palm@ProtechAssociates.com) or 443-393-3546.

***Thank you for supporting Protech Fusion 2020!***