



NGEDA/CAP WORKSHOP

- Conference Dates
 - + Dates/Locations solidified early
 - + Industry budget submission timeline
 - + Many reducing employee/conferences
 - + Save-the-date cards NLT NGAUS



NGEDA/CAP WORKSHOP

- Communication between industry & associations
 - + Letters of invite ASAP after NGAUS
 - + Letters should include:
 - * Conference Dates/Location
 - * Schedule of events/set-up/tear-down
 - * Conference POC
 - * Tax exempt status



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- Schedule of Events
 - + Ample face-time with key leaders
 - * Reception /sit down dinner w/key leaders/decision makers
 - * Breaks - one 30 min break does not get it done
 - * Lunches - immediate area of industry



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- ^ Reception/dinner
 - + TAG/Association President- Address
 - + Key leaders must attend
 - + TAG/Association must emphasize
 - + Not a social for state leaders
 - + Industry will help defray the costs



NGEDA/ CAP Workshop

- Corporate Membership
 - ^ Cost varies from state to state
 - ^ Most companies are small - cost is a factor
 - ^ As defense dollars shrink – industry will look at ways to reduce cost
 - ^ Lowest level as a minimum – link to association website



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- Cost of booths
 - ^ Varies- \$ 40 to \$ 1,000
 - ^ Look at a reasonable cost with larger booths and those with a premium location costing a little more.



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- Recognition
 - ^ Varies
 - ^ Plaque/Certificates
 - ^ Recognition in front of conference attendees
 - ^ Company signage for sponsored events
 - ^ ED/Conference POC– thank you
 - ^ Nametags



NGEDA/CAP WORKSHOP

- Lodging
 - ^ Conference Hotel
 - * Some states set aside rooms for industry partners



NGEDA/CAP WORKSHOP

- OTHER
 - ^ Golf Tournaments
 - * Put industry participants with key leaders/decision makers
 - ^ NGAUS Hospitality Rooms
 - * Regional/Area Rooms in lieu of individual state
 - ^ CAP Support of NGEDA



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QUESTIONS???



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PANEL DISCUSSION

NGAUS CORPORATE ADVISORY PANEL