

HDI CAPITAL AREA LOCAL CHAPTER VENDOR SPONSORSHIP

Motivators for vendor association with HDI local chapter:

- Visibility within the help desk industry
- Potential customers, networking
- Applicable venue
- Assessment of needs in the industry/insight

What we both need – Members!

We want to create a win-win understanding that vendors have an opportunity to provide more value to their customers by promoting HDI and the local chapter events. Through the value provided in our programs, vendors can help us increase our membership while our venue can help to increase your exposure and customer-base.

Ways vendors can contribute to the chapter:

- speak at a meeting / expertise, “case study” practices
- host a meeting
- potential members – bring guests, share user lists
- encourage participation by your own help desk staff
- donate gifts for drawings
- monetary contributions/meeting sponsorship
- advertise in the newsletter or on the website

As a sponsor, your organization supports the most highly recognized help desk industry organization in the world. Participation in a professional organization gives you credibility and status in the industry.

As a result of your participation, you will have an opportunity for more exposure.

- 1- acknowledgement at meetings and in the newsletter (2 times each)
- 2- table with vendor brochures (2 meetings)
- 3- representative at a table with brochures in the sign-in area (2 meetings)
- 4- introduce self and product briefly before 1 meeting
- 5- link to vendor website on our website
- 6- prime spot ad on our website for 6 months
- 7- advertising space on our newsletter and website

With different contributions, a different combination of the above will be provided:

\$500 - Supporter

Deliverables 1 & 2 only

- acknowledgement at meetings and in the newsletter (2 times each)
- table with vendor brochures (2 meetings)

\$500 to \$900 - Prize Sponsorship

- HDI Members, who enter the drawing at a meeting by submitting a business card or filling out the equivalent of the information
- The drawing will be held at the end of the meeting and drawing entries will be provided to the donor
- acknowledgement at meetings and in the newsletter (2 times each)
- table with vendor brochures (2 meetings)

\$1000 - Bronze Sponsorship

Deliverables 1, 2 & 3

- acknowledgement at meetings and in the newsletter (2 times each)
- table with vendor brochures (2 meetings)
- representative at a table with brochures in the sign-in area (2 meetings)

\$1500 - Silver Sponsor

Deliverables 1 - 5

- acknowledgement at meetings and in the newsletter (2 times each)
- table with vendor brochures (2 meetings)
- representative at a table with brochures in the sign-in area (2 meetings)
- introduce self and product briefly before 1 meeting
- link to vendor website on our website

\$2500 - Gold Sponsor

Deliverables 1 – 6

- acknowledgement at meetings and in the newsletter (2 times each)
- table with vendor brochures (2 meetings)
- representative at a table with brochures in the sign-in area (2 meetings)
- introduce self and product briefly before 1 meeting
- link to vendor website on our website
- prime spot ad on our website for 6 months (home page sidebar perhaps)

\$5000 - Platinum Sponsor

Expanded Deliverables

- Acknowledgement at meetings and in the newsletter (11 newsletters)
- Table with vendor brochures (11 meetings)
- Display signage at meetings (11 meetings)
- Representative at a table with brochures in the sign-in area (2 meetings)
- Introduce self and product briefly before 3 meetings
- Include vendor information on 6 email communications
- Recognition at our Annual Awards Luncheon in December and included in marketing materials for that meeting
- Link to vendor website on our website
- Prime spot ad on our website for 1 year
- Free vendor table at our Annual Event in October