



... as a TMA Resources partner we couldn't have been happier with how the show went! The investment Syscom made in the show (time and money) was well worth it!
Lee Weinstein, President, Syscom Services, Inc

Sponsorship Opportunities

Network with potential and existing customers one-on-one at the 8th TMA Resources Annual Users Group (TAUG) meeting April 22-25 in Albuquerque, New Mexico! TAUG 2007 is the perfect opportunity for you to tell association decision makers about your product and/or services.

The four-day program will feature technical training classes, more educational sessions than ever, discussion groups, swap meets, and networking opportunities for employees of organizations currently using TIMSS or Personify. Attendees are executives, including CxOs, director-level staff, and other decision-makers, drawn from some of the largest and most prestigious member-centric organizations in the world.

Promote your products and services to more than 325 influential association executives and managers by becoming a TAUG 2007 sponsor. There are a variety of sponsorship opportunities designed to meet your needs and budget.

General Sponsorship benefits

All sponsorships include:

- A link to your company's Web site and a 30-word description about your company, products, and/or services to appear on the official TAUG registration Web site, for the duration of the meeting.
- One free tabletop exhibit at the Hyatt Regency Albuquerque where attendees will gather for extended periods of time in between classes and during breaks. Every conference attendee is guaranteed to walk by your table several times each day.
- Your brochures/fliers will be placed into each of the participants' onsite registration packets.
- Each sponsor will receive verbal recognition from the podium during one or more of the general sessions.

An Evening at El Pinto

Sponsorship Price \$8,000

Join the TAUG participants for an evening of fun at El Pinto Restaurant. TAUG attendees will take over this family-owned New Mexican cuisine restaurant on Sunday, April 22. Not only will association executives enjoy delicious food and great music, they will also be able to tour the award winning salsa factory and participate in a tequila tasting. The Evening at El Pinto promises to be one of the most exciting events held at TAUG. Make sure participants know that you helped make it a success! The Dinner Sponsorship includes:

- Opportunity to welcome all participants to the dinner at the general session held prior to the event.
- Signs featuring your company logo at El Pinto Restaurant.
- Your company logo/name will be featured every time the event is advertised.
- Inclusion of your logo on the label of a jar of salsa that will be given to each participant at El Pinto.
- Your logo and/or slogan will be printed on all drink tickets (each attendee will receive two).
- Opportunity to “assist” the El Pinto restaurant manager at the tequila tasting
- Two complimentary conference registrations
- All general sponsorship benefits.

~~Keynote Speaker Sponsorship~~ SOLD

Sponsorship Price \$8,000

Last year’s TAUG attendees raved about the key note speaker Michael Gelb, so we are bringing him back. On the morning of April 23rd all participants will gather to hear the internationally recognized author, speaker, and consultant deliver a speech entitled *Aikido at Work: An Innovative, Practical Approach to Leadership, Negotiation, and Inter-personal Problem Solving*. A Keynote Speaker Sponsorship Includes:

- Opportunity to introduce the keynote speaker
- Signage with your company name/logo
- Your flier/brochure will be placed on each of the approximately 325 participants’ seats
- Your company logo/name will be featured every time the event is advertised
- Two complimentary conference registrations
- All general sponsorship benefits

~~Key Card Sponsorships~~ SOLD

Sponsorship Price \$2,500

Put your targeted message on the one item participants won't leave their room without! The key card sponsorship gives you:

- Exclusive rights to promote your company's product or services on each participant's room key. *Please note that the key card sponsor is responsible for the expenses and the ordering of the hotel room keys as well as any fees the hotel may charge. A small TMA Resources logo must appear on the back of the card.*
- One complimentary conference registration
- All general sponsorship benefits

Continental Breakfasts and Networking Lunches Sponsorship

~~Monday Breakfast & Lunch Sponsorship Price \$2,400~~ **SOLD**

~~Tuesday Breakfast & Lunch Sponsorship Price \$2,400~~ **SOLD**

Breakfast and lunch serve as a time for participants to network with peers, TMA Resources staff, and strategic partners. Breakfast and lunch will be served to attendees throughout the meeting. A lunch and/or breakfast sponsorship includes:

- A sign with your company name/logo at each event
- Your company name will be featured every time the event is advertised
- Opportunity to give a brief welcome to all participants
- One complimentary conference registration (Sponsor both days and receive 2 free conference registrations)
- All general sponsorship benefits

Breakout Sessions Internet Sponsorship

Sponsorship Price \$2,400

Help TAUG attendees get connected! At least two, sometimes more, breakout session rooms will need Internet connectivity each day. Provide TAUG presenters with the opportunity to teach their sessions with help from the World Wide Web. The Breakout Sessions Internet Sponsorship includes:

- A sign with your company name/logo at each session requiring Internet connectivity.
- One complimentary conference registration
- All general sponsorship benefits

Take A Break Sponsorship

Sponsorship Price \$2,400

Attendees take advantage of TAUG breaks. During the breaks attendees network, catch up with friends, and simply unwind. The Take A Break Sponsorship includes:

- A sign with your company name/logo at each break.
- Your company name will be featured every time breaks are advertised.
- One complimentary conference registration
- All general sponsorship benefits

~~Find-A-Friend Sponsorship~~ **SOLD**

Sponsorship Price \$2,000

Find-A-Friend is a TAUG favorite. This interactive general session gives participants the opportunity to seek advice from other attendees. Participants will ask questions and collect the business cards of colleagues who can help solve their challenges. This event will be held on the first day of TAUG. Get in front of TAUG attendees early! The Find-A-Friend Sponsorship Includes:

- A sign featuring your company's name and logo at the event
- Your business card will be placed in the business card holders that will be distributed to all attendees at the event
- One complimentary conference registration
- Your company logo/name will be featured every time the event is advertised.

Tuesday Events Package

Sponsorship Price: \$2,000

For the first time ever, the TAUG conference will be breaking early on Tuesday afternoon to give attendees the opportunity to tour and explore the Duke City. Attendees will be given the opportunity to tour the Indian Pueblo Cultural Center, explore Old Town, Albuquerque, take a trip to Santa Fe, or gamble at Sandia Casino. The Tuesday Events Package allows you to sponsor ALL of these events. The sponsorship includes:

- Your company logo/name featured every time the four events are advertised
- A sign with your logo at the pick-up meeting spot of all four events
- One complimentary ticket to the Tuesday afternoon event of your choice
- One complimentary conference registration
- All general sponsorship benefits

~~Product Lab, Ask A Business Consultant & Accounting Lab Sponsorship~~ **SOLD**

Sponsorship Price: \$2,000

Three sponsorships for the price of one! Participants flock to the Product labs and Ask A Business Consultant Lab, formerly known as TIMMS Lab, to seek advice from TMA Resources' product experts. New to TAUG this year is the Accounting Lab. Association finance staff who have questions about TIMSS or Personify will gather here to receive assistance from accounting experts. This sponsorship gives your recognition in both areas. Sponsorship will include:

- Signage with your name/logo in each of the labs
- The opportunity to provide giveaways or literature to lab attendees
- Your company name will be featured every time the event is advertised
- One complimentary conference registration
- All general sponsorship benefits

~~Cyber Café Sponsorship~~ **SOLD**

Sponsorship Price: \$1,700

One of our most popular spots, the Cyber Café, gives attendees free computer access for checking their e-mail and surfing the Web. This high traffic area is the perfect place to promote your company. Benefits include:

- A sign with your company name/logo in the café.
- Your company's name on the computers' screen savers.
- Opportunity to provide mouse-pads with your logo.
- Your company name will be featured every time the event is advertised
- One complimentary conference registration
- All general sponsorship benefits.

Sunday Events Package Sponsorship

Sponsorship Price: \$1,500

TMA Resources is encouraging attendees to come to Albuquerque early to take advantage of the great activities the city offers. Participants can choose from a round of golf at the award winning Paa-Ko Ridge Golf Club, a hot air balloon ride, and/or a New Mexican Cuisine cooking class with renowned chef Jane Butel. The Sunday Events Package Sponsorship allows for you to sponsor ALL of these events. Sponsorship includes:

- Your company logo/name featured every time the Sunday afternoon events are advertised.

- A sign with your logo at the pick-up meeting spot of all three events.
- Exclusive opportunity to provide logo golf balls or giveaways to all special event participants (golf balls/give away paid for by sponsor).
- One complimentary ticket to the Sunday event of your choice.
- One complimentary conference registration
- All general sponsorship benefits.

Have an idea for a sponsorship? Let us know and we will be glad to work with you!

To reserve your sponsorship, call Lauren Rattican,
Marketing Operations & Events Associate, at (703) 564-5212,
or e-mail her at lrattican@tmaresources.com.