



EXHIBITOR & SPONSOR PROGRAM





Who Is PASAE?

The Pennsylvania Society for Association Excellence is a professional organization dedicated to educating and supporting individuals in the association industry. It serves as a community where association professionals and business suppliers at all levels can meet their personal and professional needs through high-quality educational, leadership, and professional development opportunities.

PASAE's mission is to create a community of association leaders that inspires and promotes excellence, and its vision is to provide gold-standard, innovative services to the association community.

Through year-round programs and events, PASAE helps members learn and exchange ideas, access resources and tools, build valuable relationships, and advance within the association industry.

What Is the Connections Conference?

The **PASAE Connections Conference** is a premier event designed to help association professionals invest in themselves and their careers. It features **thought-provoking** sessions that inspire and empower attendees at every career stage, offering **actionable strategies, emerging trends, and practical insights** to stay ahead in a rapidly changing industry.

Attendees will have the chance to **connect with peers across Pennsylvania**, gaining valuable support and collaboration from others who understand the world of association management. The exhibit hall showcases industry partners offering destinations, products, and services to make association work easier and more effective.

Beyond learning, the conference emphasizes fun and connection, bringing professionals together to share experiences and celebrate a passion for their work.

Who Attends the Connections Conference?

- Association Executives
- Meeting Planners
- Marketing & Communications Professionals
- Membership Recruitment & Engagement Strategists
- Other Association Key Staff and Business Suppliers



Why Should You Exhibit?

Exhibiting at PASAE's Conference is a dynamic way to connect, collaborate, and showcase your brand to the heart of Pennsylvania's association community. This event brings together passionate leaders and professionals who are eager to discover new ideas, tools, and partnerships.

As an exhibitor, you'll have the opportunity to:

- **Connect directly with influential decision-makers** shaping the future of associations.
- **Build lasting relationships** with professionals who value innovation and collaboration.
- **Highlight your products and services** in an energetic, interactive environment.
- **Boost your visibility and credibility** within Pennsylvania's association community.

Take advantage of this strategic opportunity to engage with a highly qualified audience of association leaders and professionals committed to advancing excellence within their organizations.

If you have any questions, please contact ads@pasae.org or call PASAE Headquarters at 717-614-4270.





Exhibit Hall Information

March 19, 2026

Kalahari Resorts & Conventions

250 Kalahari Boulevard, Pocono Manor, PA 18349

Exhibit Pricing

Registration

PASAE Member Rate: \$399

Non-Member Rate: \$599

by March 12, 2026

Late Registration

PASAE Member Rate: \$499

Non-Member Rate: \$749

after March 12, 2026

Your Registration Includes:

- One six-foot draped table and chair
- One complimentary Connections Conference registration per exhibit
- Company listing in the Connections Conference program

Exhibitor Schedule

Expo Set-Up: Wednesday, March 18, 4:00 – 9:00 p.m. and

Thursday, March 19, 8:00 – 10:00 a.m.

Expo Hours: Thursday, March 19, 11:00 a.m. – 7:00 p.m.

Exhibit Breakdown: Thursday, March 19, 7:00 p.m.

Booth Electric: Exhibitors must make their own arrangements for electric with the host, Kalahari Resorts & Conventions.



"I have been exhibiting at PASAE for over 10 years. It is always great to reconnect with associations and colleagues and meet new people! The format of the show is excellent. A must attend for planners and hosts in the association market!"
— Amy Capcara, Visit Monroeville



PASAE CONNECTIONS CONFERENCE 2026

March 19 – 20, 2026 | Kalahari Resorts & Conventions, Pocono Manor, PA

Register Online at PASAE.org

Registration and Cancellation Deadline: March 12, 2026

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EXHIBITOR REGISTRATION

Please complete one form per exhibitor

Cancellations must be made in writing by March 12, 2026 to receive a refund, less a \$25 administrative service fee plus any processing fees. No refund requests will be honored after the deadline date.

Business Name: _____

Attendee Name (as it should appear on name badge): _____

Designation: _____ Title/Position: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Cell: _____

E-mail: _____

Meal Preference: ☐ Standard ☐ Vegetarian ☐ Pescatarian ☐ Vegan ☐ Gluten-Free

If you require special accommodations to participate in the conference please contact the PASAE office.

Emergency Contact Information

Name of Non-Attending Contact: _____

Relationship to Attendee: _____ Phone: _____

Exhibit Pricing

REGISTRATION:

(on or before March 12, 2026)

☐ \$399 PASAE Member ☐ \$599 Non-member

LATE REGISTRATION:

(after March 12, 2026)

☐ \$499 PASAE Member ☐ \$749 Non-member

TOTAL EXHIBIT COST: \$ _____

Additional Conference Registrations

Exhibitors may purchase additional conference registrations at \$249/person. If you have more than two additional conference registrations, please use an additional form.

Name: _____

Phone: _____

Email: _____

☐ Additional Conference Registration \$249

Emergency Contact Information

Name of Non-Attending Contact: _____

Relationship to Attendee: _____

Phone: _____

Meal Preference: ☐ Standard ☐ Vegetarian ☐ Pescatarian

☐ Vegan ☐ Gluten-Free

Name: _____

Phone: _____

Email: _____

☐ Additional Conference Registration \$249

Emergency Contact Information

Name of Non-Attending Contact: _____

Relationship to Attendee: _____

Phone: _____

Meal Preference: ☐ Standard ☐ Vegetarian ☐ Pescatarian

☐ Vegan ☐ Gluten-Free

TOTAL ADDITIONAL CONFERENCE REGISTRATION COST: \$ _____



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Business Name: _____

SPONSORSHIP AND ADVERTISING OPPORTUNITIES

Move beyond the exhibit table with one of these event sponsor and program book advertising add-ons.

Exclusive Event Sponsorship Opportunities

To discuss a customized sponsorship for your organization, please contact ads@pasae.org.

- | | |
|---|----------------|
| <input type="checkbox"/> Expo Reception (One Available) | \$2,500 |
| Includes 2-minute greeting, complimentary booth, logo recognition and full-page ad in program. | |
| <input type="checkbox"/> Thursday Lunch (One Available) | \$1,500 |
| Includes 2-minute greeting, may provide logo material or item for each chair, logo recognition and half-page ad in program. | |
| <input type="checkbox"/> Opening or Closing Session Speaker (Two Available Each Day) | \$1,000 |
| Includes 2-minute greeting, logo recognition and half-page ad in program. | |
| <input type="checkbox"/> Thursday Continental Breakfast (One Available) | \$500 |
| Includes 2-minute greeting, logo recognition and quarter-page ad in program. | |
| <input type="checkbox"/> Friday Continental Breakfast (One Available) | \$500 |
| Includes 2-minute greeting, logo recognition and quarter-page ad in program. | |
| <input type="checkbox"/> Drink Tickets | |
| Check here if you are interested in sponsoring drink tickets. PASAE will contact you to discuss available options. | |

TOTAL SPONSORSHIP COST: \$ _____

Program Advertising

- | | |
|---|--------------|
| <input type="checkbox"/> Full-page Ad (5.5" wide x 8.5" high) | \$500 |
| <input type="checkbox"/> Half-page Ad (5.5" wide x 4.25" high) | \$350 |
| <input type="checkbox"/> Quarter-page Ad (2.75" wide x 4.25" high) | \$250 |

TOTAL ADVERTISING COST: \$ _____

Deadlines and Specifications

Note: Logos and ads must be submitted electronically by email to ads@pasae.org, deadlines apply. **Logo format:** Camera-ready, full color, high resolution EPS, JPG or PNG file. **Logo submission deadline:** As soon as possible. No later than February 13, 2026.

Ad format: High-resolution, print ready PDF or EPS file only. **Ad submission deadline:** As soon as possible. No later than February 13, 2026.

This application for exhibit space, advertising and sponsorships indicates applicant's willingness to abide by all accompanying terms, conditions, and exhibitor rules and regulations, as well as any additional conditions PASAE deems necessary for the success of the Connections Conference.

PAYMENT INFORMATION

Total Amount: \$ _____

Method of Payment: ☐ Check (payable to PASAE) ☐ Visa ☐ MasterCard ☐ Discover ☐ AmEx

Credit Card Number: _____

Exp. Date: _____ 3-Digit Sec. Code: _____ Signature: _____

Name on Card (please print): _____

Billing Address (if different from above): _____

City: _____ State: _____ Zip: _____

Phone: _____ E-mail: _____