

Sponsor “Tips” for ACTEC Meetings

Other information for successful sponsor participation at the ACTEC Meetings:

- The College Culture
 - ACTEC Meetings differ from trade shows for Sponsor representatives
 - Successful Sponsor participation will focus on the camaraderie among Fellows, guests, and sponsors
 - Aggressive outreach to Fellows for meeting times on their calendar or follow-up calls post- meeting will not be welcomed by the Fellows.

- Where to Meet Fellows
 - At the Sponsor Table Top Exhibit Area
 - During coffee and beverage service breaks
 - Attend Committee Meetings (Contact Executive Director, Deb McKinnon at domckinnon@actec.org to arrange attendance).

- The College Logo
 - The ACTEC logo may not appear on products, materials, advertising or other promotional offerings

- Hospitality Role of College Officers, Regents, Committee and State Chairs
 - Officers, Regents, Committee and State Chairs often serve as hosts at evening events to sponsor representatives. The College strongly encourages each Officer, Regent and Committee Chair who is attending a National Meeting to greet and talk personally to representatives of the sponsor company.

- Sponsorship Advisory Committee
 - The Sponsorship Advisory Committee coordinates with the College staff and sponsors regarding policies and procedures for sponsorship opportunities at College events.
 - Comments, questions, feedback contact Chair, Bob Goldman rgoldman@gfsestatelaw.com or Executive Director, Deb McKinnon at domckinnon@actec.org .