
Maximizing Meetings, Conferences and Events

Public Affairs Council - PAC Conference 2017

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Consumer Technology Association

Consumer
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Association



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- **Consumer Technology Association**

- Trade association representing the U.S. consumer technology industry
- Represent over 2,200 member companies
- Over 80% of members are small businesses & startups
- CTA owns & produces CES

- **CTAPAC**

- \$440,000 in receipts in 2015-16 election cycle
- Approx. 230+ individual CTAPAC donors annually



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Maximizing Meetings and Events

- Promoting your PAC/soliciting prospective members
- Puts the FUN in fundraising
- Creates a community people want to be a part of
- Strengthens connections with your donors/puts the personal in the PAC.

Maximizing Meetings and Events

- Examine your PAC program
 - What are you looking to accomplish?
 - Fundraising
 - Donor Recognition
 - Donor Rewards
- Identify your goals in advance!

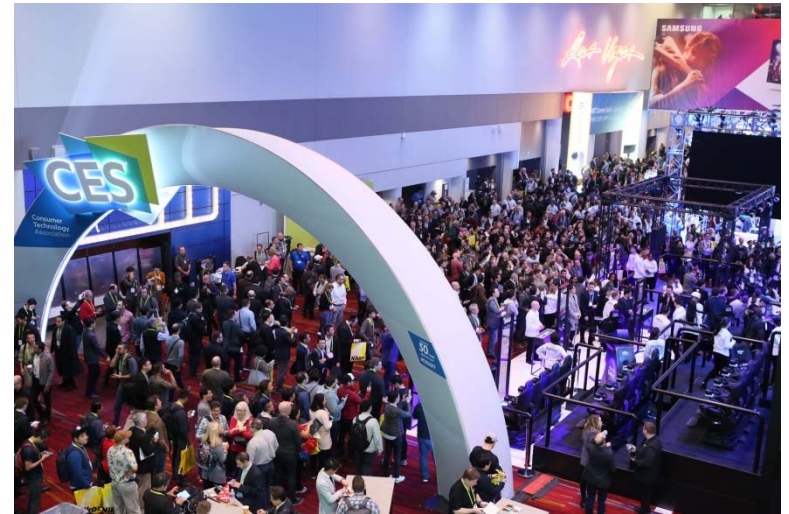
Maximizing Meetings and Events

- Existing Meetings & Conferences
 - A natural fit to promote your PAC
 - Conferences, Legislative Fly-Ins, Industry Meetings, etc.
 - Talk to internal stakeholders and get their buy-in
 - Don't lose sight of the larger meeting goals
- Creating an Event
 - Determine clear goals or benchmarks
 - Secure internal/external buy-in



CTAPAC's Benefit Program

- **CES**
 - Annual Consumer Electronics Show in Las Vegas
 - 175,000+ attendees
 - 82% of member companies attend



CTAPAC at CES

Highlighting CES

CTAPAC Members – VIP Experience:

Black car airport transportation
Reserved seating at keynote speeches
Access to VIP receptions & events
Access to hospitality suite
Access to private shuttle



VISIONARY \$5,000

CUMULATIVE ANNUAL CONTRIBUTION

Black Car Airport Transportation Service at CES
Reserved VIP Seating at CES Keynotes
Reserved VIP Seating at Leaders in Technology (LIT) Dinner
Reserved VIP Seating at CTA's Digital Patriots Dinner
Invitation to CES Pre-Show, Post-Keynote VIP Reception
Invitation to VIP Leaders in Technology (LIT) Receptions at CES
Option to Invite One Non-Contributor Guest to CTAPAC Events
Photo Recognition in Industry Publications
All Benefits of the Senate, House and Member Clubs

SENATE CLUB \$2,000-\$4,999

CUMULATIVE ANNUAL CONTRIBUTION

Access to Leaders in Technology (LIT) Suite at the LIT Hotel at CES
Access to Leaders in Technology (LIT) Shuttle Service at CES
All Benefits of the House and Member Clubs

HOUSE CLUB \$1,000-\$1,999

CUMULATIVE ANNUAL CONTRIBUTION

Invitation to Attend Annual CTA Tech Week, including Capitol Hill Visits
Access to Leaders in Technology (LIT) Lounge at the LVCC During CES
Invitation to VIP Reception with CE Hall of Fame Inductees
All Benefits of Member Club

MEMBER \$500-\$999

CUMULATIVE ANNUAL CONTRIBUTION

Complimentary Registration at the Leaders in Technology (LIT) Dinner at CES
VIP Lunch Tickets at CES
Invitation to the Leaders in Technology (LIT) Innovation Movement Reception at CES
Complimentary Registration at CTA's Digital Patriots Dinner
All Benefits of the \$499 and Under Member Club

MEMBER \$1-\$499

CUMULATIVE ANNUAL CONTRIBUTION

Recognition at CES, Digital Patriots, and Innovate!
Recognition in Industry Publications
Invitation to the Leaders in Technology (LIT) Dinner at CES
Invitation to CTA's Digital Patriots Dinner
CTAPAC Quarterly Newsletter and Member Updates
CTAPAC Lapel Pin

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CTAPAC at CES

Promoting CTAPAC during CES

Prospective Members:

Recruitment/Authorization efforts in Member Lounges

Useful giveaways

Signage

Donor Recognition

Lapel pins/ribbons



Other CTA Events

- Tech Week (Legislative fly-in)
- Digital Patriots dinner (reserved VIP seating)
- VIP Receptions & Photo Opportunities
- CTAPAC Staff Events
 - March Madness reception
 - Annual luncheon



Other Event Options

- Luncheons/Dinners/Receptions
- Sporting Events
- Political/VIP Speaker or Guest
- Young Professional Networking Event
- Auctions
- Choose a venue that plays to your location
- Town Hall event
- Political Update Webinar or Virtual Meeting



Tips for a Successful Event

- Recruit PAC champions who will help promote the event
- Identify the fundraising structure
 - New money vs. existing donors
 - Ticket prices
 - Complimentary guests
- Make a budget AND stick to it!
- Promote early and often
- Be realistic about competing events



Promoting Your PAC at an Existing Event

- Sponsorship opportunities
- Signage
- Build in time for a PAC pitch
- Giveaways
- Handouts
- PAC booth
- Various benefits or complimentary access

Thank You!

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