
Maximizing Meetings, Conferences and Events

Public Affairs Council - PAC Conference 2017

Kristin Brackemyre
Consumer Technology Association

Consumer
Technology
Association



CTA.tech

Consumer
Technology
Association™

CTAPAC
YOUR VOICE IN CONGRESS

- **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

Consumer
Technology
Association



CTA.tech

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!

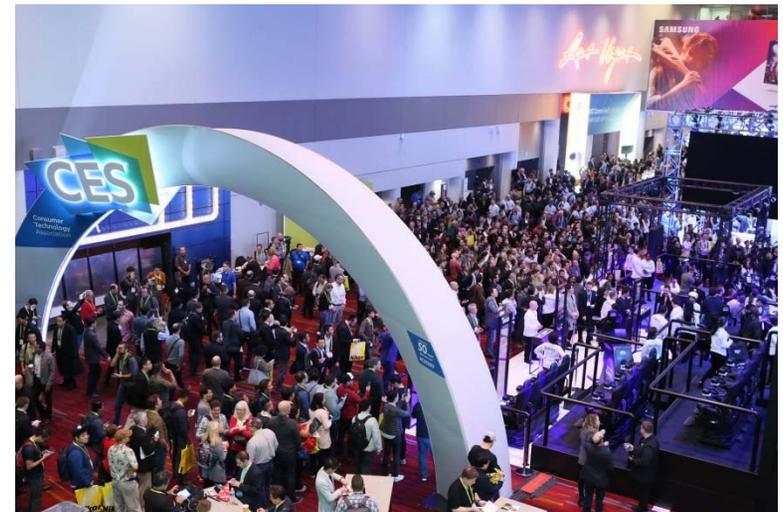
Maximizing Meetings and Events

- 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



Consumer
Technology
Association



CTA.tech

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

Consumer
Technology
Association



CTA.tech

CTAPAC at CES

Promoting CTAPAC during CES

Prospective Members:

Recruitment/Authorization efforts in Member Lounges

Useful giveaways

Signage

Donor Recognition

Lapel pins/ribbons



Consumer
Technology
Association



CTA.tech

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!

Kristin Brackemyre
kbrackemyre@cta.tech
703-907-7767

Consumer
Technology
Association



CTA.tech