



ACA
HOW REVENUE
GROWTH SUMMIT

MARCH 12-14, 2024

LOUISVILLE MARRIOTT DOWNTOWN

Affiliate Guide to Participation

ACA How: Revenue Growth Summit is ACA's new spring show launching in the heart of Bourbon City, Louisville, Kentucky.

As our education focus and deliverables change, so do the ways in which you are able to participate in the event. The Revenue Growth Summit offers you refreshed opportunities to hone your game plan. Whether you are retaining customers or expanding your portfolio, introducing a new or improved product, ARM industry professionals need partners ready to meet them where they're at. Revenue Growth Summit delivers the playing field for a win-win scenario for you, your clients or future clients.

This new experience provides you the flexibility to choose your involvement level, customize your dollar spend and flex your onsite schedule to maximize your reach.

Attend

To connect with clients & prospects

Add-On

To enhance your experience

Sponsor

To show your brand

Present

Your solutions at Innovation Circles

Affiliate Member Participation Options

The choice is yours. Choose one, two or all game plans for your Revenue Growth Summit Experience.

- **Register** as an event attendee.
- Add-On a **booster pack** to highlight your company
- **Sponsor** to showcase your brand.
- Participate in the **Innovation Circles**

[1] Register as an event attendee.

Register as an event attendee, offering you maximum flexibility to connect with attendees in sessions, meal breaks and receptions.

Registration rates:

- Individual attendee, pay \$1,485
- 2-3 attendees, pay \$1,145 per person*
- 4+ attendees, pay \$845 per person*

* Group discounts are applicable only to those with "Affiliate" memberships.

* All must be from the same company and register in the same transaction for discounted rates to apply.

Affiliate registration includes:

- Attendee list in Excel format provided four weeks before, two weeks before and one week after the event. List will include name, title, company, address, phone and email for attendees who did not opt out of receiving marketing from affiliates/sponsors.
- An exclusive opportunity to add-on a booster pack. *See details below.*
- Exclusive opportunity to participate in the Innovation Circles. *See details below.*
- Company name, contact information and description listed on event website.
- Company name spotlight during sessions which tie into product/service category.

[Click Here to Register For Event.](#)

Affiliate Member Participation Options

Add-Ons

[2] Add-On a booster pack to highlight your company

Add-on booster packs are only available to registered event affiliate member attendees.

Solution Spotlight - \$300 - \$400

Limit of 9 available. Limit 1 per company.

Share your game changing solutions in front of a captive audience with a brief 2-minute company commercial while introducing and closing out 1 of 9 sessions at the event. Sessions will be assigned by ACA.

- Breakout Session (6 available) @ \$300 each
- Main Stage (3 available) @ \$400 each

Resource Hub - \$300

Limit of 10 tables available. Limit 1 per company.

Reserve a tall cocktail table in the main session and meal space on all days of the event. The table offers a landing space for you to share company collateral, business cards and a tabletop sign (provided by ACA).

[3] Sponsor to showcase your brand.

Sponsorships are available to affiliate members regardless of event registration status. Sponsorships are available as pre-defined sponsorships listed below. Or a custom package can be created. Nonmember sponsorships are available, please reach out to exhibit@acainternational.org for more information.

[4] Participate in the Innovation Circles

Innovation Circle participation is exclusive to registered event affiliate member attendees.

Similar to the Innovation Stage you are used to seeing at ACA's convention, the Innovation Circles at the Revenue Growth Summit are bite-sized discussion circles and will take place concurrently during the morning break. They are informal and offer registered Affiliate Members the opportunity to showcase their product and educate attendees on the solutions, resources and game changing tools ready to assist them in reaching their revenue growth goals.

Session outlines are due to ACA by January 26 and sessions will be assigned at random.

Sponsorship

General Sponsors Benefits

- Reduced Affiliate registration rate from \$1,639 to \$695 (members) or \$925 (nonmembers).
- Attendee list in Excel format provided four weeks before, two weeks before and one week after the event. List will include name, title, company, address, phone and email for attendees who did not opt out of receiving marketing from affiliates/sponsors.
- 1 social media post on ACA social media channels leading up to event with company logo and social handle in post.
- Opportunity to provide white paper in online event solution services.
- Company logo included in the main event PowerPoint.
- Company listing and logo placement on the event website.
- Company listing and logo placement in the event mobile app.
- Logo placement on signage at the event.
- Company logo included in event agenda if sponsoring an event function.
- Company logo included on select event related emails.

Sponsorships:

All sponsorships listed below are member rates and include general sponsorship benefits in addition to the specialized benefits outlined under each sponsorship.

SOLD	Welcome Reception Sponsor <ul style="list-style-type: none">• Company logo on event function signage• Custom drink created in partnership with ACA• Company logo on beverage napkins	\$2,750
SOLD	Registration Sponsor <ul style="list-style-type: none">• Company logo on online event registration landing page.• Company provided ad included in attendee Know Before You Go email.	\$2,750

Sponsorships — *Continued*

Mobile App Sponsor

- Rotating ads on the landing page of the mobile app. Includes up to three (3) ads provided by the Company to ACA.
- Company recognition included in mobile app instructions.
- Recognition in all announcements of the mobile app pre-event and onsite.

\$2,750

Bourbon Tasting Sponsor

Bourbon tasting will take place during the Thursday Happy Hour

- Company logo on event function signage
- Company logo on beverage napkins

\$1,950

SOLD

Lanyards Sponsor

- Company logo included on lanyards

\$1,650

Lunch Sponsor

- Company logo on event function signage

\$1,650

SOLD

Name Badge Sponsor

- Company logo included on name badge

\$1,650

Break Sponsor

Multiple available.

- Company logo on event function signage

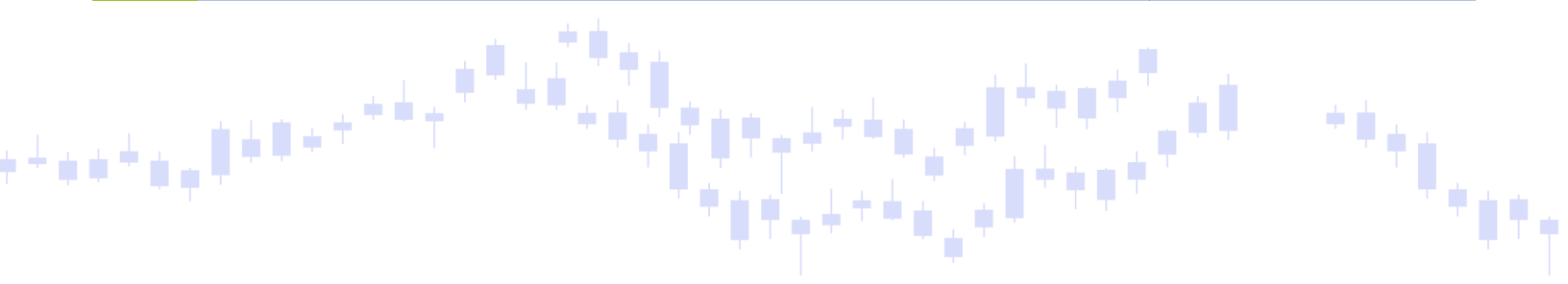
\$999

SOLD

Text Messaging Sponsor

- Company logo included with text messaging instructions provided to attendees
- One (1) text message thanking sponsoring company for providing text message services

\$750



Sign me up! I'm ready to choose my experience.

I want to register as an Affiliate.

Register online at:

<https://www.acainternational.org/events/revenue-growth-summit-2024/>

ACA International will follow up with all registered affiliate members for next steps to complete the registration process.

I want to buy an add-on and/or be a sponsor.

Complete the affiliate & sponsorship form:

<https://acaintl.wufoo.com/forms/2024-rgs-affiliate-sponsorship-form>

Reach out to exhibit@acainternational.org with questions.

