



**September 7-12, 2027**

Laguna Cliffs  
Marriott Resort & Spa  
Dana Point, CA

“As a first-time sponsor of ASAE’s CEO Conclave, the experience greatly exceeded my expectations. Access to this important audience, the time spent with participants, and the relax nature of the event contributed to fostering new and continuing relationships in ways other events simply cannot”

– Andrew Ortale,  
VisitPITTSBURGH

“ASAE’s CEO Conclave is a must-attend event for association CEOs. It is an invaluable opportunity to step away from the day-to-day and network and learn. Events are our lifeblood and through Conclave, CEOs can discover new and innovative ways to enhance event offerings.”

– Lori Anderson,  
International Sign Association

## About ASAE CEO Conclave

*(formerly Five Star Weekend)*

ASAE’s CEO Conclave began over twenty years ago and continues today as a fundraiser for the ASAE Research Foundation. If you are looking to unlock strategic excellence: join our exclusive CEO Conclave! Elevate your leadership, engage in dynamic discussions, and forge powerful connections among industry visionaries in an intimate setting designed for impactful collaboration. The event is exclusively for association CEOs and the schedule is designed to give both CEOs and sponsors time to network, learn, and discuss critical issues facing associations today.

## Why CEOs Attend the CEO Conclave

ASAE and our event hosts know it is hard for CEOs to take time away from the office, but we work to assure it is time well spent. What CEOs will gain by participating in an ASAE CEO Conclave event:

- **An exclusive opportunity for CEOs to connect with their peers.**  
The event was created as an opportunity for an important community of CEOs to learn from each other through educational programs and leisure activities with fellow CEOs and their guests to help build industry relationships and their CEO network.
- **Leadership educational opportunity.**  
The program content is developed just for CEOs, dealing with leadership, innovation, and industry trends. Past presenters have inspired attendees to go back to their organizations energized with new thoughts, ideas for innovation and have helped initiate crucial conversations organizationally.
- **An opportunity to network with key industry partners.**  
Key Industry Partners sponsor this event, inviting CEOs who are current or potential clients. The event is a great way to build relationships that endure over time—helping organizational leaders on both sides succeed now and into the future.
- **Face-to-face relationship building.**  
No substitute exists for peer-to-peer networking and learning. CEO Conclave is well-known for partnership building. Over the years, these alliances have become invaluable to both CEOs and sponsors.
- **Supporting an event that advances the association profession.**  
The sponsorship dollars and your participation help make this event possible. ASAE CEO Conclave supports ASAE Research Foundation which is critical to the future success of our industry. The ASAE Research Foundation transforms the association community through research, scholarships, and practical tools critical to our profession.





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**Cancellation Policy**

If a company cancels their participation in the ASAE CEO Conclave within three (3) months of the event date, they will be eligible for a refund of 50% of the fees paid. If the cancellation occurs more than three (3) months prior to the event, a full refund will be issued.

For Alliance Partner companies that cancel within three (3) months of the event, 50% of the total credits allocated for the event will be applied to future ASAE events or services. Cancellations made more than three (3) months prior to the event will result in a full reallocation of credits to future ASAE opportunities.

No refunds or credits will be issued for cancellations made within two (2) months of the event.

**CEO Conclave Sponsorship Opportunities & Guest Policies**

**Sponsor Fee is \$22,000**

The last year's sponsors have first right of refusal for next year's event.

Sponsorship fee includes:

- Hotel for the evenings of Thursday-Saturday. If you wish to come early or stay late additional fees apply
- Hotel and ground transportation to and from the airport for three pre-approved association CEOs and one guest each
- One sponsor spouse/guest registration (cannot be someone in the industry)
- Attending sponsor must be VP level and above and at least 21 years of age.
- Spouse/guest must be at least 21 years of age.
- Ground transportation for sponsors and their spouse/guest to and from the airport
- One spa appointment per person (sponsor, CEO & guests)
- On & off-site excursions Friday and Saturday
- High level educational programming on Friday & Saturday morning
- Thursday and Saturday night reception and dinner
- Thursday night networking reception (Friday dinner hosted by sponsor)
- Friday-Sunday breakfast
- Friday-Saturday lunch

**Other Sponsorship Opportunities**

*(Depends on if these are actually on the schedule)*

- **Lanyards: \$2,500**
- **First Timer Meet and Greet: \$5,000**  
(includes opportunity to welcome all first timers and address the group – approx. 2 min)

**Interested in a Sponsorship?**



Fill out our form and return it to John Bacon, [jbacon@asaecenter.org](mailto:jbacon@asaecenter.org).

Date: \_\_\_\_\_ Sponsor Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Title: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

**CEO Conclave Sponsorship Opportunities Costs (Gross/Net)**

\_\_\_\_ CEO Conclave: \$22,000      \_\_\_\_ Lanyards: \$2,500      \_\_\_\_ First Timer Meet and Greet: \$5,000

**TOTAL SPONSORSHIP SPEND (Gross/Net):** \_\_\_\_\_

*(\*Invoice will be generated and sent once the agreement is signed.)*

**Special Instructions:** \_\_\_\_\_

\_\_\_\_\_

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_