

SPONSORSHIP/EXHIBITS/ADVERTISING CAMPAIGN

2018 Winner: Society for Industrial and Organizational Psychology

Entry Title: 2017 SIOP Annual Conference Partnership Program Revamp

Project Overview

The SIOP Annual Conference gathers nearly 5,000 industrial-organizational psychology professionals, educators, researchers, and students from more than 40 countries for three days of educational programming, networking, and advancing the field. Participation as a conference partner through exhibiting, sponsoring, and advertising is a valuable experience for organizations looking to reach this sizable, unique audience while also providing essential non-dues revenue for the association and solutions for the business needs of members.

The conference partnership program had experienced growth in recent years, but SIOP undertook a concerted effort for the 2017 SIOP Annual Conference to elevate the program by adding an elite recognition level, increasing the volume of partnership opportunities offered, and dramatically improving the web presentation and marketing collateral for the sales function. The increased attention paid to the program and emphasis on professionalism in conveying program details to prospective partners resulted in significantly increased engagement and investment by sponsoring organizations, helping to deliver a highly successful annual meeting and decidedly exceeding program revenue expectations.

Goals/Objectives

Partnership investment provides essential non-dues revenue for SIOP, giving partnering organizations access to the association's membership and event attendee audiences while providing those audiences with solutions for their business needs that SIOP, alone, does not provide. This investment represents approximately 15% of the organization's overall revenue budget, helping to fund activities that advance the Society's mission to enhance human well-being and performance in organizational and work settings by promoting the science, practice, and teaching of industrial organizational psychology.

The 2017 SIOP Annual Conference Partnership Program Revamp project pursued the following four objectives:

- Increase the quantity of partnership opportunities offered
- Present partnership information in a clear, print-ready format
- Increase conference partnership revenue
- Introduce an inaugural Platinum Partner level

Strategy/Tactics

SIOP began by dedicating additional staff time to grow the partnership sales and fulfillment function. The function formerly had approximately .25 FTE at its disposal, which was increased to approximately .5 FTE for the 2017 conference cycle. Although still marginal relative to the organization's 9.5 FTE staff, the additional staff resources, along with deployment of association leading practices associated with non-dues revenue generation, greatly improved the program in pursuit of the project objectives.

Partnership opportunity quantity:

SIOP dug deep into the unique branding opportunities available at the 2017 conference venue. For example, there were more than 300 available positions within the hotel to brand physical or digital signage. SIOP carefully analyzed each opportunity to select positions that offered the highest traffic potential at the most affordable price per square foot.

Partnership information presentation:

In prior years, partnership options were displayed via a table on the web site (please see [2016 screen grab upload](#)). Such a presentation was visually unpleasant, difficult to print, and lacking in graphical reference points for potential sponsors. To solve these issues, SIOOP created a Partnership Prospectus outlining the business case for sponsoring, details surrounding how to place orders, and a listing of all opportunities, pricing, and images, where applicable.

Partnership revenue:

Using prior internal sales figures and benchmarking against other organizations, SIOOP developed pricing for the 2017 partnership opportunities based on value of the opportunity (how many attendees will see/use/touch/experience the sponsored opportunity) and with the goal of offering opportunities at multiple price points to reach the wide range of budgets represented by SIOOP partners.

Platinum Partner level:

The prior highest cumulative spend threshold for additional recognition was a Diamond level at \$12,000. SIOOP established a Platinum Partner level at the \$20,000 threshold, incentivized through notably more valuable benefits than the lower partnership levels.

Success Metrics/Results Achieved

The project successfully delivered on all objectives in the following capacities:

Increase the quantity of partnership opportunities offered:

57 partnership opportunities (not including 87 exhibit booths and unlimited program advertisements) were offered for the 2017 SIOOP Annual Conference, which was a 33% increase in volume over the 43 partnership opportunities offered at the 2016 SIOOP Annual Conference. Of the 57 opportunities offered in 2017, 50 opportunities were sold (88%).

Present partnership information in a clear, print-ready format:

The new PDF prospectus was aesthetically pleasing, print ready, and informative, featuring images of signage locations and clear details about what each partnership included. Partner contacts related appreciation for the format and had a helpful resource to share internally with their organization's decision makers and marketing teams. Please see uploaded project files for a screen grab of the [2017 partnership page](#), the [prospectus as it appeared before sales began](#), and the [prospectus after sales were complete](#).

Increase conference partnership revenue:

SIOOP exceeded partnership revenue projections by an impressive 23% for the 2017 SIOOP Annual Conference, (and the 2017 projections had already been aggressively set at 18% over 2016 projections). Additionally, the 2017 partnership revenue represents a 68% increase over the 5-year average gross conference partnership revenue.

Introduce an inaugural Platinum Partner level:

SIOOP welcomed 6 organizations to the Platinum Partner level, each with cumulative spends exceeding \$20,000. In 2016, there were no organizations spending at that level.

Preliminary indications of partnership participation for the 2018 SIOOP Annual Conference demonstrate that the changes made through the 2017 SIOOP Annual Conference Partnership Program Revamp are having continuing positive impact on

the success of the SIOP partnership function and satisfaction of our sponsors, exhibitors, and advertisers, having already exceeded 2017 partnership revenue by 10%.

Learn more:

[2016 partnership page screen grab](#)

[2017 partnership page screen grab](#)

[SIOP 2017 Partnership Prospectus ORIGINAL](#)

[SIOP 2017 Partnership Prospectus FINAL AFTER SALES](#)

<http://www.siop.org/Conferences/17con/partner.aspx>

Association Website:

www.siop.org