

Revenue Generation

The Best Practices noted on this page deal with the area of Revenue Generation

SPE membership rebates to Divisions are no longer sufficient to support all educational programs. Also in order to assure success of conferences, additional revenue--beyond attendee registration fees--is required.

Corporate Sponsorship Sources

Corporations are generally willing to support SPE activities, especially when they see their support return "value" to them.

Division Newsletter Sponsorships

The "sponsorship" effort works best when the Division appoints a dedicated Board Member to spearhead solicitation and collection.

Sponsorships can be successful enough to support a paid person who acts as sponsor liaison, graphics coordinator (for printing), and bill collector. (Extrusion.)

Web Site Sponsorships

Web site sponsorships are generally an as-yet untapped source of funds. At least one Division handles it the same as newsletter sponsorships. However, this form of sponsorship offers additional sponsor exposure by offering a click-through hotlink to the sponsor's own web site. (Extrusion.)

Networking Events

Many Divisions find networking events to be an excellent source of recurring revenues.

Several Divisions generate sponsorship income via coffee break or wine/cheese socials at ANTEC or other conferences, sometimes offering sponsors table-top exhibit tables near the activity, a prominently-placed banner or placard, or other mutual consideration during the event.

These receptions also offer the opportunity to raise funds from industry in the form of financial "sponsorships" that can be used to expand the size of the event and offset related costs (or fund additional student scholarships). The increased visibility of industry suppliers at these events helps validate the importance of the Division's activities in general. At the same time, the sponsors are offered display tables and logo visibility above a minimum \$-sponsorship level, thus gaining visibility to a very targeted audience. (Injection Molding, Thermoforming.)

One Division suggests supplementing the traditional sponsor "placard" with several sponsor-supplied PowerPoint or 35mm slides that can be run along with other sponsors' slides during the entire event. The slides can show the sponsor's name, logo, or products, offering a much more dynamic way to reward sponsors. (Extrusion.)

Technical Conferences

In addition to providing valuable technical information to SPE Division members, technical conferences--if run well--can be a source of significant income. (See also Technical Programming Section, "Organizing A Conference".)

Event Sponsors

Some Divisions are having success in recruiting leading corporations with their industry to underwrite a significant portion of the fixed costs. One such Division suggests guaranteeing such sponsors prominent visibility in the promotional literature, a free exhibitor's spot, and several free event registrations. (Extrusion.)

Exhibitors

The Extrusion Division recommends that Divisions sponsoring an event contact a broad range of corporations that service their industry for potential exhibition support. Again, they suggest providing exhibitors with visibility in the promotional literature and some free registrations. (Extrusion.)

Maximizing Attendee Registrations

The simplest advice: If your Division provides a high-quality technical program and prices the registration fee to attract participants, the conference will be a success. (Extrusion.)

For further information about this example and how your SPE Division or Section can adapt this Best Practice, contact Tricia McKnight