



# 2010

CORPORATE MEMBERSHIP



**ESH for  
High Technology**

# 2010 partners

## CORPORATE MEMBERSHIP

### Who can become SESH Corporate Partners?

Organizations, firms, and companies providing products or services within the electronics and related high technology industries are eligible to participate in SESH's Corporate Partnership Program.

### What is the benefit of participating as a Corporate Partner?

Simple! You save money while maximizing your SESH participation. Each of the various partnership levels guarantees you a 20% savings! Using the "Benefit Menu" on the following pages, add up your customized member benefits and start realize your savings today!

### How is SESH's Corporate Partnership Program different from SESH's individual membership?

SESH Individual Members are recipients of our many

benefits such as annual symposium discounts, technology focused mini-conferences, membership directory, standard publications and valuable networking opportunities.

Quite simply, this new designation of SESH Corporate Partners includes allocations of individual member benefits – but also can include specific offerings designed to best

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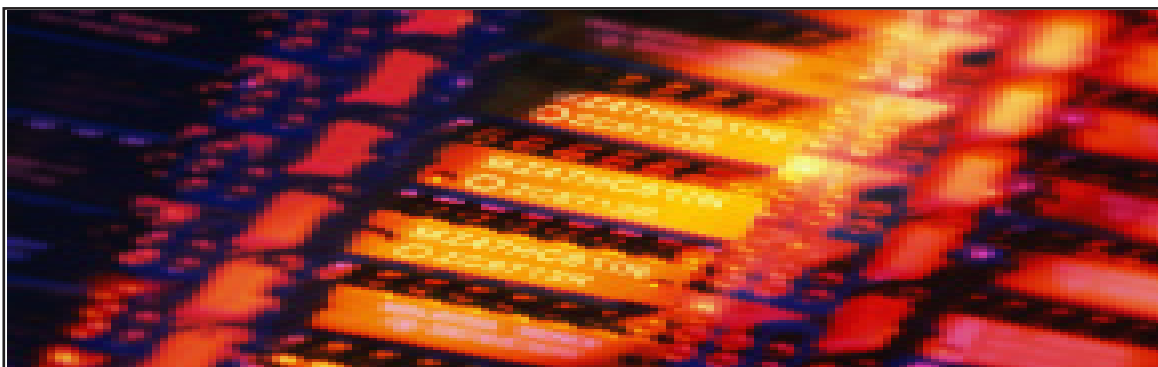
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benefit Corporations or Companies. Additional partnership benefits can include the following:

- SESH A Scholarship Sponsorships **Newly Offered**  
**"Scholarship naming Rights" Opportunities**
- Symposium Attendance Fee Waiver(s)
- Group Individual Membership Dues
- Mini-Conference Attendance Fee Waiver(s)
- Exhibitor Space Allotments
- Symposium and/or Mini-Conference Sponsorship Opportunities
- Mailing List Access
- Website Advertising/Links
- Advertising and/or Sponsorship Opportunities in Membership Publications
- Advertising and/or Sponsorship Opportunities in New SESH A e-Journal

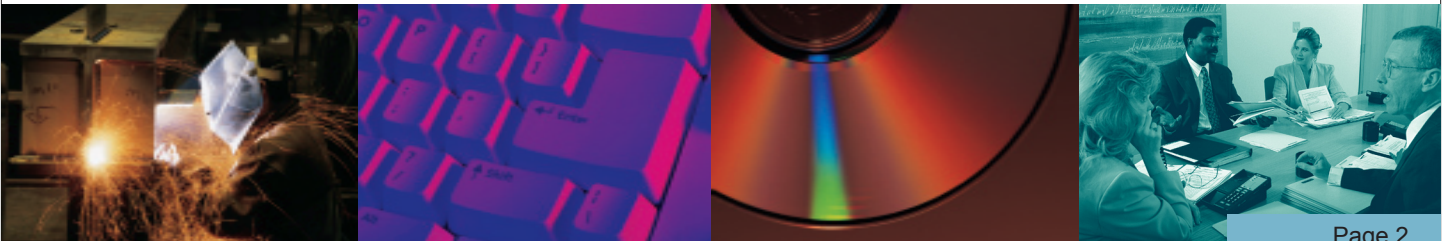
SESHA's Corporate Sponsorship Program has five flexible levels of participation: A distinguishable fee structure exists for each program level along with a flexible package of

services and benefits that can be designed to best fit individual partner company needs.

### **H**ow can I participate in SESH A's Corporate Partnership Program?

It's simple! After you have read the summaries of our Corporate Partnership Packages and discussed this with the appropriate individuals in your company, please contact SESH A's Membership Program Director, Ms. Heide Rohland, at [hrohland@burkinc.com](mailto:hrohland@burkinc.com) or via telephone @ 703.790.1745 to sign-up your company.

You will receive a Corporate Partner Packet, welcoming your company into SESH A's Corporate Partnership Program. The letter will confirm your company's level of participation and will include a detailed summary of the corresponding package of services and benefits. Also included will be a plaque commemorating your inclusion into the SESH A family.



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### What does it cost to become a SESH Corporate Partner?

Our broad, flexible fee structure has been designed to meet the diverse partnership needs of companies worldwide, and saves you a minimum of 20%.

- Platinum Circle Partner = \$10,000 annually (Provides \$12,000 total benefit)
- Gold Circle Partner = \$7,500 annually (Provides \$9,000 total benefit)
- Silver Circle Partner = \$5,000 annually (Provides \$6,000 total benefit)
- Bronze Circle Partner = \$2,500 annually (Provides \$3,000 total benefit)

- SESH Affiliate = \$1,500 annually (Provides \$1,800 total benefit)

Program flexibility is achieved by defining “custom benefit” packages based on the “Benefit Menu” below. Simply add the corresponding benefit values until they meet/exceed the appropriate partner cost level.

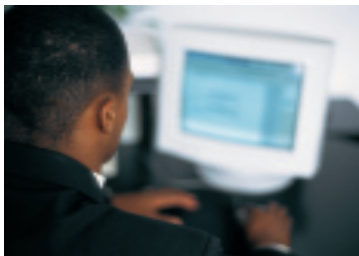
**Note: Any benefits totals in excess of the 20% discount is to be paid by the Corporate partner as part of the member invoice.**

#### Example Corporate Benefit Package – “Silver Circle Partner”:

Benefit	Qty	Cost/Per	Total Benefit
Student Scholarship(s)	1	\$1000	\$1000
Individual Memberships	10	\$125	\$1250
Symposium Opening Party Co-Sponsorship	1	\$500	\$500
Exhibitor Space	1	\$1500	\$1500
Symposium Fee Waivers	2	\$595	\$1190
Mini-Conference Fee Waivers	4	\$225	\$900
<b>Total:</b>			<b>\$6090.00</b>

\*Note: Benefits totaling > 20% of contribution level are to be paid by Corporate Partner

**\$6,090 Benefit for \$5,090 Silver Member Contribution\***



Benefit	Benefit Value	Comment
<ul style="list-style-type: none"> <li>Student Scholarship</li> </ul>	\$500 - \$5000	<p>All contributions will result in a 80/20 distribution – 80% for scholarships, 20% for administration costs</p> <p><b>New option: On a first come, first served basis – you can sponsor our specific 1<sup>st</sup>, 2<sup>nd</sup> or 3<sup>rd</sup> place scholarship winners as part of our SESH A symposium. 1<sup>st</sup> place sponsorship is \$5,000, 2<sup>nd</sup> place is \$2,500 and 3<sup>rd</sup> is \$1,500</b></p>
<ul style="list-style-type: none"> <li>Symposium Fee Waivers</li> </ul>	\$595	Minimum of 1 (no maximum limit)
<ul style="list-style-type: none"> <li>Mini-Conference Fee Waivers</li> </ul>	\$225 – no limit	\$225 represents average
<ul style="list-style-type: none"> <li>Web Link/Advertising</li> </ul>	\$200 or \$500	<p>Value depends on link functionality and visibility on <a href="http://www.seshaonline.org">http://www.seshaonline.org</a></p>
<ul style="list-style-type: none"> <li>Individual Member Dues</li> </ul>	\$500 – No limit	<p>Minimum of 4 individual memberships, SESH A affiliate corporate members can have a minimum of 3 (Value = \$125 each) included in any company membership package.</p>
<ul style="list-style-type: none"> <li>Exhibitor Booth Space</li> </ul>	\$1550 – No limit	
<ul style="list-style-type: none"> <li>SESHA Mailing List Access</li> </ul>	\$250	
<ul style="list-style-type: none"> <li>SESHA E-Journal Advertising</li> </ul>	\$200 - \$1000	Cost dependent on advertising strategy
<ul style="list-style-type: none"> <li>Prioritized Symposium Sponsorship Opportunities</li> </ul>	\$100 – No limit	<p>For available symposium or mini-conference advertising opportunities, please contact Lori Strong LStrong@BurkInc.com @ 703.790.1745</p>



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