



# 2012

CORPORATE MEMBERSHIP



**ESH for  
High Technology**

# 2012 partners

## CORPORATE MEMBERSHIP

**W**ho can become SESHAs Corporate Partners?  
Organizations, firms, and companies providing products or services within the electronics and related high technology industries are eligible to participate in SESHAs Corporate Partnership Program.

**W**hat is the benefit of participating as a Corporate Partner?

Simple! You save money while maximizing your SESHAs 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!

**H**ow is SESHAs Corporate Partnership Program different from SESHAs individual membership?

SESHA 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 SESHAs Corporate Partners includes allocations of individual member benefits – but also can include specific offerings designed

partners

corporate

membership

partners

corporate

membership

partners

corporate

membership

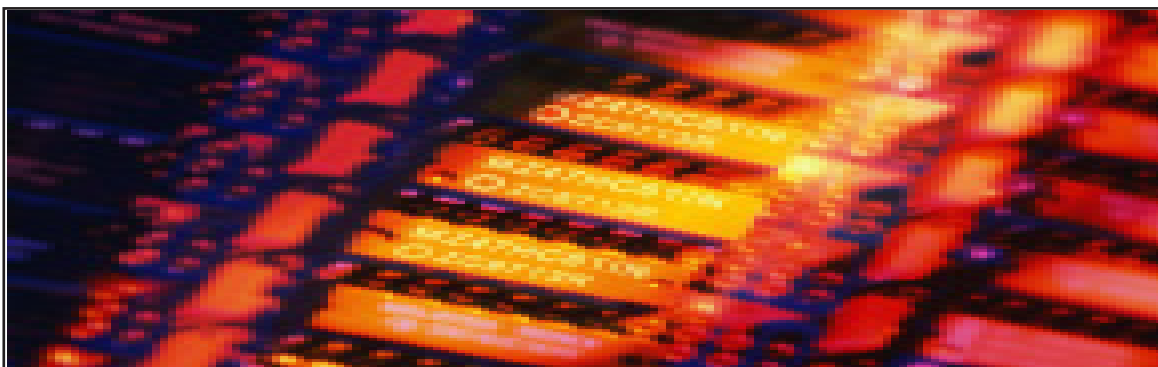
partners

corporate

membership

partners

Page 1



# partners 2012

## CORPORATE MEMBERSHIP

to best 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.

### How 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.



# partners 2012

## CORPORATE MEMBERSHIP

### 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.

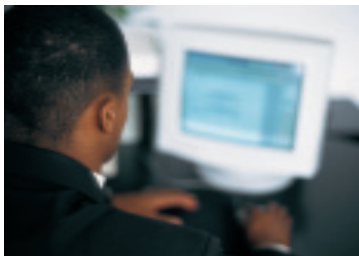
**Note: Any benefits totals in excess of the 20% discount is to be paid by the Corporate partner as part of the member invoice.**

#### 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 SESHAs 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	Value depends on link functionality and visibility on <a href="http://www.seshaonline.org">http://www.seshaonline.org</a>
<ul style="list-style-type: none"> <li>Individual Member Dues</li> </ul>	\$500 – No limit	Minimum of 4 individual memberships, SESHAs affiliate corporate members can have a minimum of 3 (Value = \$125 each) included in any company membership package.
<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	For available symposium or mini-conference advertising opportunities, please contact Lori Strong LStrong@BurkInc.com @ 703.790.1745



**ESH for  
High Technology**

S E S H A

1313 Dolley Madison Blvd.

Suite 402

McLean, VA 22101

703-790-1745

FAX: 703-790-2672

Email: [sesha@burkinc.com](mailto:sesha@burkinc.com)

[www.seshaonline.org](http://www.seshaonline.org)

E S H F O R H I G H T E C H N O L O G Y