

CALSAE UPDATE

REACH 1,900

CALIFORNIA ASSOCIATION PROFESSIONALS AT ALL LEVELS

EVERY WEEK

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CalSAE UPDATE

California Society of Association Executives

YOUR WEEKLY GUIDE TO NEWS, EDUCATION AND NETWORKING

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Highlight of the Week
 Check out [CalSAE's Online Buyers' Guide!](#) All the tools and services you need with the convenience of one-stop shopping! Submit your RFPs, too.

EDUCATION AND NETWORKING EVENTS

Statwide
Seasonal Spectacular | Dec. 7, 2011 | Sacramento Convention Center
ELEVATE 2012 Annual Conference | March 28-30, 2012 | Newport Beach Marriott Hotel & Spa

Regional and Online
 Sept. 16 | **Membership Development Forum** | Capital Region
 Sept. 21 | **Executive Work-Up Call** | Bay Area Region
 Sept. 21 | **Association Roundtable** | San Diego Region
 Sept. 23 | **Online Education** | Webinar
 Oct. 19 | **Marketing Education and Luncheon** | Southern California Region

*free to CalSAE members

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NEWS YOU CAN USE

CEIR Predict Conference signals positive days ahead for exhibition industry
Travel Daily News | [Share](#) | [Facebook](#) | [Twitter](#) | [LinkedIn](#) | [Google+](#)

Executives in the exhibitions and events industry and the financial community came together to discuss the economy and its impact on the business of face-to-face events at the Sept. 15 inaugural CEIR Predict Conference in New York City, hosted by the Center for Exhibition Industry Research. The overall consensus among the speakers was that despite a tough economic outlook, the exhibition industry remains a strong and viable vehicle for most industry sectors. [MORE](#)

San Francisco Hotels fire up Northern California market in July
Successful Meetings | [Share](#) | [Facebook](#) | [Twitter](#) | [LinkedIn](#) | [Google+](#)

Northern California's hospitality industry continued to heat up this summer, with San Francisco hotels leading the way, according to a report released by PwC Consulting earlier this month. Compared with last year, revenue per available room was up a hefty 21.5 percent in San Francisco in July, to \$171.31 from \$140.66. Average daily room rate was up 10.4 percent compared with 2010, to \$190.65 from \$159.61. Occupancy was 89.9 percent that month, compared with 88.3 percent in 2010. [MORE](#)

Disrupting conferences: 6 nonprofit institution disconnects
Midcourse Corrections | [Share](#) | [Facebook](#) | [Twitter](#) | [LinkedIn](#) | [Google+](#)

Are we witnessing a digital revolution? Or digital evolution? Can we simply adapt and apply old skills to new contexts? Or do we need to learn new ways of thinking, doing and being? One thing is certain: Our nonprofit institutions are dynamic, complex systems embedded within an even more dynamic, complex, complex system: human society. [MORE](#)

What's the best way to change direction when something isn't working?
30 Second MBA | [Share](#) | [Facebook](#) | [Twitter](#) | [LinkedIn](#) | [Google+](#)

Jan Schaffer, CEO and founder of Deep Focus, answers questions about how to successfully change direction within an organization. [MORE](#)

5 ways to sell event tickets at the last minute
Event Managers Blog | [Share](#) | [Facebook](#) | [Twitter](#) | [LinkedIn](#) | [Google+](#)

This post answers the most pressing question all event professionals ask themselves: How can I sell more tickets? You got it planned, spent months thinking about the smallest detail, and took care of everything. The problem is that you sold 30 percent of your tickets and the event is a month away. [MORE](#)

New ethics rules could limit government participation in expos, events
Expo Magazine | [Share](#) | [Facebook](#) | [Twitter](#) | [LinkedIn](#) | [Google+](#)

The United States Office of Government Ethics is proposing amendments to the regulations governing standards of ethical conduct for executive branch employees that could impose limits on participation at trade shows, expos, conventions and conferences. [MORE](#)

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 simply more.

HAVE YOU HEARD ABOUT

Time to renew your CalSAE membership
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CalSAE members should have already received a membership renewal notice. **Deadline to renew is July 1.** And the [online renewal](#) makes the process easy. If you have any questions, or need any further information, please contact Lindsay Poss, manager of member services, at lindsay@cal-sae.org.

CalSAE 2012 Association Profile Book
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CalSAE is launching its 2012 [Association Profile Book](#), and we're looking to our association professionals (regular Members) for information. By completing the five-minute [online survey](#) you will save your association time by reducing cold calls from suppliers. **Questions?** Please contact Lindsay Poss at 916-443-8990 or lindsay@cal-sae.org.

Product Showcase

<p>Advertisement Production Presentation Technology</p> <p>Projection Presentation Technology offers total presentation management solutions for conventions, meetings and professional events. Projection services include: audio-visual equipment, computers, custom stage design, production management for General Sessions, digital signage, webcasting services, simultaneous interpretation and much more. More info</p>	<p>Advertisement Membership Renewal Processing</p> <p>FOHout provides integrated business services, including forms management, direct mail printing and processing, in-house composition, package design and fulfillment, and digital printing, including variable data and its Web-to-print Solution. Our wide array of offerings helps us meet your office needs better. Call today to see how FOHout Graphics can best serve you. More info</p>	<p>Advertisement Get Your Non-Profit Help</p> <p>Everybody needs some "help" sometimes...such as: Adding value to membership; Engaging meeting attendees; Raising non-dues revenues; Growing market share; Effective issue advocacy; Building web traffic; Making your brand work harder; Upgrading member learning; Managing technology.</p> <p>Try us. Your success will be big. More info</p>
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CalSAE Update
 CalSAE Update is produced in partnership with MultiBriefs
 Colby Horton, Vice President of Publishing, 469-420-2601
[Download media kit](#)
 Courtney Hodges, Content Editor, 469-420-2604
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Recent issues
 Sept. 23, 2011

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MANY WAYS TO DELIVER YOUR MESSAGE TO THIS MARKET

ADVERTISING OPTIONS

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This premier position provides your company with top exposure and quality traffic.

B SKYSCRAPER

A skyscraper is a large format ad with prime real estate to sell your company's products or services to decision-makers.

C/1 TOP/BOTTOM BANNER

Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.

D PRODUCT SHOWCASE

Showcase your latest product with this placement and include a photo, 50-word description and link to your site.

Sample provided is representative of ad specifications only and does not necessarily depict placement within the brief.

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Prices are for participation in 13 emails to the 1,900 not-for-profit management professionals (one 90 day cycle)



Leaderboard
\$3500

Image Dimensions
728x90

File Format
JPEG, GIF

Max File Size
40k



Top/Bottom Banner
\$3000/\$2750

Image Dimensions
468x60

File Format
JPEG, GIF

Max File Size
40k



Skyscraper
\$3000

Image Dimensions
120x600

File Format
JPEG, GIF

Max File Size
40k



Product Showcase
\$2950

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Text **five word headline, fifty word description**
Image Dimensions **175x125** File Format **JPEG, GIF**

CONTACT US

COLBY HORTON

VICE PRESIDENT OF PUBLISHING

469.420.2601

chorton@multibriefs.com

BEN MAITLAND

DIRECTOR OF ADVERTISING SALES

972.402.7025

bmaitland@multibriefs.com

THE CALSAE UPDATE, POWERED BY MULTIBRIEFS, PROVIDES WEEKLY NEWS AND INFORMATION TO PROFESSIONALS IN THE ASSOCIATION AND NOT-FOR-PROFIT MANAGEMENT PROFESSION, AS WELL AS PROFESSIONALS FROM ORGANIZATIONS THAT SUPPORT THE ASSOCIATION COMMUNITY TRAINING.

CalSAE Update tackles today's most relevant issues, gathered from sources like **The Associated Press, The New York Times, Financial Times** and the leading industry publications. Delivered to the inboxes of executives from prominent trade and professional associations and societies throughout California, CalSAE keeps professionals informed of topics that impact the daily operation of their business. Subscribers are decision-makers with purchasing power - the top-tier professionals in the industry.

CALSAE UPDATE
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Our editorial philosophy is driven by current events and relevant industry issues and trends that affect our subscribers the most.



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