



ASSOCIATION OF
**Association
Executives**
SHARE • LEARN • GROW

Invitation to host



**ASSOCIATIONS
WORLD
CONGRESS** | **2022**





About the Congress

**14th edition
in 2027
(38th of all the
congresses)**

**Late June
or Early June
each year**

**Strategic
with
high-level
content**

**2-3
Pre-Congress
Half-day
Forums**

**Keynotes
Panel
4 Streams
Case Studies**

**Welcome
Reception &
Congress
Dinner**

**Incorporates
Association
Success
Awards
Ceremony**

**Net Promoter
Score:
60%**



Stakeholders

OWNER:
**Association of
Association
Executives**

**HOST VENUE
SPONSOR:**
**Conference
Venue**

**HOST CITY
SPONSOR:**
**Convention
Bureau**

PARTNER PCO:
**Local partner of
the CVB / Venue
or an AAE
partner**

SPEAKERS:
**Association
Executives &
Consultants**

EXHIBITORS:
**Suppliers to
associations for
events, tech &
other areas**

PRESS:
**Magazines &
portals, specific
to associations**

DELEGATES:
**Employees and
Board members
of associations**



Previous locations

2012 - 2019
and
2022 - 2026







Attendees

**CEOs
Directors
HoDs
Senior Mgrs
Presidents**

**Associations
Societies
Federations
Councils**

**52%
International
39%
European**

**Some National
Organisations
who may host
International
events**

**70%
Direct Event
Responsibility
30%
Influencers**

**Fewer than 6%
attend other
events-industry
exhibitions /
events**

**x 130-160
Association
Executive
Delegates**

**x 120
Speakers
Press
Partners &
Exhibitors**



Attendees sample

Adventure Travel Trade Association | Agroenergy Institute | Alliance for Rural Electrification | Association for Project Management | Association of Certified Sanctions Specialists | Association of Poultry Processors and Poultry Import and Trade in the EU Countries | Association of Translation Companies | Association of University Directors of Estates | ASTP | Business Continuity Institute | Cardiovascular and Interventional Radiological Society of Europe | Chamber of Agricultural and Food Enterprises | Chartered Society of Forensic Sciences | CITA - The International Motor Vehicle Inspection Committee | Club Climate Europe | Club Management Association of Europe | Club of Rome | DistriPress, World Association of News Publishers | DNA Kenniscentrum | ECETOC | EMEA Synthetic Turf Council | Engineered Panels in Construction | Engineers Europe | Erasmus Mundus Students and Alumni Association | Eurodiaconia | Euroelso | European Academy of Dermatology and Venereology | European Association for Cardio-Thoracic Surgery | European Association for International Education | European Association for the Study of Obesity | European Association of Geoscientists and Engineers | European Association of Neurological Societies | European Association of Neurosurgical Societies | European Association on Haemotopathology | European Atherosclerosis Society | European Business Angel Network | European Consortium for Political Research | European Diisocyanate and Polyol Producers Association | European Federation of Food Science and Technology | European Federation of Periodontology | European Haematology Association | European Hematology Association | European Institute for Industrial Leadership | European Language Industry Association AISBL | European Network for Academic Integrity | European Rotors | European Scientific Working group on Influenza | European Sleep Research Society | European Social Network | European Society for Blood and Marrow Transplantation | European Society of Endocrinology | European Society of Human Genetics | European Society of Minimally Invasive Neurological Therapy | European Specialist Printing Manufacturers Association | European Textile Services Association | European Wound Management Association | Federation of European Self Storage Associations | FEDESSA | Federation of European Neuroscience Societies | Forum of European and National Highway Research Laboratories | GSMA | IFFO Marine Ingredients Organisation | Institute of Translation and Interpreting | International Agency for the Prevention of Blindness | International Alliance of ALS/MND Associations | International Alliance of ALS/MND Associations | International Association for the Protection of Intellectual Property | International Association of Applied Linguistics | International Association of Ports & Harbors | International Brain Research Organization | International Coaching Federation | International Federation of Library Associations and Institutions | International PEN's Writers in Prison Committee | International Plasma and Fractionation Association | International Powered Access Federation | International Seed Federation | International Society of Paediatric Oncology | International Society of Surgery | International Union of Immunological Societies | International Water Association | IPIECA | ISME | MedTech Europe | Multilayer Modular Flooring Association | National Trust - INTO & Fit for the Future | Operational Research Society | Plastics Europe | SECEC (European Society for Shoulder and Elbow Surgery) | SolarPower Europe | Turnaround Management Association Global | Union for International Cancer Control | Vienna Medical Academy | World Administrators Alliance | World Association of News Publishers | World Employment Confederation | World Federation of Societies of Anaesthesiologists | World Heart Federation | World Small Animal Veterinary Association | World Steel Association |



Why Host?

**Accelerates
& increases
associations
events
business**

**Buyers
experience
your offering
& destination**

**Hosts meet
the buyers
face-face**

**Flagship annual,
Regional &
Other
Conferences**

**Delegate's
interest is
1-12 yrs ahead,
placed 0-5 years
from congress**

**Post-congress
Site Visit
for 8-20 people
with immediate
event to place**

**2.5 year
Promotion
Campaign to
18K Assn Execs**

**Positions the
destination &
venue in the
association
market**



Core Elements

- Pre-congress afternoon: Medical, Leaders & Local Sector Forums
- Welcome Reception & Buffet
- Plenary Welcome, Keynote talk & Panel session
- Four streams:
 - Deep-dive 2-3 hour sessions, workshop style
 - Finalists projects submitted to the Awards
 - Case studies from association executives
 - Demonstrations of technology and AI
- Closing Keynote talk
- Hub for catering & exhibition
- Exhibition with tables



Local Sector Forum (optional)

- Suitable for a destination that has a specific dominant sector or Centres of Excellence in its region.
- The Forum is devised to attract association executives in these sectors, with a view to them placing events with the hosts
- Half-day Forum (3hrs) on Day 0
- Invitations from KOL / VIPs in the sector locally
- Programme developed with KOL / VIP and local experts
- AAE researches potential invitees, with support of local KOL
- No-fee passes to attend this and the whole congress
- Guests fund own hotel bedrooms or a partner sponsors these



Post-Congress Site Visit (optional)

- Open only to delegates with qualified events to contract within 6 months
- Delegates apply, providing details of their event
- 8-20 Association Buyers
- Applicants qualified by hosts or AAE to host's specification
- Programme funded by the hosts / partners:
 - Day 2: Transfers at 17:00, Dinner, 1 night hotel
 - Day 3: breakfast, visits to hotels and other venues, light lunch and transfer to airport



Sessions & Facilities





Social & Catering

Day 0

Light
Sandwich
Lunch
x 60

Afternoon
Refreshments
x 60

Welcome
Reception &
Buffet
x 260

Day 1

Morning
Refreshments
x 280

Standing
Buffet Lunch
x 280

Afternoon
Refreshments
x 280

Congress
Party / Dinner
x 280

Day 2

Morning
Refreshments
x 280

Standing
Buffet Lunch
x 280

Afternoon
Refreshments
x 240

Site Visit
Dinner
x 8-20

Day 3

Site Visit
Lunch
x 8-20



Event Sponsors & Partners

HOST SPONSORS

Always includes:

- Main Congress Venue

Usually includes:

- Region / City Convention Bureau

- **The host sponsors provide all the facilities, catering and services (except hotel accommodation) in exchange for the promotion, with no fees to the organiser**
- Promotion for Host sponsors is detailed in this document.
- The host convention bureau bring together partners and sponsors to contribute and take part
- Promotion for other sponsors and partners varies according to the commitment made
- The hosts and local partners exhibit in a dedicated area of the exhibition

OTHER SPONSORS

Always includes:

- Local PCO invited by hosts venue / CVB
OR a PCO partner of AAE

Often include:

- Reception Venue
- Dinner venue
- Hotels (providing low-rate rooms or speaker / organiser bedrooms)
- Coach Transfer provider
- Audio Visual Company
- Catering company
- Signage company



Host Sponsor Benefits

Before & during the congress

- Host sponsor of the event
- Logo & link on the event website
- Logo & link on 240K promotional emails
- Logo on magazine advertisements
- Logo on online advertisements
- Press release to 30+ meetings industry titles
- Special features in key magazines, to include interview of host sponsor and AAE
- Promotion at IBTM, launching the programme
- Sponsor of the AAE with branding on home page of the website

During the congress

- Welcome all attendees at the Welcome Reception
- Welcome all attendees at Opening Plenary
- Premium host area in Hub to meet delegates
- Pre-scheduled appointments
- Premium branding on all signage
- Premium branding on all house slides
- Video promotion in the Hub throughout

Demonstrate your offering and professionalism
Engage with event organisers and owners
Instill emotional attachment to the destination, with high quality learning, networking and social functions



Host Sponsor Benefits

After the congress

One week after:

- Thank you email to all attendees

For 24 months after the congress:

- Sponsor of AAE
- Supplier Membership of the AAE
- Entry in the AAE's new Venues & Destinations Directory (Nov 2026+)
- Advertising in AAE eBulletin for 24 months, to 14K Int. & Euro. assn executives
- Publish three-monthly Updates / News pieces from the hosts
- Announce all new association events confirmed at the host venue / destination

For 2028 & 2029:

- Sponsor of the Associations World Congress



Hosting commitments

Congress

- Main Hub room
- Meeting Rooms
- Conference Office & Press Office
- Catering at the conference venue
- Audio Visual for meeting rooms and the Hub
- Audio facility to make announcements
- Use of any digital signage
- Internet connections for all
- Accept deliveries from organisers and partners the week prior

Social Events

- Welcome Reception with drinks & standing fork buffet
- Congress Party or Dinner (with screen, projector, two microphones and technician for simple awards ceremony)

PCO

- Organising for 8 weeks in advance, onsite and to two weeks after
- Registration & badging
- Organise any transfers and offsite events
- Staffing of each meeting room
- General event staffing
- Overall management

Congress Hotels provide:

- Allocation of 230 rooms 2 nights

And to be a sponsor, provide in total:

- 20 rooms for two nights for speakers
- 10 rooms for three nights for organiser
- 5 rooms for two nights for press



Accommodation requirements

The CVB invites hotels to take part, on the following basis:

- Total allocation: 230 x 2 nights (Day 0 & Day 1)
- Some capacity for arrivals the night prior and the night after
- Modest rate (previously EUR 95 - EUR 140 per night)
- Paid by delegates and exhibitors on booking
- Terms should be: No cancellations in last 6 weeks
- All attendees are required by AAE to book in the congress hotels
- Special link/code to be provided by each hotel
- Hotels to provide booking list to AAE regularly in the lead up for chasing those that have not booked



Audio Visual requirements

For Plenary room and three stream rooms:

- Screen(s) and Projector(s)
- Two lapel radio & one hand-held mic, speakers, amps etc
- Lectern
- Laptop at lectern and at control desk
- Switcher unit for laptop at lectern, speakers' own laptop & laptop at control desk
- Lighting if necessary
- HDMI feed for third-party to record screen and audio
- Staff to control switcher, audio and any other items

Speaker room:

- Laptops x 2 for speakers to submit / check presentations

Hub:

- Microphone and speakers for announcements
- Screens to display rotating slides of what's on next and video of hosts



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THANK YOU

