

SCHOLARSHIP & DISCOUNT FOR PARTNER CLIENTS



ASSOCIATION LEADERSHIP
IN THE DIGITAL AGE

INVITE YOUR ASSOCIATION EXECUTIVE CLIENTS TO DIGITALNOW

Invite your clients and prospects to join association executives, top innovators, thought leaders and execution strategists at DigitalNow - celebrating 10 years.

Disney's Contemporary
Resort, Orlando, FL

Executive Summit
APRIL 7-10, 2010

YOUR OPPORTUNITY

- Invite your association senior executive clients to DigitalNow and offer them a discounted partner/client registration for \$595.
- To share this offer with your clients, a sample email message has been drafted for you use it in whole or in part.
- Provide the DigitalNow Registrar with a list of clients to whom you offered the discount (first/last name and association name). When we receive their registrations, we will know to discount them.
- For partners who offer this discount to their clients, DigitalNow will provide one conference scholarship that you may award to an association executive client. This scholarship provides your client with a complimentary 3-day conference registration (room and travel not included).
- Let the DigitalNow Registrar know to whom you will offer the scholarship. We'll verify if they qualify, help them with their registration via phone and will waive their conference fee.
- These discount and scholarship programs are only available to:
 - Associations' C-level executives, senior leadership, or volunteer senior leaders
 - who have not already registered for DigitalNow,
 - who have not attended DigitalNow in the past three years,
 - who reserve their lodging within the DigitalNow room block at Disney's Contemporary Resort.

WHO ATTENDS DIGITALNOW?

DigitalNow, a high visibility executive summit, attracts 300 association CEOs and senior leaders from some of the largest and most powerful trade, professional and non-profit organizations in the US, including:

- American Petroleum Institute
- AARP
- National Association of Realtors
- Institute of Electrical and Electronic Engineering
- American Red Cross
- Meeting Professionals International
- American Society of Mechanical Engineers
- March of Dimes
- PGA of America
- Project Management Institute

The 2009 attendee list is found at www.digitalnowconference.com

EXPLORE THIS OPPORTUNITY!

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www.digitalnowconference.com

SAMPLE EMAIL MESSAGE TO YOUR CLIENTS

[CLIENT NAME],

[PARTNER COMPANY NAME] is pleased to be partnering with DigitalNow, an annual Association Executive Leadership Summit, produced by Disney Institute and Fusion Productions on April 7-10, 2010 at Disney's Contemporary Resort, Orlando, FL. I would like to invite you to join me at the event.

C-level executives and senior leaders from the most important trade, professional, and non-profit associations will be attending. [PARTNER COMPANY NAME] will be conducting product demonstrations and consulting on our valuable Association products and services: [LIST THEM].

Because of [PARTNER COMPANY NAME]'s partnership with DigitalNow, we are able to offer you a preferred conference registration discount of \$595 (a \$200 savings).

DigitalNow leads discussions beyond conventional approaches, shares forward-thinking leadership strategies, identifies trends, resources and processes, and unveils case studies that address association's most critical needs.

Last year's keynotes were Clay Shirky, author of "Here Comes Everybody: The Power of Organizing Without Organizations"; Peter Hirshberg, Chairman, Technorati.com; Ellen Levy, Vice President, Corporate Development and Strategy, LinkedIn.com; Charlene Li, co-author of "Groundswell," and award-winning Forrester analyst.

Additionally, DigitalNow offers 36 unique workshops, designed specifically to help you solve today's problems, lead in the digital age, deliver value, drive growth and attract members. In 2010, the communities' experience and knowledge will be engaged, critical questions will be answered and solutions will be mobilized in these areas:

- Systems to collect and analyze association data and review metrics.
- New technology and methods to add value and engage constituents
- Beyond a tactical understanding about social media and other tools, clarity on using tools as strategic enablers, monetizing them and using them to shape an organization's future.
- Leading the organization's future with innovations and new models for a more meaningful, valuable and personalized member experience.
- Technology to deliver more services to more people for less cost

I know you are faced with tough budget decisions and time constraints; however, the experience and knowledge gained from this Association executive community and speaker A-list make DigitalNow an invaluable investment. To register or learn more about DigitalNow, visit www.digitalnowconference.com

Please let me know if you can join us and we'll plan to get together in Orlando!

[YOUR NAME]