



# Gulf States Chapter

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# Gulf States Chapter

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## WHO WE ARE

**PCMA is one of the world's** largest, most respected and most recognized network of business events strategists. Our members are industry leaders.

**Our chapter brings** PCMA's high-caliber education and networking opportunities to the local and regional level.

**We have more than 300 members** throughout a 3-state region.

**We give back to our industry** and community through scholarships and CSR initiatives that benefit local charities.





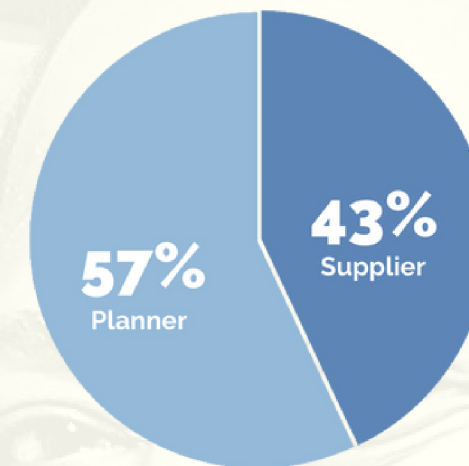
# Gulf States Chapter

## AUDIENCE PROFILE

### PCMA MEMBERSHIP

**68%**

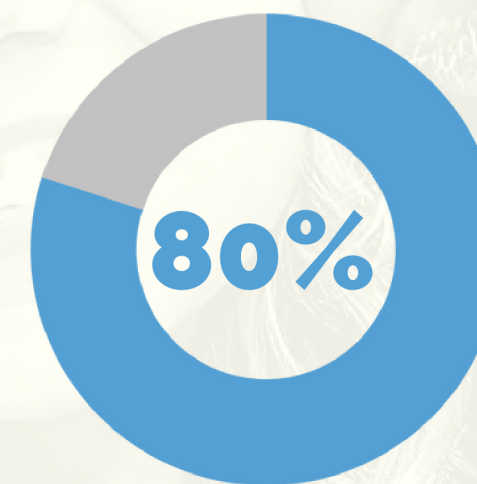
have at least a decade of industry experience



**78%**

identify as key decision-makers in their roles

*Planners represent standalone associations, AMCs, corporations, and independent groups.*



### BUYING POWER

Nearly 80% of PCMA members hold director titles or higher and have the final say in purchasing choices.



KRISTI  
KRISTI CASALE, CMP, D  
AMERICAN ACADEMY OF PEDIATRIC DENTISTRY  
CHICAGO, IL

**\$1-10M**

66% of members say they work with events in this range

**\$10M+**

22% of members say this is the economic value of their events.

**\$3.4M**

Average economic value of their largest meeting





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## AUDIENCE PROFILE

## GULF STATES CHAPTER

PCMA GSC includes professional members from a number of notable Associations, Corporations and Association Management Companies located in Texas, Louisiana, and Mississippi including:

### ASSOCIATIONS

ACAMS  
American Association of Nurse Practitioners  
American College of Emergency Physicians  
American Heart Association  
American Institute of Ultrasound in Medicine  
Association of Certified Fraud Examiners  
Association for Materials Protection & Performance  
Boys and Girls Clubs of America  
International Association of Venue Managers  
IRMI - Risk Management Institute  
Meeting Professionals International  
National Athletic Trainers Association  
Phi Theta Kappa  
Restaurant Facilities Management Association  
Society of Petroleum Engineers  
Society of Professional Hispanic Engineers  
Texas Association of School Boards  
Texas Association of Water Board Directors  
Texas Floodplain Management Association  
The Honor Society of Phi Kappa Phi  
Universities Space Research Association  
USA Section- International College of Dentists  
Veterinary Emergency and Critical Care Society  
Wireless Infrastructure Association

### CORPORATIONS

American Express Meetings & Events  
Bentley Systems  
Catepillar, Inc.  
GameStop, Inc.  
Freese and Nichols  
HORNE, LLP  
Indeed  
Infinix Global Meetings & Events  
Insperity  
Kubota Tractor Company  
Lex Mundi  
Maritz Global Events  
Old Republic Title  
Rev  
Ryon International  
Sabre  
Tyler Technologies  
Vizient

### ASSOCIATION MANAGEMENT and PLANNING FIRMS

1600over90  
Action Planners  
Advanced Meeting Solutions  
Association Management Strategies  
Cypress Planning Group  
Experient: A Maritz Global Events Company  
HelmsBriscoe  
Nifty Method  
InSite Selection Services  
MCI USA  
Opus Events  
Premier Meetings  
Red Carpet Events  
Scurry Street Meeting Management  
Strategic Association Management





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## AUDIENCE PROFILE

### PARTNER OF THE CHAPTER

**\$7,500**

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- Company branding / logo on chapter website as Partners of the Chapter
- Listed in weekly newsletter for 12 months
- Up to (2) two complimentary registration to all chapter events for 1 year
- (2) two social media post on PCMA GSC social media channels with up to (3) three images. Content subject to approval
- (2) two dedicated email blasts delivered to all members on sponsor's behalf during sponsorship term
- (1) one spotlight article in chapter newsletter during sponsorship term
- Verbal recognition by chapter president at event
- Promotional table at (2) two live events for brochures or information



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## AUDIENCE PROFILE

### SUPPORTER OF THE CHAPTER

**\$3,000**

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- Company branding / logo on chapter website as Partners of the Chapter
- Listed in weekly newsletter for 6 months
- Up to (2) two complimentary registration to all chapter events for 6 months
- (2) two social media post on PCMA GSC social media channels with up to (3) three images. Content subject to approval
- (1) one dedicated email blasts delivered to all members on sponsor's behalf during sponsorship term
- Verbal recognition by chapter president at event
- Promotional table at (1) one live events for brochures or information





# Gulf States Chapter

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## AUDIENCE PROFILE

## EVENT SPONSOR

**\$1,500**

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- Company branding / logo on chapter website as sponsor of such event
- Listed in weekly newsletter where we mention event
- Up to (4) four complimentary registration to the event
- (1) one social media post on PCMA GSC social media channels with up to (3) three images. Content subject to approval
- Ability to hand out materials at event. Items subject to approval - max of (2) two items per person
- Verbal recognition by chapter president at event
- (3) three minutes of podium time



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## AUDIENCE PROFILE

### VIRTUAL HAPPY HOUR SPONSOR

**\$800**

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Listed as sponsor

First 5 minutes of happy hour for discussion or video

Ability to send out gift packs/gift cards to participants (drink kit, meal kit, meal gift cards)

### FRIEND OF THE CHAPTER

**\$500**

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Company branding / logo on chapter website as sponsor of (1) one event

Listed in weekly newsletter where we mention event

Up to (2) two complimentary registration to the event

(1) one social media post on PCMA GSC social media channels with up to (3) three images. Content subject to approval





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## AUDIENCE PROFILE

## IN KIND SPONSORSHIP

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Hotels  
Audio Visual  
Food Service  
Venue  
Decor / Design  
Virtual Live-streaming

**We can design a sponsorship for you.**

**Tell us your marketing goals and let us help  
you with a way to reach the chapter members.**



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## CONTACT US TODAY

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