

# Roundtable Discussion - Unique Revenue Stream Ideas

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03/14/2017

1. **Vendor membership/sponsorship**
  - a. Offer a package deal which includes membership, advertisement, exhibit space, etc.
  - b. Offer customized sponsorships based on company's needs
  - c. "Supporting Supplier of Excellence" - Membership in organization is free, but ask for support through sponsorship. They receive free banners, golf shirts, pins, etc. stating they are a supporting supplier.
2. **Sell apps or tools on website**
3. **Donation page on website**
  - a. i.e. Directly donate to the scholarship fund
4. **Estate gifting**
5. **Advertisement space on websites and in newsletters, etc.**
  - a. Multiview is a company who will do the selling for you, and you take a cut of the profits
6. **Anniversary booklet ad sales**
7. **Branch listings on website**
8. **Add additional tradeshow**
  - a. Very simple, 1 day, big profits
9. **Electronic newsletter advertising**
10. **Exhibits at events or tabletops**
11. **Opportunity to address the membership during a conference or meeting**
12. **Charge for use of job board**
13. **Call campaigns**
  - a. Send out a pre-recorded voicemail to a list of phone numbers. Members would pay for access to the call list. Only 1 per quarter available. There are companies who will do this for you - ListenNation - <http://listenation.com/>
14. **Passport to prizes - bingo card for exhibit hall**
  - a. Sell squares on bingo card
  - b. If you get bingo, you're entered to win a prize

- c. Floor stickers in front of booths who are on bingo card

## 15. Grants

## 16. Bag inserts

- a. Company pays to have a branded item inserted into gift bag

## 17. Charge for poster submissions

- a. Typically student submissions are free, but if a professional wants to submit, they pay.

## 18. Scanning station for CEU's

- a. For an additional fee, a company can have a scanning station at their exhibit booth where attendees are scanned for their CEU's

## 19. Tiered pricing for booths

- a. Booths closer to the scanning stations are more expensive

## 20. For companies who don't qualify for membership - still include them in some limited way for a fee

(i.e. ad space, listing on website, etc.)

## 21. Commission from non-hotel items

- a. Attendance at other events - bringing a large group to attend
- b. Parking Panda - offers commissions based on # of people who use your group code to park - <http://business.parkingpanda.com/event-manager/>

## 22. Technical papers

- a. Sell flash drive of tech papers to non-members

## 23. Offer "point system" for smaller companies

- a. Smaller companies who can't afford the "big ticket items" receive points every time they participate at a conference or meeting. Once they participate enough, they'll have enough points to get a discount on a "big ticket item".

## 24. Partner with other similar associations

- a. Adds a member benefit

## 25. Silent auctions, 50/50 raffles

## 26. E-Blast

- a. Sell E-Blast's for companies who want to introduce new products
- b. Limited amount - maybe once per month

## 27. Webinars

- a. Free for members to attend, but has a sponsor

**28. Merchandise w/ logos sold on website**

- a. DupliMall

**29. Member benefits offered by CM Services (Rick might do separate lunch and learn on these)**

- a. Discounted credit card processor & association makes commission
- b. Insurance

**30. Commission on guest rooms at hotels**

**31. Digital information sales**