



## WHO WE ARE

The California Society of Association Executives (CalSAE) is the "association for association professionals" in California and Oregon.

## WHO OUR MEMBERS ARE

- **Your Potential Clients!**
- Association Leaders
- **Decision Makers**
- CEOs, Directors, Managers, and Senior Staff.

## MEMBERSHIP ADVANTAGES



### INCREASE BRAND AWARENESS

Exclusive advertising opportunities to promote your property, product or service. Plus receive a complimentary listing in our Industry Partner Business Directory, our online valuable resource for association professionals.



### BUILD RELATIONSHIPS & GENERATE LEADS

Instant access to over 1,000 Association Professionals' contact information via our digital membership directory. Connect in person with a variety of events throughout the year (member discount on registration).



### STAY UP-TO-DATE ON INDUSTRY TRENDS

Become a resource to your clients today by staying up-to-date on tomorrow's hot association industry topics. Convenient regional education in your backyard and webinars right from your office.

**19,500**

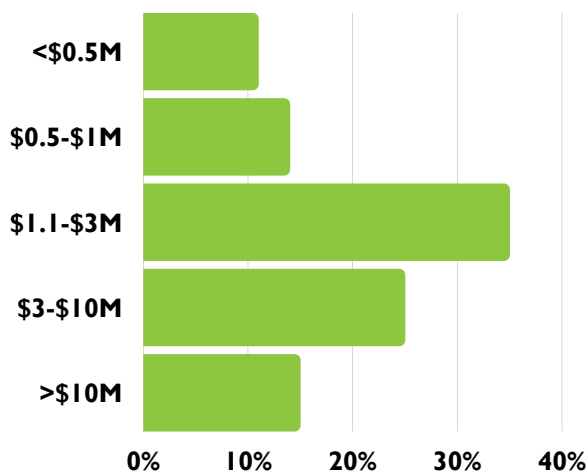
Average CalSAE website  
pageviews/month



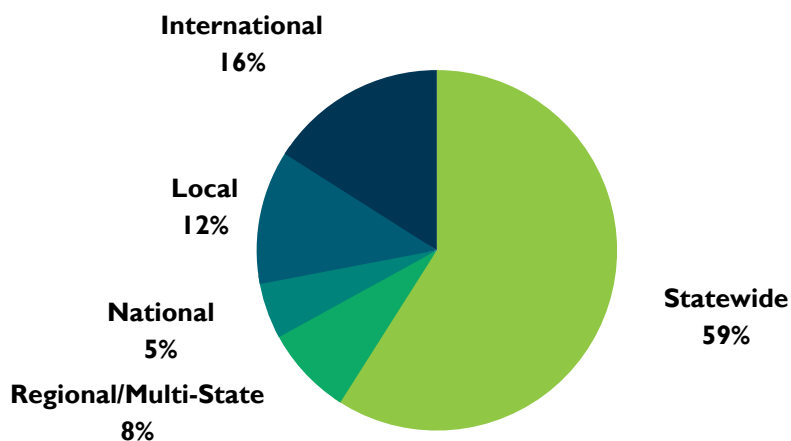
- 87% are DECISION MAKERS
- 21% are Meeting Planners
- 30% are Membership & Marketing

Each CalSAE association member organization spends an average of \$450,000 on products & services in the association industry, and \$230,000 on conventions and meetings each year.

## ANNUAL BUDGETS OF OUR MEMBERS



## GEOGRAPHIC SCOPE OF OUR MEMBERS



## Interested?

Join now or set up a call to review membership offerings and get answers to your questions!

[www.calsae.org/join](http://www.calsae.org/join)

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