



European Society of Association Executives  
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## **ESAE in the Association Management market**

### **What is ESAE and why does it matter for you?**

ESAE's membership, associates and affiliates comprise some 5000 key players in the association management sector. Our target list is comprised of chief executives and senior directors from hundreds of associations throughout Europe who manage substantial budgets and make major purchasing decisions, influencing the communications, events, office services, products and IT buying decisions within their associations. These senior figures have a critical influence not only on their own associations but on their hundreds of member associations as well.

**BUT the true market potential of ESAE really lies in the even more wide-reaching buying power of each member association's members – thousands of other associations, trade groups, individuals and partnerships.** When you reach ESAE's members, you reach their memberships as well - an enormous market which is set to keep expanding even in today's uncertain climate.

### **How can we help you reach this key market of thousands of association professionals?**

As part of ESAE's comprehensive events marketing strategy, all events, in particular the annual congress, are promoted heavily in all promotional materials: print, website, and email. Where possible, we also promote the strength of communications and networking technology, stressing functions like virtual meetings which are of particular interest to this client group which is keen to engage members throughout Europe.

We are confident that we will receive an extremely positive response from our database of committed professionals keen to do business with each other and to reach out in new ways to their memberships and other partners.

As part of our intent to maximise the power of this database we would be happy to analyse this valuable list with you in order to identify those niche groups which have the greatest potential to do business with you, providing a channel through which you will be able to validate the key players within this core market.

### **About the market**

Today there are estimated to be about 8,000-10,000 mid-to-large sized associations in Europe, including membership organisations, interest groups, trade associations, institutes, and societies<sup>(1)</sup> - a substantial market looking to buy products and services facilitating communications with each other, their members and their sectors.

The global buying power of associations is on the increase. The US market is well established over the past 20 years but growth is sharper in the newer European market which has seen unprecedented expansion over the last 5 years.<sup>(2)</sup> More than 50% of all international association business now occurs in Europe.<sup>(3)</sup> During the period from 2005-2008, European associations reported sustained performance and better attended events – a trend likely to continue.<sup>(4)</sup>

### **For further details and to discuss sponsorship opportunities available to you, please contact:**

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#### *sources*

- (1) CBI
- (2) ASAE: American Society of Association Executives
- (3) Pat Durocher, IMEX Global Data Exchange: January 2006 *Conference Business is Big Business – No Surprise*
- (4) IMEX Global Data Exchange: September 2008 *IMEX survey of Association meetings*