BUSINESS PARTNER OPPORTUNITIES
Think of all the elements of a traditional conference – then THINK AGAIN. Xperience Design Project (XDP)—powered by ASAE—is a groundbreaking, radical, two-day business-focused Xperience for association professionals and their key partners - the place where event ideas are born and converted into action.

HAVEN'T HEARD OF XDP?

XDP demonstrates unique, tactile, and Xperiential learning formats in addition to a nontraditional, festival-like Business Xchange that connects YOU directly with association meeting professionals and decision makers who are seeking to provide memorable Xperiences for their event audiences.

This is your opportunity to partner with current and prospective clients in a collaborative arena to usher in a new era of success for powerful association events and experiences that attract the right audiences, get results, and increase the success of our participants’ conferences and tradeshows.

XDP demonstrates the changing needs of the event industry first-hand, through FUN engagement, learning and networking opportunities – this indispensable event delivers a positive return on investment for the industry partner community and association professional attendees. You gotta be there!
XDP 2019 attracted the highest number of association professionals-in all 3 years-that are involved in the planning, design, development, and delivery of their organizations meetings and events!

72% of XDP Participants were first timers

55% of the association professionals at XDP were Director-level or higher

Over 800 appointments took place within the Business Xchange between our participants and business partners representing 80 purchased partner packages

29 states to attend XDP

40 states AND 8 countries to attend XDP
**Day 1: May 19, 2020**

8:00 - 9:00 a.m.
XPRESS BREAKFAST

9:00 - 9:45 a.m.
Main Stage
*Featuring: XDP Host, Dan Klein*

10:00 - 11:00 a.m.
XCELERATORS

11:15 a.m. - 1:45 p.m. (2.5 Hours, includes lunch)
BUSINESS XCHANGE
Appointment 1   11:30 - 11:50 a.m.
Appointment 2   12:00 - 12:20 p.m.
Appointment 3   12:30 - 12:50 p.m.
Appointment 4   1:00 - 1:20 p.m.
Appointment 5   1:30 - 1:50 p.m.

PARTNER XCHANGE STAGE
(Activator-level talks)
Activator 1   11:30 a.m. - 12:00 p.m.
Activator 2   12:05 - 12:35 p.m.
Activator 3   12:40 - 1:10 p.m.
Activator 4   1:15 - 1:45 p.m.

2:00 - 3:00 p.m.
XCELERATORS
(repeat from morning)

3:30 - 4:30 p.m.
XPERIENCES

3:30 - 4:30 p.m.
Peer to Peer XCHANGE

**Day 2: May 20, 2020**

8:00 - 9:00 a.m.
XPRESS BREAKFAST

9:00 - 10:15 a.m.
Main Stage
*Featuring: XDP Host, Dan Klein*

10:30 - 11:30 a.m.
XCELERATORS

11:45 a.m. - 2:00 p.m. (2.15 Hours, includes lunch)
BUSINESS XCHANGE
Appointment 6   12:00 - 12:20 p.m.
Appointment 7   12:30 - 12:50 p.m.
Appointment 8   1:00 - 1:20 p.m.
Appointment 9   1:30 - 1:50 p.m.

PARTNER XCHANGE STAGE
(Activator-level talks)
Activator 5   12:00 - 12:30 p.m.
Activator 6   12:35 - 1:05 p.m.
Activator 7   1:10 - 1:40 p.m.

2:15 - 3:15 p.m.
XCELERATORS
(repeat from morning)

3:30 - 4:30 p.m.
Closing Keynote

*Schedule subject to change*
# BECOME A BUSINESS PARTNER

<table>
<thead>
<tr>
<th></th>
<th>ACTIVATOR</th>
<th>CREATOR</th>
<th>DESIGNER</th>
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<tbody>
<tr>
<td><strong>Price</strong></td>
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<td><strong>Partners Sharing Per Package</strong></td>
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<td><strong>Full Conference Business Partner Registrants</strong></td>
<td>16</td>
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## Activation Opportunity

- Functional Lounge
- Custom Activation Attraction
- Curated Education
- Meeting Space
- Signature F&B Station
- Turnkey Kiosk (3.2')

## Spatial Design

- Activation Pod (30'x20')
- Meeting Space (15'x10')
- Kiosk (5'x5')

## Branding

- Custom Branding throughout Lounge
- Branded Meeting Space
- Recognition on F&B Station
- Branding on Kiosk

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**“THIS IS A CANT’T MISS EVENT FOR ME SINCE 2017... YEAR OVER YEAR XDP HAS ALLOWED ME TO MAKE AUTHENTIC AND GENUINE CONNECTIONS WITH MY TOP CLIENTS SOLELY DUE TO ITS FORMATTING!”**

*KALEE BARNHARDT - EXPERIENCE COLUMBUS*

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[FOR MORE INFORMATION VISIT OUR SITE](#)

[VIEW THE PACKAGE RENDERINGS](#)

[CONTACT US](#)

[SIGN UP FOR YOUR PACKAGE NOW](#)
Picture yourself here!

Lunch food and beverage options

Designer Packages

Assignment Area - meet with your clients for one-on-one conversations outside of your lounge space

Partner Xchange Stage - 30 minutes talks hosted by Activator Partners

Creator Packages - business mixed with creative F&B offerings

Think Pavilion - Interactive engagement hub for design thinking

Activator Packages - business in the front/party in the back
SEE YOU AT XDP 2020

Get in on the action!!

Full event participation - Xperience thought-provoking content sessions alongside association executives

Be the expert - show AND share your solutions, brainstorm on strategies and demonstrate how you can help bring Xperiences to life

Xperience fun - engage in free-flowing networking, creative conversations or schedule one-on-one appointments in our revolutionary Business Xchange activity environment

For more information or to sign up, contact us:
xdp@asaecenter.org | 202-626-2805 | xdp.asaecenter.org/businesspartners.cfm