



2006
SMEI Academy of Achievement
Sponsorship Opportunities

SMEI's History and Five Founding Principles

We've come a long way since the late 1880s, when sales and marketing was not popularly considered to be an attractive career or a profession. Many in the business, seeing the need for professional recognition based on sound standards and ethical practices, created Sales Managers' Clubs. First started in the 1880s in North America, they gradually spread throughout Europe, Australian, South American and the Pacific Rim.

In 1935, IBM Founder Thomas Watson Sr., Raymond Bill, founder of Sales and Marketing Management Magazine, and other visionaries invited the presidents of many Sales Managers' Clubs to New York City to discuss forming a network of sales and marketing executives. The result was the National Federation of Sales Executives, the first of several names for Sales & Marketing Executives International, Inc. (SMEI).

SMEI, the only worldwide professional association for sales and marketing, was founded on five principles which are the guiding tenants of the association to this day:

Professional Identification and Standards. The improvement of the standards for professional selling, sales management and marketing, in order to establish sales and marketing as a recognized profession.

Continuing Education. The planning and implementation of meetings of the membership to enable members to keep up-to-date with changes in the marketplace and to grow as professionals. The planning and implementation of organized training programs for professional selling, sales management, and marketing.

Sharing Knowledge. The establishment of discussion forums, for example, shirt sleeve seminars, and roundtable meetings which enable members to share sales and marketing experiences and knowledge.

Assist Students. The establishment of programs to work with students at the high school and college levels to enable them to understand the excellent career opportunities in the sales and marketing profession. This objective ultimately led to the current SMEI sponsored programs with Distributive Education (DECA), and Pi Sigma Epsilon (PSE).

Support the Free Enterprise System. In recognizing that sales and marketing is the energizing force that drives the competitive marketplace, SMEI has always been committed to supporting the free market economy.

SMEI's Sponsorship Opportunities

SMEI's sponsorship programs are an excellent way for businesses that align with the principles and ethics of the worldwide professional association to promote their products or services to an above average collection of professionals. Not only does sponsorship of SMEI create a marketing win for your organization, it positions your company amongst an elite corporate group that supports ethical practices in sales and marketing by promoting the principles of SMEI. Your company's sponsorship of SMEI directly contributes to the association's mission while giving you many direct benefits. Gain the leverage of SMEI's powerful worldwide brand through your corporate sponsorship today!

SMEI Academy of Achievement Corporate Sponsorship Opportunities

The SMEI Academy of Achievement was established in 1990 to recognize notable lifetime contributions to the free enterprise system through personal and corporate success in sales and marketing. It is SMEI's Hall of Fame, honoring those whose qualities of professionalism, ethical standards, leadership, and excellence have made the free enterprise system work and made the world a better place to live. Each year, SMEI honors individuals nominated to the SMEI Academy of Achievement Sales and Marketing Hall of Fame at a special induction banquet where they receive the SMEI Pinnacle Award.

Corporate Table of 10 Sponsorship

- Member - per table \$1,500.00
- Non Member - per table \$2,100.00

Table sponsors will get:

- their company name posted on the Academy of Achievement website
- their company name printed on all event programs
- their company name presented on a scrolling presentation at the banquet
- opportunity to include a company promotional gift in the attendee gift pack

Any single tickets above the group of 10 will be at the individual ticket price. (Members and their guest(s) \$125.00; Non Member \$175.00) To qualify for member pricing, at least one employee of the corporate sponsor must be a member of SMEI.

All attendees will get:

- to hear and the opportunity to meet the leaders of some of the world's leading companies
- exposure to over 400 of Dallas and Fort Worth's top sales and marketing executives plus
- exposure to over 100 top sales and marketing executives from around the USA

Arbuckle Fellows Sponsorship

The Ken Arbuckle Fellow Award recognizes individuals who contribute at least \$1,000 to the SMEI Academy of Achievement. Contributions will be used to foster professionalism in the fields of sales and marketing. Arbuckle, a long-time SMEI association member who served the organization as an International Director, was renowned for his dedication to promoting leadership and advancing educational opportunities among salespeople and marketers.

2006 SMEI Academy of Achievement Honoree Welcome Reception Sponsorship

A special function held on the Friday evening to welcome the Hall of Fame honorees. Please contact us for further information about sponsoring this function.

2006 SMEI Academy of Achievement
Gala Banquet & Induction Ceremony
April 29, 2006
6:00 PM - 10:00 PM
Dallas Quorum Marriott Hotel
Dallas | TX | USA

Confirmed 2006 Pinnacle Award Winners:

- Harland C. Stonecipher founder and CEO of Pre-Paid Legal Services, Inc.
 - Maxine Clark founder and CEO of Build a Bear Workshops, Inc.

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