



ESCA
SUMMIT
RISING LEADERS

THE CASE

for Investing in Yourself



About Our Summit

This event is tailored for young professionals and emerging leaders in the exhibitions and events industry. The summit will feature leadership development sessions, industry-specific workshops, and unique networking opportunities, including a LinkedIn Lounge and a dine-around experience. Allowing attendees to gain essential skills, connect with peers, and shape the future of our industry. Learn more summit.esca.org



About Summit



Schedule



Networking



Financials

Case for Yes Justification Letter

Make a compelling case to attend the Rising Leaders Summit with our customizable justification letter. Highlight the valuable learning opportunities, industry networking, and the direct impact this summit can have on your career and your organization. Show your employer why investing in your development is a smart move for both you and your company. Go to summit.esca.org/why-attend/ and download it directly from the site.

ESCA Rising Leaders SUMMIT

Justification Letter

February 4-5, 2025
Kay Bailey Hutchison Convention Center, Dallas TX



Date _____

Dear _____,

I would like to attend the 2025 ESCA Rising Leaders Summit, which will take place in Dallas, Texas from February 4 - 5. This summit is a valuable opportunity designed by and for our industry, with a specific focus on equipping young professionals and rising leaders with the tools and knowledge needed to be successful in our field.

Given the learning curve in our industry, attending this summit will provide me with an opportunity to expand my expertise and connect with both peers and industry leaders. The event's one-and-a-half-day agenda is packed with leadership development sessions and industry workshops aimed at enhancing my skill set. The networking opportunities offered will help me establish long-lasting professional relationships, fostering both my personal growth and our company's success.

I am seeking approval for the associated costs to attend including, registration fees, travel expenses, and hotel accommodations. Below is a detailed cost breakdown:

Registration Fee	\$
Hotel	\$
Airfare	\$
Transportation	\$
Other (Meals, Per Diem, Etc.)	\$
Total Cost of ESCA Rising Leaders Summit	\$

I am confident that attending the 2025 ESCA Rising Leaders Summit will not only contribute to my professional development but also enhance our team's capabilities. Upon returning, I will provide a report on how I plan to implement the new knowledge and connections to support our company.

Thank you for considering my request. I am looking forward to the possibility of attending this summit and deepening my industry knowledge.

Sincerely,



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About Our Schedule

The conference is designed to offer attendees a comprehensive experience, blending personal and professional growth. On the first day, we'll offer a series of engaging general sessions that offer broad industry knowledge. The second day is structured into two distinct tracks: one dedicated to enhancing personal leadership skills and navigating the workforce, and the other focused on deepening industry-specific knowledge and exploring current trends. This agenda ensures that attendees leave with valuable insights and practical strategies for both career and personal development.

[View Schedule here.](#)

[View Speakers here.](#)



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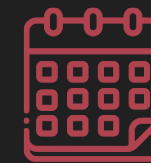
Financials



Rising Leaders Summit

Networking

Dine - Around



Tuesday, February 4

6:30 PM - 8:00 PM

We are thrilled to offer **dine-arounds** to our attendees to enhance the conference experience. Get to know your fellow attendees by signing up for an amazing local restaurant.

While it is free to sign up, please note each person is responsible for the cost of their own food and beverage as well as transportation to the restaurant.



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Rising Leaders Summit

Summit Cost

We are thrilled to offer low **registration pricing** to keep this conference accessible and manageable for organizations to send their employees.

- ESCA Members \$600
- Non-ESCA Members \$800



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Sponsorship Opportunities

Elevate your brand's visibility and engage with key decision-makers by sponsoring our Rising Leaders Summit. The tailored **sponsorship packages** provide a variety of benefits, including:

- **Premier Branding:** Gain prime exposure through event signage, digital platforms, and promotional materials.
- **Customizable Packages:** Choose from flexible sponsorship tiers designed to fit your goals and budget, including options for contributing event sponsorships, session sponsorships, and branded giveaways.

If you are interested in becoming a sponsor, please contact us at sponsor@esca.org.

ESCA Rising Leaders SUMMIT
Sponsorship Opportunities
 February 4-5, 2025
 Kay Bailey Hutchison Convention Center, Dallas TX

Elevate your brand visibility at the ESCA Rising Leaders Summit with our tailored sponsorship packages. *If you would like to sponsor, please contact sponsor@esca.org before completing your registration to receive a special discount code.*

SPONSORSHIP LEVEL	AMOUNT	INCLUDES
Contributing Sponsorship		
Diamond	\$10,000	<ul style="list-style-type: none"> • 5 Member registrations • Your logo on all promotional materials • Onsite logo display • Special mention during event
Platinum	\$7,500	<ul style="list-style-type: none"> • 4 Member registrations • Your logo on all promotional materials • Onsite logo display • Special mention during event
Gold	\$5,000	<ul style="list-style-type: none"> • 3 Member registrations • Your logo on all promotional materials • Onsite logo display • Special mention during event
Silver	\$2,500	<ul style="list-style-type: none"> • 2 Member registrations • Your logo on all promotional materials • Onsite logo display • Special mention during event
Bronze	\$1,000	<ul style="list-style-type: none"> • 1 Member registrations • Your logo on all promotional materials • Onsite logo display
Partner	\$500	Your logo on promotional materials
Advertising		
AV Sponsor	\$20,000	<ul style="list-style-type: none"> • 4 Member registrations • Your logo on all promotional materials • Onsite logo display • Special mention during event
Registration Sponsor	\$5,000	<ul style="list-style-type: none"> • Logo prominently displayed at registration desk • Recognition in promotional materials • Banner advertisement in registration confirmation email
Ad shown during slideshow	\$1,750	
Pre-Show E-Blast	\$1,750	
Post-Show E-Blast	\$1,750	
Branded water bottles	\$3,000	
ESCA Co-Branded Welcome bags	\$3,000	
Lanyards	\$2,000	
Education		
Opening Keynote	\$12,000	<ul style="list-style-type: none"> • 1 Member registration • Introduction of opening keynote • Company video during introduction
LinkedIn Call	\$10,000	Includes logo placement on signage around call
General Session	\$5,000	<ul style="list-style-type: none"> • 1 Member registration • Introduction of general session
Food & Beverage		
All Attendee Breakfasts	\$10,500	<ul style="list-style-type: none"> • 25% Discount • Logo on some promotional materials • Onsite logo display • Special mention during event
Attendee Breakfast Tuesday	\$7,000	Onsite logo display and special mention during event
Attendee Breakfast Wednesday	\$7,000	Onsite logo display and special mention during event
All Attendee Breaks	\$6,000	<ul style="list-style-type: none"> • 25% Discount • Logo on some promotional materials • Onsite logo display • Special mention during event
Attendee Break Tuesday	\$4,000	Onsite logo display and special mention during event
Attendee Break Wednesday	\$4,000	Onsite logo display and special mention during event

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*Please note that the ESCA Rising Leaders Summit site will have the most updated information.



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Thank You

Be Part of the Future of Leadership

Venue

Kay Bailey Hutchison Convention Center

Date

February 4 - 5, 2025

