



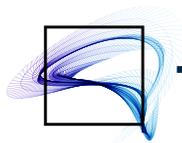
SAMA's 2021 Annual Conference

The New Paradigms of Engagement

May 24-26, 2021



#SAMACon



The Power of Bringing a Team

Leading a geographically dispersed team just got a whole lot more challenging thanks to COVID-imposed travel restrictions. Without being able to meet in person, it's more difficult than ever to keep abreast of account/team goals and metrics, align on action plans and influence people who don't report to you or your team directly. Not only will the SAMA conference expose your team to how others are adapting to the "new normal" of strategic account management, but it's the perfect place for your team to (virtually) congregate to reconnect, refocus and realign around your customer goals for 2021.

Why bring a team to the SAMA conference?

Community-powered. With ongoing networking opportunities, you never know which new connection will be the one to flip a switch. The more team members who attend, the greater the chance for those types of interactions.

More eyes. The conference features four keynotes, 30+ sessions and daily structured discussion groups. SAMA will provide your team with a customized conference journey map to make sure you attend sessions tailored to your company's specific challenges and opportunities.

Cohesion. Study after study shows that engaged team members outperform "lone wolves." Attending the conference as a team is the ideal way to build *esprit de corps* when everyone can't be together in person.



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2021 Annual Conference Team Packages

Essential Team Package

Included with at least 4 paid registrations:

- \$25 off each registration
- Team pricing extended to your clients/customers
- Formal PowerPoint presentation of "What to Expect at SAMA's Annual Conference," including a sneak peek at this year's virtual conference experience
- Personalized conference and resource suggestions based on your team's biggest challenges and opportunities
- Digital team packet detailing how to leverage SAMA plus premier pricing promotions for upcoming SAMA events and SAMA resources, services and tools

Premium Team Package

Included with at least 8 paid registrations:

- \$50 off each registration
- Team pricing extended to your clients/customers
- Customized workshop on a topic of your choice, delivered by an expert from the SAMA community in the month following the Annual Conference
- Live PowerPoint presentation of "What to Expect at SAMA's Annual Conference", including a sneak peek at this year's virtual conference experience with SAMA staff
- Personalized conference and resource suggestions based on your team's biggest challenges and opportunities
- Digital team packet detailing how to leverage SAMA plus premier pricing promotions for upcoming SAMA events and SAMA resources, services and tools
- Placement of company logo during live event and social media acknowledgement

Pricing per person:

Individual	Early-bird (by April 15, 2021)	Full price (effective April 16, 2021)
Corporate Member	\$895	\$995
Individual Member	\$1,095	\$1,195
Non-member	\$1,295	\$1,395

Essential (4 - 7 attendees)	Early-bird (by April 15, 2021)	Full price (effective April 16, 2021)
Corporate Member	\$870	\$970
Individual Member	\$1,070	\$1,170
Non-member	\$1,270	\$1,370

Premium (8 or more attendees)	Early-bird (by April 15, 2021)	Full price (effective April 16, 2021)
Corporate Member	\$845	\$945
Individual Member	\$1,045	\$1,145
Non-member	\$1,245	\$1,345

Questions? Contact your SAMA Account Manager directly or registration@strategicaccounts.org.

SAMA Cancellation Policy

Full credits will be issued for cancellations received within 30 days of the start of the event. Full credit requests must be received in writing by 11:59pm CST on April 26, 2021. No credits will be given for no-shows or cancellations that occur within 30 days of the start of the event.

Prior to May 21, 2021, we will gladly accept substitute registrations (i.e., a colleague taking your place), one per original registration. Please send all credit and substitution requests in writing to registration@strategicaccounts.org.