

Exhibitor/Sponsor Task Force

2026-2027

CHARGE

The Exhibitors & Sponsors Task Force serves to enhance and enrich the exhibitor and sponsor experience wherever exhibit and sponsorship opportunities exist. The group makes recommendations to the Board of Directors for implementation and serves as advocates for the recruitment of exhibitors and sponsors for the association's various programs.

COMPOSITION

Committee chairs and co-chairs are selected by the CHPA leadership. All task force members shall belong to a member company in good standing. The composition of the committee should be a diverse range of representation of the CHPA membership (membership type, revenue ranges, geographic locations).

TERM

March 2026-February 2027

TIME

1-1.5 hours per month

STRATEGIC FRAMEWORK SUPPORT

The Board of Directors guides CHPA via a Strategic Framework which allows CHPA to be nimble and agile in program and services development and delivery. Task forces support a variety of objectives and action steps within the Strategic Framework. Below are the objectives this task force supports.

- Collect and publish 10 client testimonials/case studies highlighting the value of the industry.
- Reach 650 attendees for Connect
- Programs achieve an average NPS score of 65.
- Increase combined website traffic (public and member-facing) by 20%.

RESPONSIBILITIES AND ONGOING TASKS

Ongoing Work

- Solicit exhibitors and sponsors for CHPA events, webinars and workshops.
- Provide feedback on exhibitor and sponsor benefits and pricing to ensure they remain competitive and valuable.

Project-Based Responsibilities

- Support efforts to fill the exhibit hall and secure sponsorships across CHPA programs.
- Offer insight on trends, challenges and opportunities within the exhibitor and sponsor community.
- Recommend improvements that strengthen the overall exhibitor and sponsor experience.

STAFF LIAISON

Emily Huff, Director of Communications & Marketing

STAFF RESPONSIBILITIES

- Maintain task force roster.
- Schedule task force meetings, work with chair(s) to develop agendas and complete meeting minutes.
- Provide support to the task force throughout the year including data, historical context and any other additional information needed to allow the task force to make informed recommendations.
- Provide broad-level perspectives of CHPA programs, services and initiatives which may impact the discussions of the task force.

YOUR RETURN ON INVESTMENT

By serving on this task force, you will

- Expand your professional network
- Strengthen your personal selling skills to take back to your company
- Make your voice heard within CHPA regarding sponsorship and exhibit pricing and benefits

JOIN THIS TASK FORCE IF

- You get satisfaction from closing deals and making sales
- You don't shy away from potential cold calling of CHPA members to encourage sponsorship and exhibit sales
- You are an advocate for an improved experience for sponsors and exhibitors