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EXECUTIVE ASSISTANTS ORGANIZATION





Over the last twenty years, the role of an executive or personal assistant has been redefined as a crucial part of any successful executive's career. Recognizing this shift in perceptions, EAO has dedicated itself to becoming the primary source of EA and PA credentials, continuing education, mentorship and camaraderie.

Great leaders, business tycoons and celebrity icons have a job to do in an unforgiving world. It is often times their assistants who curate the world around them in order to assist them in doing their demanding jobs and artistic careers with excellence on a consistent basis. A professional and competent EA and/or PA is the sought after "right hand", to virtually every successful or well known leader, executive, or celebrity who survives and thrives in their demanding public roles.

Thus, their co-stars are the assistants who work seamlessly Behind Every Leader to help make their world turn smoothly on it's sometimes dramatic and always demanding axis. These men and women are the glue in the seams of the fabric of some of the most important people in our cultural, business and political society.

EAO is dedicated to providing these remarkable individuals with the resources, tools and recognition to accomplish their sometimes silent, but always intrinsically valuable role demands. The Executive Assistants Organization not only provides the support but also commemorates this all-important role played by the silent soldiers that exist Behind Every Leader.

Please consider joining our organization as a sponsor and celebrate the men and women that, literally, help our leaders make the world move.

Victoria Louise Rabin

Victoria Louise Rabin

Founder / CEO





BEHIND EVERY LEADER

a production by: **EXECUTIVE ASSISTANTS ORGANIZATION (EAO)**

JOIN US

If you are interested in partnering with Executive Assistants Organization (EAO) and the Behind Every Leader conferences please contact the EAO team direct via eaoteam@joineao.com and/or 713.357.3328.

BEHIND EVERY LEADER CONFERENCE

Produced by Executive Assistants organization (EAO), Behind Every Leader has been critically acclaimed by media platforms including WSJ, Huffington Post, Inc Magazine and San Francisco Chronicle.

A first of its kind, the Behind Every Leader International Conference will be a pre-eminent experience featuring an unprecedented line-up of world-class speakers, unique workshops and endless networking opportunities for Executive Assistant Organization members and followers from around the world.

The Behind Every Leader Conferences connect and cater to senior Executive Assistants, Personal Assistants, Chief of Staff and

Celebrity Assistants (who each work at C-Suite level) and EAO members (who are currently partnered with CEOs, high profile individuals and top decision-makers of corporations, start ups and global enterprises).

Partners and exhibitors will have the chance to educate these high caliber Assistants and EAO members about their products and services through an energy-filled exhibit space, networking events and other unique partner integration opportunities.

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OUTSTANDING LINEUP

Behind Every Leader boast an outstanding lineup of assistants that work for icons, celebrities and business tycoons.

Oprah

Madonna

Sir Richard Branson

Nelson Mandela

John Paul DeJoria - co-founder of Paul Mitchell & Patron

Magic Johnson

John F Kennedy Jr.

Britney Spears

Eric Schmidt- Former CEO of Google

Troy Alstead – COO of Starbucks

Tony Hsieh – Zappos CEO

Jeffrey R. Immelt – GE CEO

John T. Chambers - Cisco CEO

Jeff Hoffman – Co Founder of Priceline

Kevin Spacey

Guthy Renker

David Copperfield – Magician

Parker Harris - Sales force

Michael E. Gerber - American author

Nate Burkes – Interior Designer

Gregg Feinberg – HBO Director and Producer

Gene Simmons



Annual Sponsorship

\$19,999

Sponsorship includes the following EAO interaction opportunities for exposure at the following events; for a period of twelve months from the date of signing and to include no less than the following:

Behind Every Leader Events - (2-3 held p/year at various locations in major metropolitan cities) - BEL Events are educational one-day seminars that include international speakers, attended by approximately 150-250 high level EA's, and are highly educational in nature and content. Tickets for attendees commonly range in the \$700-\$900 price point.

Rejuvenate & Retreat - (1-2 held p/year at resort-oriented destinations) - Retreats are more relaxation and venue / city appreciation oriented. These are often primarily sponsored by the city, region, chamber, or venue. They are attended by 30-50 high level EAs, and tickets commonly range in the \$400-\$700 price point.

EAO Global Summit - (1 p/year held in Vegas most years) - The Global Summit is the annual event and focus of the organization. Attended by approximately 250-300 attendees, with speakers at the highest caliber of the EA spectrum. This event is a 2.5 day event that brings together camaraderie, high-level networking and education, breakouts, and education that qualifies as the highest level of networking and education most EAs will have ever participated.

Sponsorship Includes:

- 3 Staff Passes
- 25% family and friends discount
- 10 x 10 Exhibit Booth
- Inclusion on web site – logo, contact info, corporate profile and link to web site
- Pre/During/Post social media shout outs and social media mentions
- Listed as an Annual Sponsor across all online/offline platforms
- 1 Sponsorship mention in the EAO monthly newsletter
- Speaking opportunity/breakout
- Half page ad in digital brochure for Global Summit and half page for BEL events
- Opportunity to provide promotional products for all attendee tote bags
- VIP prize donation with on-stage face time

Sponsorship Add-Ons:

- Additional email Newsletter / blog / social media posts – Normally \$1,500 each, available at a discount of 50% for only \$750.
- Member or attendee welcome kit / tote bag sponsorship – Name on box or bag, normally \$3,000 p/year, available at a discount of 50% for only \$1,500.
- Check-in signage at annual event - Normally \$1,000 each, available at a discount of 50% for only \$500.
- Any other future Add-Ons at each event will be available to Sponsor on first-come basis at a 50% discount.

Individual Event Sponsorship

Behind Every Leader Events

BEL Events are educational one-day seminars that include international speakers, attended by approximately 150-250 high level EA's, and are highly educational in nature and content. Tickets for attendees commonly range in the \$700-\$900 price point.

- **\$5,750 each**

Rejuvenate & Retreat

Retreats are more relaxation and venue / city appreciation oriented. These are often primarily sponsored by the city, region, chamber, or venue. They are attended by 30-50 high level EAs, and tickets commonly range in the \$400-\$700 price point.

- **\$3,000 each**

EAO Global Summit

(1 p/year held in Vegas most years) - The Global Summit is the annual event and focus of the organization. Attended by approximately 250-300 attendees, with speakers at the highest caliber of the EA spectrum. This event is a 2.5 day event that brings together camaraderie, high-level networking and education, breakouts, and education that qualifies as the highest level of networking and education most EAs will have ever participated.

- **\$8,500 each**

Sponsorship Includes:

- 4 Staff Passes
- 50% family and friends discount
- 10 x 10 Exhibit Booth
- Inclusion on web site – logo, contact info, corporate profile and link to web site
- Pre/During/Post social media shout outs and social media mentions
- Listed as an Annual Sponsor across all online/offline platforms
- 4 Sponsorship mentions in the EAO monthly newsletter
- Speaking opportunity/breakout
- Full Page ad in digital brochure for Global Summit and half page for BEL events
- Opportunity to provide promotional products for all attendee tote bags
- VIP prize donation with on-stage face time

Sponsorship Add-Ons:

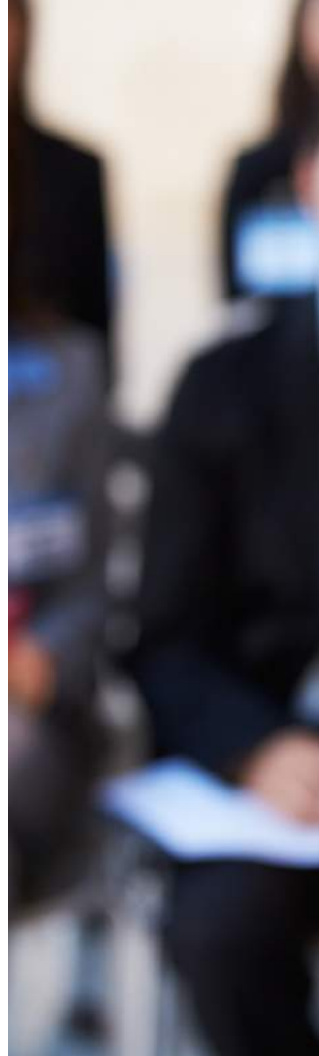
- Additional email Newsletter / blog / social media posts – \$1,500 each.
- Member or attendee welcome kit / tote bag sponsorship – Name on box or bag, normally \$3,000 p/year,
- Check-in signage at annual event - \$1,000 each,
- Any other future Add-Ons at each event will be available to Sponsor on first-come basis

WHY BECOME A SPONSOR?

Sponsorships are an opportunity to make an impression to the Assistants supporting some of the most powerful, iconic and highly regarded leaders from around the world.

Top sponsorship takeaways:

- Highly desirable demographic of Assistants to CEOs, Celebrities and high profile leaders and executives from all industries
- Unique engagement and networking opportunities
- Face-time and educational opportunities
- Contact list from all BEL attendees (Name, position, company, city, email)
- Huge national and international exposure
- On stage presentation
- Entry into VIP raffle





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Contact us - anytime!

The EAO team is only a phone call away whenever you need us. We are here for you 24/7. Email us via eaoteam@joineao.com and / or call via 713.357.3328.



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