



FOR IMMEDIATE RELEASE

**VICKIE SULLIVAN TO PRESENT VIEWS ON  
SPEAKERS' SPONSORSHIPS  
TO ARIZONA CHAPTER  
OF NATIONAL SPEAKER'S ASSOCIATION**

**TEMPE, Ariz. January 2008** – Premier market strategist Vickie Sullivan has been invited to present her views on sponsorships and how to get the sponsors to pay the speaking fee and more to the Arizona Chapter of National Speaker's Association.

In a fast-paced "tell it like it is" presentation entitled, "Speaking of Sponsorships: How Experts Get Big Fees in this Lucrative Market FAST!" Vickie Sullivan will share market intelligence, trends and strategies that will help the speaker package their expertise for this \$15 BILLION marketplace. She will reveal:

- Two top trends and why you care about them
- Top misconceptions speakers have about sponsors
- What sponsors look for in selecting speakers
- Three ways to find sponsors
- Two mistakes speakers make when pitching sponsors
- Two questions that will unlock hidden sponsorship opportunities
- Who can help you get sponsors

The presentation will be Saturday, March 8, 2008, at the NSA International Conference Center in Tempe, Arizona. The program starts at 9:00 am. For more information, contact Stephanie Angelo, Programs Chair at [Stephanie@hressential.com](mailto:Stephanie@hressential.com).

The National Speakers Association (NSA) is the leading organization for professional speakers. NSA's thousands of members include experts in a variety of industries and disciplines, who reach audiences as trainers, educators, humorists, motivators, consultants, authors and more. Since 1973, NSA has provided resources and education designed to advance the skills, integrity and value of its members and speaking profession.

President of Sullivan Speaker Services, Inc., Vickie Sullivan is nationally recognized as the top market strategist for experts. Since 1987, she has helped thousands of prominent people grow their influence with customized strategy and branding solutions. She speaks throughout the U.S. and Canada about positioning in high-fee markets and her market intelligence updates are distributed to experts in the U.S. as well as 17 countries.

Vickie's articles have been published in a wide variety of publications, including USA Today magazine and the Handbook of Business Strategy. She has also been quoted in mainstream media such as Fortune.com, The New York Times and Investor's Business Daily. Committed to helping women increase their influence worldwide, Vickie is a member of the Women's Leadership Board at the John F. Kennedy School of Government.

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