

# 2015 EXHIBITING INFORMATION

## Your Booth Fee Includes:

- One 10' x 10' exhibit booth, with draping and company name sign. All furnishings and additional decorating items for the show may be acquired from the 2015 Exposition Service. (To be determined).
- Admissions for your company representatives to the Exposition and all Conference sessions
  - **NCDC Corporate Partners:** 5 attendee admissions
  - **Any additional staff:** \$275/person
  - **Non-Member Firms:** 2 attendee admissions
  - **Any additional staff:** \$400/person
- One pre-conference and one post-conference list of Conference attendees via e-mail
  - Please note: attendee lists may only be used for Conference mailings a maximum of 3 times**
- 24-hour security

## Additional Notes:

- Continental breakfasts, grand prize drawings, and all refreshment breaks will be held in the Exhibit Hall.
- The Exhibit Hall will be closed and secured during the luncheon.
- As a courtesy to NCDC, Conference attendees and other exhibitors, and in accordance with the Exhibiting Terms and Conditions, **dismantling of your display will not be permitted prior to the end of the Exposition.** This will result in the loss of your registration privileges for the 2014 Conference.
- As a courtesy to NCDC, if you are planning to take clients out for group activities, we would appreciate if you would kindly schedule this around NCDC events. Thank you.

## Exposition Schedule – (Subject To Change)

<b>Saturday, September 12</b> 1:00 PM - 5:00 PM	Registration/Set Up
<b>Sunday, September 13</b> 7:30 AM - 1:00 PM 1:30 PM - 5:30 PM	Registration/Set Up <b>Exhibit Hall Open</b>
<b>Monday, September 14</b> 7:30 AM - 5:30 PM 5:30 PM – 7:00 PM	Exposition Open Exhibitor Reception
<b>Tuesday, September 15</b> 7:30 AM - 2:00 PM  2:00 PM - 6:00 PM	Exposition Open  Exposition Breakdown
Exposition Closed/Closing Sessions	

## Decorating Company

NCDC will determine the drayage company and will provide the extras you will need in your exhibit booth (furniture, displays, etc.). The Exposition Services will send you a decorating kit and order forms for your rental requests after June 1, 2015. Please ship your display and other booth items to the Exposition Services, **NOT the Contemporary Resort.** This is the only way to guarantee your materials will be properly deposited in your booth. You may ship as early as 30 days before the Conference. Please include your company name, booth number, and “NCDC” on your shipping labels. Further information will follow in the Exposition Services Manual.

## Individual Staff Registration

You will be asked in July 2015 to register individual staff members. The number of registrations included with your booth is indicated above. **PLEASE NOTE:** The original listing was for **company registration only**, not individuals. If you do not register your staff you will have **NO** staff registered or nametags available when you get to the Conference. NCDC encourages you to register your individual staff online. Please register your individual staff members on time to help your check-in process at the Conference go smoothly. This can be done online.

## Hotel Information

Retreat to this ultra-modern Resort hotel and discover award-winning dining, white-sand beaches, spectacular views and dazzling pools at The Contemporary Resort.

### HOSPITALITY SUITES

If your company would like to reserve a hospitality suite during the Conference, you will need to do so through the NCDC office first. Reservations will **NOT** be taken directly by the hotel. To reserve a suite or request additional information, please contact me at NCDC, (516) 481-6000, ext 223. You can also email Patricia Newman at [pnewman@ncdc.org](mailto:pnewman@ncdc.org) and she will refer your request.

### EXTEND YOUR STAY

Once you're here, you'll discover that the *Walt Disney World*® Resort offers more magical experiences than you ever dreamed possible. Don't pass up the chance to add an extra few days before or after your meetings for a spectacular golf or spa getaway or the perfect vacation with family and friends. We'll even extend the same room rates\* you received for your meeting to any nights you add to your visit.

#### **Purchase Special Disney Meeting/Convention Theme Park Tickets In Advance**

Available only to meeting attendees, their guests and family members, Disney's multi-day and half-day Meeting/Convention tickets are designed to fit any agenda and can't be purchased at the Theme Park gates.

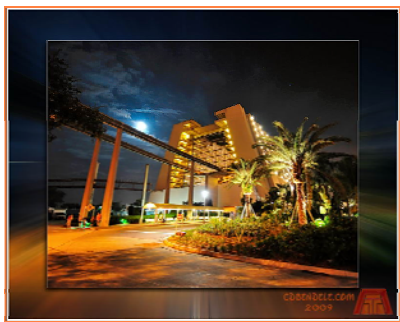
During your stay, you may enjoy outstanding amenities and signature Disney services, including:

- **Transportation options** throughout Walt Disney World Resort and access to the theme parks via motorcoach and, at some locations, monorail and water launch services
- **Spacious rooms** that are typically larger than those at other Disney Resort hotels
- **Concierge services** to assist you with your vacation planning
- **A variety of dining experiences**—including Signature Dining, Character Dining and room service
- **On-site recreation choices**, like bicycle rentals, watercraft rentals, pools, arcades and health clubs

## Ground Transportation

If you're arriving by air, Disney's legendary service starts the moment you touch down. There's no need to hassle with your luggage at baggage claim. *Disney's Magical Express Service* is complimentary and exclusively available when you stay at a Disney Resort hotel. Disney will pick you up at Orlando International Airport and retrieve your checked luggage, then take you to your Disney Resort hotel. And when your meeting is over, they'll do it all in reverse.

Please make a reservation for Disney's Magical Express when you make your Disney Resort hotel reservation online or over the phone. Reservations: (407) 939-1936



### Disney's [Contemporary Resort](#)

4600 N. World Drive  
Lake Buena Vista, FL 32830  
(407) 824-1000

**Rate: \$179**

**Average temperature: 85°**

# SPONSORSHIPS

## Why Should You Sponsor?

Sponsoring is one of the best ways to increase your company's presence at the NCDC Annual Conference and Exposition. With a wide range of options and prices, sponsoring has real benefits for exhibiting companies:

**Maximize your exposure** – Build and reinforce name recognition for your company

- **Positive positioning** - Position your company solidly in the minds of our attendees by affiliating your name with the Conference they regard as the best of its kind.
- **Complements exhibiting**- Sponsoring can give you an edge over just exhibiting. The more an attendee hears your company's name, the more likely they are to stop by your booth.
- **Your competitor is doing it** - The Company with the extra exposure and positive positioning in the minds of attendees is sure to have an advantage.
- **Increase traffic at your booth** – NCDC attendees make a point of stopping to thank exhibitors!
- **Give back to NCDC**- Show your appreciation of the market we provide by supporting NCDC through sponsorship.

## What Is Included With Sponsorship?

Sponsorships perks vary by type of sponsorship, though all sponsorships include the following:

- **Listing on the Grand Entrance** to the Exhibit Hall
- **Sponsor ribbons** for each staff member
- **Live link on the exhibitor listing** of the NCDC Conference website
- **Recognition in Pre-Conference mailings** (Subject to print deadlines)

## What Sponsorship Opportunities Are Available?

NCDC has taken great effort to assure there are a wide range of types of sponsorships and pricing. Types of sponsorship include:

- Promotional attendee items
- General session and education track sessions
- Technology Classroom sessions
- Donation of grand prize
- Events and meals

### Reserve Early!

**No matter your type of company, there is sure to be a sponsorship to fit your needs. To become a sponsor of the 2015 NCDC Conference & Exposition, complete the Exhibitor Options Form and return to NCDC.**

*If you have questions or would like to discuss sponsorship options, please contact Patricia Newman ([pnewman@ncdc.org](mailto:pnewman@ncdc.org)).*

## 2015 SPONSORSHIP OPTIONS

The following is a list of available sponsorship options. These sponsorships are first come, first serve!

Item	Full	Partial	Additional Inclusions/Perks/Notes
Luncheon Table	500	-	Notation on table tents at event, announcement during event, and reserved table (by invitation or open table).
Exhibit Hall Lunch	15,000	1,000	Signage and announcement during event.
Awards Luncheon	15,000	1,000	Signage and announcement during event.
Keynote Speakers	5,000		Full sponsorship is for one keynote speaker. Company name will be listed in sponsored session (in addition to sponsor list) and schedule section of website (all live links). Signage also included.
Continental Breakfasts	8,000	1,000	Signage and announcement during event.
Wi-Fi	8,660		Signage in Exhibit Hall, at registration and recognition leading into Exhibit Hall. Extensive Exposure throughout the conference.
Entertainment	5,000	-	Notation on tickets for event and announcement during the event.
Tote bags	SOLD		To be distributed to all attendees. Logo included on face of bag.
Name Tag Holders	SOLD		To be distributed to all attendees and exhibitors. Logo included on face of tag holder.
Program at a Glance	2,500		Exclusive ad on handheld conference schedule distributed to all attendees and exhibitors.
Refreshment Breaks	2,000	750	Signage and announcement during event.
Attendee List	SOLD		Includes name on cover of photocopied list distributed to all attendees/exhibitors in tote bags.
Notepads	SOLD		Featuring your logo/artwork, distributed to attendees only.
Tech (2) Classroom Sessions	SOLD	SOLD	See the information under <b>Innovation Station</b> for what this sponsorship includes.
			Prices effective until December 31, 2015 and are subject to change.

### **DID YOU KNOW.....**

**Sponsoring guarantees additional mentions of your company. For example, by sponsoring an exhibit hall lunch, the average attendee would see your name on the NCDC conference website, on the entrance to the Exhibit Hall, on your booth, in the exhibit hall listing, on the sponsor page, plus on the signs at lunch. That's 6 times, before they even stop at your booth! Multiply that by the number of attendees and your investment is surely worthwhile.**

# INNOVATION STATION TECHNOLOGY CLASSROOM

Looking for a way to showcase your company's knowledge of the latest technological advancements in fundraising?

## Become a part of the Innovation Station Technology Classroom!

The Technology Classroom is the place to showcase your goods and services in a classroom setting. Designed to show attendees how technology can improve their fundraising programs, you are the expert in these sessions. These one-hour speaking opportunities in a fully equipped classroom are completely planned by you and are used as a "soft sell."

Sessions in the Tech Classroom are technology-oriented and include "how-to" information for attendees looking to incorporate technology into various aspects of their fundraising program. The session should be approximately 45 minutes of program and 15 minutes Q & A and information about your company.

Examples of sessions might include: *Conducting a Development Audit; The Importance of Analyzing Your Database; Selecting the Right Fundraising Software; Sampling Web-based Program Offerings; or Incorporating Technology into Direct Mail Production.*



Tech Classroom Sessions are featured on the Program at a Glance, the handheld schedule attendee's use throughout the Conference.

### Cost

**Tech Classroom Sessions** are available for \$1,750 per one-hour session. These sessions provide added visibility for your company and an opportunity to showcase your expertise. Your sponsorship includes:

- One-hour session,
- Highlighted in the Program-at-a-Glance
- Classroom and equipment, including computer with internet access, projector, screen, podium and microphone
- Signage outside Tech Classroom

### How to use a Technology Classroom sponsorship:

- Invite only your key clients
- Invite attendees to your session when they visit your booth
- Distribute your company literature at the conclusion of your session
- Demonstrate software, videos, etc.
- Position your company as an expert in the program topic

Take this opportunity to reach clients on an individual level!  
There are a limited number of sessions. Call today to reserve for 2015!

# ADVERTISING AND GRAND PRIZES

To reserve a tote bag insert, please complete the Exhibitor Options Form and return it to the NCDC office. If you have any questions, contact Patricia Newman ([pnewman@ncdc.org](mailto:pnewman@ncdc.org)).

## Tote Bag Advertising

Tote bag ads are included in all attendee bags. Inserts are shipped directly to the Conference site. Cost of production and shipping is the responsibility of the advertiser. Shipping and quantity details will be sent to tote bag advertisers approximately one month prior to the Conference.

	NCDC Corporate Member	Non-Member
Tote bag Ad	\$350	\$450

**RESERVATION DEADLINE: August 16**

## Grand Prizes

To increase traffic in the exhibit hall and at your booth, NCDC holds a Grand Prize drawing. Other exhibitors may raffle prizes in their booths, but if you donate a Grand Prize, you will be one of a select number of exhibitors to gain extra attention. Here's how it works:

1. Each Grand Prize must have an approximate market value of at least \$500.
2. Exhibiting companies donating Grand Prizes will be listed in alphabetical order in the Passport.
3. Each conference attendee will receive a Passport requiring him/her to visit a minimum number of booths to be eligible for the Grand Prize Drawings. Attendees then drop their completed passport into the raffle drum in the exhibit hall.

Grand Prize drawings will be drawn in alphabetical order in the exhibit hall on September 14. You may present your firm's prize to the winner. Winners must be present at the time of the drawing.

### IDEAS FOR GRAND PRIZES:

- *Gift certificate to your company*
- *A day of service from your company*
- *Airline tickets*
- *Big ticket items-TV, golf clubs, camera, etc*
- *Travel*
- *Night on the town*

**RESERVATION DEADLINE: JULY 31<sup>ST</sup>**



# 2015 EXHIBITOR OPTIONS FORM

86 Front Street, Hempstead, NY 11550  
(516) 481-6000 FAX: (516) 489-9287

This form is used to place your order with NCDC for any additional exposure options outside of the exhibitor listing. For details on a specific item, please refer to the appropriate page of your exhibitor packet.

Sponsorships		
Item	Full	Partial
Awards Luncheon	<input type="checkbox"/> \$15,000	<input type="checkbox"/> \$1,000
Exhibit Hall Lunch	<input type="checkbox"/> \$15,000	<input type="checkbox"/> \$1,000
Continental Breakfasts	<input type="checkbox"/> \$8,000	<input type="checkbox"/> \$1,000
Tote bags	<b>SOLD</b>	
Keynote Speaker	<input type="checkbox"/> \$5,000	
Name Tag Holders	<b>SOLD</b>	-
Program at a Glance	<input type="checkbox"/> \$2,500	-
Attendee List	<b>SOLD</b>	
Refreshment Breaks	<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$750
Notepads (Company Name)	<b>SOLD</b>	
Boxed Lunch	<input type="checkbox"/> \$15,000	<input type="checkbox"/> \$1,000
<b>Sponsorship Total</b>		

Innovation Station		
Tech Classroom Sessions	<b>SOLD</b>	<b>SOLD</b>
Lumen Awards Display		<input type="checkbox"/> \$4,500
Exhibit Hall Wi-Fi	Partial <input type="checkbox"/> \$4,500	Full <input type="checkbox"/> \$8,660
Tote Bag Insert	Non-Member <input type="checkbox"/> \$450	<input type="checkbox"/> \$350
<b>Prices effective until December 31, 2015 and are subject to change.</b>		

<b>GRAND TOTAL</b>	<b>\$</b>
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**Sponsorship of Wi-Fi in the Exhibit Hall will have e extensive exposure.**

## Payment

NAME	ORGANIZATION
PHONE	FAX
Please indicate method of payment : <input type="checkbox"/> Check enclosed (Make payable to NCDC) <input type="checkbox"/> Visa <input type="checkbox"/> MasterCard <input type="checkbox"/> American Express <input type="checkbox"/> Discover	
CARD NUMBER	SECURITY CODE
NAME ON CARD	
SIGNATURE	

## Grand Prize

Please indicate any items (with brief description and value) your firm is interested in donating for the Grand Prize drawing.

VALUE (MIN. \$500)	ITEM AND DESCRIPTION

## Round Tables

If your company is interested in hosting a round table discussion, please list your desired topic:

TOPIC
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