

# 2010 EXHIBITING INFORMATION

## Your Booth Fee Includes:

- One 8' x 10' exhibit booth, with draping and company name sign. All furnishings and additional decorating items for the show may be acquired from Ecclectica Exposition Services
- Admissions for your company representatives to the Exposition and all Conference sessions
  - **NCDC Corporate Partners:** 5 attendee admissions
  - **Non-Member Firms:** 2 attendee admissions
  - **Any additional staff:** \$275/person
- Complete company listing in the Conference Resource Guide, including contact information and a 50-word description
- 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*
- A complete set of complimentary function tickets for each included staff member
- 24-hour security

## Exposition Schedule – (Subject To Change)

### Saturday, September 18

12 PM - 5:00 PM      Registration/Set Up

### Sunday, September 19

7:30 AM - Noon      Registration/Set Up  
12:00 PM – 5:00 PM      Exhibit Hall open

### Monday, September 20

8:00 AM – 6:00 PM      Exposition Open

### Tuesday, September 21

8:00 AM – 12:00 PM      Exposition Open  
12:00 PM - 5:00 PM      Exposition Breakdown

### Wednesday, September 22

Exposition Closed/Closing Sessions

For the complete Conference schedule, please visit [www.ncdc.org](http://www.ncdc.org)

## Additional Notes:

- Continental breakfasts, one lunch, and all refreshment breaks will be held in the Exhibit Hall.
- The Exhibit Hall will be closed and secured during luncheons.
- 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 2010 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.

## Decorating Company

Ecclectica Exposition Services will provide the extras you will need in your exhibit booth (furniture, displays, etc.). Please note: the exhibit area is fully carpeted.

Ecclectica Exposition Services will send you a decorating kit and order forms for your rental requests after July 1, 2010.

**Please ship your display and other booth items to Ecclectica Exposition Services, NOT the Marriott Chicago Downtown.** 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 Ecclectica Exposition Services Manual.

## Individual Staff Registration

You will be asked in July 2010 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

The *Marriott Chicago Downtown* is situated on Michigan Avenue's Magnificent Mile among world-class shopping, restaurants and entertainment. This luxurious Chicago, Illinois hotel is within walking distance to the Windy City's top attractions, including Navy Pier, American Girl Place, Shedd Aquarium, Millennium Park, Theater and Museum Districts.

## 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 suite or request additional information, please contact NCDC at (516) 481-6000.

## EXTEND YOUR STAY

Once you're there, you'll discover that the **Marriott Chicago Downtown** hotel offers more impressive experiences than you ever imagined! Don't pass up the chance to add an extra few days before or after your meetings to spend a few days 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.

*\*Room Rates are subject to change without notice and are based on availability. Group rates may not be combined with any other discounts or offers.*

## Ground Transportation

- The **Marriott Chicago Downtown** is accessible from Chicago/O'Hare Airport which is approximately 15 miles and Chicago Midway Airport which is approximately 12 miles.
- Alternate transportation: GO Airport Express; fee: 22 USD (one way), on request
- Subway service, fee: 2.25 USD (one way)
- Estimated taxi fare: 30.00 USD (one way)



### Marriott Chicago Downtown Hotel

540 North Michigan Avenue  
Chicago, Illinois 60611  
1-800-228-9290

**Rate: \$159**



Average Chicago temp in  
September:  
**68**

# 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 sponsors page** of the Resource Guide Conference Program, plus a sponsor designation wherever your company's name is mentioned
- **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 2010 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)).*

## 2010 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.
Tracks Fundamentals Major Gifts Planned Giving Supplemental, etc.	8,000	1,000	Full sponsorship is for all sessions in track; Partial is for one session. Company name will be listed in sponsored sessions in Resource Guide (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.
Internet Hub	5,000		Signage in area in Exhibit Hall with internet access computers for attendees. Homepage on all machines set to your company's website.
Entertainment	5,000	-	Notation on tickets for event and announcement during the event.
Tote bags	<b>SOLD</b>		To be distributed to all attendees. Logo included on face of bag.
Name Tag Holders	<b>SOLD</b>		To be distributed to all attendees and exhibitors. Logo included on face of tag holder.
Program at a Glance	<b>SOLD</b>		Exclusive ad on handheld conference schedule distributed to all attendees and exhibitors.
Refreshment Breaks	2,000	750	Signage and announcement during event.
Attendee List	<b>SOLD</b>		Includes name on cover of photocopied list distributed to all attendees/exhibitors in tote bags.
Notepads	<b>SOLD</b>		Featuring your logo/artwork, distributed to attendees only.
Tech (2) Classroom Sessions	<b>SOLD</b>	<b>SOLD</b>	See the information under <b>Innovation Station</b> for what this sponsorship includes.
			Prices effective until December 31, 2009 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 your company Resource Guide listing, on the sponsor page of the Resource Guide, 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 attendees use throughout the Conference.

### Costs

**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 on the Program-at-a-Glance
- Classroom and equipment, including computer with internet access, projector, screen, podium and microphone
- Signage outside Tech Classroom
- Inclusion in the Resource Guide as a sponsor

### 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 2010!

To discuss sponsoring a Technology Classroom, please contact Patricia Newman ([pnewman@ncdc.org](mailto:pnewman@ncdc.org)).

# ADVERTISING AND GRAND PRIZES

To reserve Resource Guide ad space, please complete the Exhibitor Options Form and return it to the NCDC office. If you have questions about advertising, contact Patricia Newman ([pnewman@ncdc.org](mailto:pnewman@ncdc.org)).

## Resource Guide Advertising

The Conference Resource Guide is the main printed program for conference attendees. It is distributed to all attendees and exhibitors. Ads will be placed throughout the book. Artwork specifications are enclosed.

	NCDC Corporate Partner	Non-Member Exhibitor
Full Page Premium Space (Inside Front/Outside Back)	<b>SOLD</b>	
Full Page Ad	\$600	\$650
Half Page Ad	\$500	\$550

## RESERVATION and ARTWORK DEADLINE: JULY 31

### 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	\$400

## RESERVATION DEADLINE: SEPTEMBER 1

### 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 Conference Resource Guide and 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 21. 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



# 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 in the Resource Guide. 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>	
Tracks	Full Track	Per session
Direct Marketing	<input type="checkbox"/> \$5,000	<input type="checkbox"/> \$1,000
Emerging Markets	<input type="checkbox"/> \$5,000	<input type="checkbox"/> \$1,000
Fundamentals	<input type="checkbox"/> \$5,000	<input type="checkbox"/> \$1,000
Leadership Development	<input type="checkbox"/> \$5,000	<input type="checkbox"/> \$1,000
Major Gifts	<input type="checkbox"/> \$5,000	<input type="checkbox"/> \$1,000
Planned Giving	<input type="checkbox"/> \$5,000	<input type="checkbox"/> \$1,000
Supplemental	<input type="checkbox"/> \$5,000	<input type="checkbox"/> \$1,000
Name Tag Holders	<b>SOLD</b>	-
Program at a Glance	<b>SOLD</b>	-
Attendee List	<b>SOLD</b>	-
Refreshment Breaks	<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$750
Notepads (Company Name)	<b>SOLD</b>	
Luncheon Table	<input type="checkbox"/> \$500	
<b>Sponsorship Total</b>		

Advertising		
	NCDC Member	Non-Member
Full Page Premium	<b>SOLD</b>	
Full Page	<input type="checkbox"/> \$600	<input type="checkbox"/> \$650
Half Page	<input type="checkbox"/> \$500	<input type="checkbox"/> \$550
<b>Innovation Station</b>		
Tote Bag Ad/Insert	<input type="checkbox"/> \$350	<input type="checkbox"/> \$400
Internet Hub		<input type="checkbox"/> \$5,000
Tech Classroom Sessions		<b>SOLD</b>
<p align="center"><b>Prices effective until December 31, 2010 and are subject to change.</b></p> <p align="center"><b>Sponsorships</b></p>		
<b>GRAND TOTAL \$</b>		

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