

2009



ALLIANCE
for Children & Families

**NATIONAL
CONFERENCE**

October 14-16, 2009
Houston, Texas

**Exhibit & Sponsorship
Opportunities**

The Alliance for Children and Families cordially invites you to participate at its national conference, Oct. 14–16, 2009, in Houston, Texas.

The Alliance 2009 National Conference presents a unique opportunity for you to network with more than 450 senior executives, board members, and other management staff from the nonprofit human services sector. Each year this event convenes human services professionals for three days of capacity-building training, education, and networking activities to share "best practices" and devise successful new strategies for the future.

Why Participate at the 2009 Alliance National Conference?

The Alliance Exhibit/Sponsorship Program will provide you with a unique opportunity to interact with a targeted audience and gain a strategic advantage over your competition.

Don't miss this opportunity to differentiate yourself:

- **Qualified prospects** – Through partnering with the Alliance, you will reach senior leaders searching for reliable and cost-effective solutions.
- **Network** – Our sponsorship program offers invaluable "face time" with senior leaders and other management-level staff from the sector, allowing you to tell your story up close and personal.
- **Visibility** – Your logo will be branded on all conference media. In addition, the sponsorship program features opportunities to advertise in the Alliance for Children & Families Magazine, which is distributed to all member leaders and board members; approximately 12,000 people.
- **Experience** – The Alliance has decades of experience in producing inspirational and powerful events in all aspects of the nonprofit human services community. The conference programming tracks are thought-provoking, timely, and relevant, and are accompanied by exceptional networking opportunities.

The program is designed to give you prominent exposure throughout the Alliance's national network, a perfect platform for you to display your committed support for the organizations that provide mission-based services for children, families, and communities across North America.

Organizations exhibiting/sponsoring at this year's Alliance National Conference will have the attention of more than 450 decision makers. Alliance members work in thousands of communities across North America, provide more than \$4.8 billion in services each year, and come in contact with nearly 4 million people yearly. Alliance members are constantly seeking ways to increase their productivity in ways that help them keep up with the demands of the ever-changing demands of society.

Sponsorship Opportunity to Stand Out as an Industry Leader

Take the opportunity to stand out by becoming an Alliance Conference Partner and benefit from meeting qualified prospects, gaining visibility, and networking with attendees.

Platinum Sponsor: \$20,000

- Exclusive sponsor of a conference event
- Brief opportunity to address conference attendees
- Verbal recognition at sponsored event
- Company logo branded on one conference take-away item
- Signage and branding in all conference media
- Complimentary exhibit booth (if booths are available)
- Advertising (front, back, or inside cover)
- Two complimentary conference registrations
- Sponsor ribbon and name badge
- Two-time use of post-conference attendee roster
- Listing on conference website (link to own website)

Gold Sponsor: \$10,000+

- Exclusive or co-sponsor of a conference event
- Brief opportunity to address conference attendees
- Verbal recognition at sponsored event
- Signage and branding in all conference media
- Complimentary exhibit booth (if booths are available)
- Advertising opportunity (full page)
- Two complimentary conference registrations
- Sponsor ribbon and name badge
- Two-time use of post-conference attendee roster
- Listing on conference website (link to own website)

Silver Sponsor: \$5,000+

- Co-sponsor of a conference event
- Verbal recognition at sponsored event
- Signage and branding in conference media
- Advertising opportunity (half page)
- One complimentary conference registration
- Sponsor ribbon and name badge
- One-time use of post-conference attendee roster
- Listing on conference website (link to own website)

Bronze sponsor: \$2,500+

- Co-sponsor of a conference event
- Verbal recognition at sponsored event
- Signage and branding in conference media
- Advertising opportunity (one-third page)
- One complimentary conference registration
- Sponsor ribbon and name badge
- Listing on conference website (link to own website)

Tangible sponsorship offerings (tote bags, conference folders, guest room keycards, etc.) are available independently of sponsorship levels listed above. For more information, contact Jonathan Green at 414-359-6548 or jgreen@alliance1.org.

Advertise

You can advertise in the registration brochure (distribution 5,000) to provide additional exposure for your organization.

Rates for ads are all as follows (color ads are the same price as black and white).

	WIDTH	LENGTH	
1/3 page	4 3/4" x	4 3/4"	\$300
1/2 page	7 1/2" x	4 3/4"	\$450
Full page	8 1/2" x	11"	\$650
Cover (front and back)	8 1/2" x	11"	\$850

All ads to be included in the registration brochure are due (on disk or emailed) by April 23, 2009. Color ads must be submitted as high resolution JPGs, PDFs, or EPS image file, with a minimum resolution of 300 dpi. Both brochures are offset printed on coated stock at 175 dpi. If you have questions about production, contact Jonathan Green at 414-359-6548 or at jgreen@alliance1.org.

Location

InterContinental Houston
2222 West Loop S
Houston, TX 77207
Hotel: 713-627-7600
Reservations: 800-327-0200

Hotel Reservations:

The Alliance has arranged a special room rate of \$199 for single or double occupancy, plus applicable taxes. For reservations, please call 800-327-0200 by Sept. 6, 2009 and mention the Alliance for Children and Families to receive our discounted rate.

Book Early!

Pre- and post-conference rooms/rates are limited and subject to availability at the time of booking.

Exhibit Hours

Move In	Noon–5 p.m., Tuesday, Oct. 13
Show Time	7:15 a.m. – 4:30 p.m., Wednesday, Oct. 14
	7:30 a.m. – 2 p.m., Thursday, Oct. 15
Move Out	1 p.m., Thursday, Oct. 15



Exhibit

Exhibit space:

- Standard booth (8'x10') \$1,275 in exhibit hall; \$1,500 in foyer
- Double booth (8'x20') \$1,975 in exhibit hall; \$2,125 in foyer

Benefits:

- High traffic in the exhibit hall where the continental breakfast and all breaks will be served
- One complimentary conference registration that includes all educational sessions and meals (additional meal packages can be purchased for \$320 per person)
- Listing on the conference website until Dec. 31, 2009
- Discount advertising opportunities in the *Alliance for Children & Families Magazine*
- Standard booth with 8' high back and 3' high side drapes
- Private demonstration conference room
- One-time use of the pre- and post-conference attendee roster

Exhibit service kits will be sent out 21 days prior to the show. Electricity, shipping, cleaning service, and additional furniture can be ordered through the exposition service company. The hotel will not accept exhibitor shipments..

Payment information:

Full payment in U.S. currency is due with the complete and signed Exhibitor Agreement. Exhibit booths will be assigned in the order they are received. A confirmation will be sent to you once payment and exhibit booth agreement are received. Your booth number will be sent 21 days prior to the show.

Questions:

Call Jonathan Green at 414-359-6548 or jgreen@alliance1.org.

Exhibit Regulations

- Exhibitors agree to adhere to the set-up, exhibition, and tear-down hours outlined in this brochure. Exhibitors are not allowed to dismantle or pack any part of an exhibit until the exhibit hall is closed on Thursday, Oct. 15, 2009. Exhibitors agree to have a registered staff person in his/her booth during show hours.
- Set-up must be completed by 5 p.m., Tuesday, Oct. 13, 2009.
- Each exhibitor is responsible for the safeguarding of his/her materials, goods, equipment, and display at all times. The Alliance for Children and Families assumes no responsibility for any items missing or any damage to display booths.
- Each exhibitor will comply with local, city, county, state, and federal ordinances and regulations covering fire, safety, and health. Only fireproof material should be used in display and necessary fire precautions should be taken by exhibitors. All materials and displays are subject to inspections by the local fire marshal.
- Music is permitted only if the exhibitor has provided the Alliance for Children and Families with a copy of a license to play music. Exhibitor agrees to hold harmless, protect, and indemnify the Alliance for Children and Families from any and all expenses arising from exhibitor playing music and violating U.S. copyright laws.
- Helium balloons are not permitted on the show floor.
- It is expressly understood that the exhibitor agrees to indemnify and hold harmless the Alliance for Children and Families, InterContinental Houston Hotel, and their agents against any and all liability of property damage or loss arising from or out of the use by the exhibitor of the exhibit space.
- A 50 percent refund of the exhibit booth fee will be

Make check payable to and send to:
Alliance for Children and Families
National Conference Registrar
11700 West Lake Park Drive
Milwaukee, WI 53224-3099

Cancellation:

Any cancellation must be given in writing. Cancellations received prior to Sept. 1, 2009 will be given a 50 percent refund. No refunds will be made after Sept. 1, 2009.

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- Exhibitors can make no claim for any reason against the Alliance for Children and Families or their employees or agents. All property of the exhibitor remains under his/her custody and control in transit to and from the exhibit area, during set-up and tear-down, and while it is in confines of the exhibit area. The Alliance for Children and Families, staff members, agents, and directors are not responsible for the safety of the property of exhibitor from theft, damage by fire, accident, vandalism, or other causes. The exhibitor waives and releases any claim or demand he/she may have against any of them from any loss, damage, or injury.
- Show management reserves the right to reassign booth space if necessary for the best interests of the show or to separate competitors.
- Exhibitor acknowledges the Alliance for Children and Families does not own, operate, or in any other manner exercise any control or influence over third-party suppliers for the provision of goods and services to the exhibit floor. Accordingly, the Alliance for Children and Families shall not be held liable for errors or omissions committed by suppliers and vendors with whom services have been contracted or if they fail to perform as contracted.
- This agreement can be cancelled if war, government regulation, disaster, civil disorder, or other condition beyond the control of either party makes it illegal or impossible to perform the obligations required by this agreement. In such an event, this agreement may be terminated without liability by the affected party for one or more of these reasons by written notice to the other party.

Registration

The undersigned agrees to adhere to the terms printed in the exhibitor prospectus.

All exhibitors submitting this agreement prior to August 28, 2008 will be listed in the program booklet.

Each exhibit booth includes 2 tickets to all meal functions.

Exhibitor #1: _____

Exhibitor #2: _____

Mailings (please print or attach business cards)

Contact Person _____

Title _____

Company/Organization Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

E-mail _____ Website _____

Program Booklet Information

Contact Person _____

Title _____

Company/Organization Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

E-mail _____ Website _____

Please provide a brief description (50 words or less) of your product(s) and/or service(s) to appear in the program booklet. _____

In addition to the completed registration form, please email a high-resolution version of your logo to jgreen@alliance1.org

Method of Payment

Check: Check Number _____

Please make check payable in U.S. dollars to Alliance for Children and Families

Charge: VISA MasterCard Am. Ex

Card Number _____

Expiration Date _____

Cardholder's Name _____

Signature _____

Totals

\$ _____ Booth Payment

\$ _____ Sponsorship Fee

\$ _____ Program Ad Fee

\$ _____ Total Enclosed

Prize drawing opportunities are available at the Networking Open House. Participation optional.

We agree to the show regulations as outlined in this brochure.

Signature _____

Date _____

Time _____