

# Jammin' for Success...

Gift Annuities, Gift Planning and All That Jazz!



## Sponsor & Exhibitor Invitation

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29<sup>th</sup> Conference on Gift Annuities

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April 28-30, 2010 • Sheraton New Orleans Hotel

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Presented by the American Council on Gift Annuities

# 29th Conference on Gift Annuities Support Opportunities

## The following Sponsorships Include Exhibit Booths

### **Principal Conference Sponsor..... SOLD**

- Your organization will be recognized at the opening dinner and your representative will introduce the speaker
- VIP table seating for the opening dinner
- Your company's logo on the conference tote bag, proceedings and program
- Complimentary exhibit booth, including conference registration for one person
- Full page ad in the conference proceedings
- Special recognition on screen at all plenary sessions
- Space in ACGA's Virtual Exhibit Hall

### **Conference Technology Sponsor.....\$10,000**

- This sponsorship will allow us to provide LCD projectors in all meeting rooms
- VIP table seating for the opening dinner
- Your company's logo and a special thanks on screens in all meeting rooms
- Your organization will be recognized at the opening dinner
- Complimentary exhibit booth, including conference registration for one person
- Full page ad in the conference proceedings
- Special recognition on screen at all plenary sessions
- Space in ACGA's Virtual Exhibit Hall

### **Rates Luncheon Sponsor (Thursday, April 29) ..... SOLD**

- Your organization will be recognized at the luncheon and your representative will introduce the speaker
- VIP table seating for the luncheon
- Complimentary exhibit booth, including conference registration for one person
- Full page ad in the conference proceedings
- Special recognition on screen at all plenary sessions
- Space in ACGA's Virtual Exhibit Hall

### **Closing Luncheon Sponsor (Friday, April 30) ..... \$6,500**

- Your company will be recognized at the luncheon and your representative will introduce the speaker
- VIP table seating for the closing luncheon
- Complimentary exhibit booth, including conference registration for one person
- Full page ad in the conference proceedings
- Special recognition on screen at all plenary sessions
- Space in ACGA's Virtual Exhibit Hall

### **"All That Jazz" Reception (Thursday, April 3, 4:30 - 5:30 pm) ..... SOLD**

- Representatives from your organization will join our staff to greet our guests and distribute special amenity
- VIP table seating for the closing luncheon
- Complimentary exhibit booth, including conference registration for one person
- Your organization will be recognized at the closing luncheon
- Full page ad in the conference proceedings
- Special recognition on screen at all plenary sessions
- Space in ACGA's Virtual Exhibit Hall

### **Name Badge Holders ..... SOLD**

- Your company's logo will be imprinted on name badge holders distributed to all conference attendees
- Complimentary exhibit booth, including conference registration for one person
- Full page ad in the conference proceedings
- Special recognition on screen at all plenary sessions
- Space in ACGA's Virtual Exhibit Hall

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## **Luggage Tags ..... \$4,000**

- Your company's logo will be imprinted on luggage tags distributed to all conference attendees
- Complimentary exhibit booth, including conference registration for one person
- Full page ad in the conference proceedings
- Special recognition on screen at all plenary sessions
- Space in ACGA's Virtual Exhibit Hall

## **Continental Breakfast Sponsor ..... \$4,000**

- Your organization will be recognized in the conference agenda and proceedings
- Complimentary exhibit booth, including conference registration for one person
- Signage in refreshment break area will recognize your participation
- Special recognition on screen at all plenary sessions
- Full page ad in the conference proceedings
- Space in ACGA's Virtual Exhibit Hall

## **Refreshment Break Sponsor ..... \$3,000**

- Your organization will be recognized in the conference agenda and proceedings
- Complimentary exhibit booth, including conference registration for one person
- Signage in refreshment break area will recognize your participation
- Special recognition on screen at all plenary sessions
- Full page ad in the conference proceedings
- Space in ACGA's Virtual Exhibit Hall

## **Exhibitor ..... \$1,400**

- Each 10' x 10' exhibit booth will have an 8' high back wall, 3' high side drape, one-line ID sign, one 6' skirted table, two side chairs and one wastebasket
- Complimentary conference registration for one person
- \$200 fee for each additional attendant at the exhibit booth will include meals and an attendee portfolio
- Full page ad in the conference proceedings
- Special recognition on screen at all plenary sessions
- Space in ACGA's Virtual Exhibit Hall

## **Other Opportunities You May Wish to Consider (exhibit booth not included)**

### **General Conference Sponsor ..... \$1,000**

- Complimentary conference registration for one person
- Full page ad in the conference proceedings
- Special recognition on screen at all plenary sessions
- Space in ACGA's Virtual Exhibit Hall (upon receipt of 50% deposit)

### **Your company's brochure in attendees' portfolios ..... \$750**

- Your company's brochure will be included in the tote bag distributed to all attendees.
- Special recognition on screen at all plenary sessions
- This opportunity is limited to six companies, and maximum brochure size will be 9" x 4"

### **Full page advertisement in conference proceedings ..... \$350**

## Why Exhibit?

- ♪ Generate sales leads
- ♪ Enhance your image and visibility
- ♪ Reach a specific audience
- ♪ Establish a presence in the marketplace
- ♪ Improve the efficiency of your marketing efforts
- ♪ Personally meet your customers & prospects
- ♪ Prospect for new customers
- ♪ Introduce new products and services
- ♪ Demonstrate your product
- ♪ Educate your target audience

## A Unique Opportunity

Trade shows provide a unique opportunity that cannot be replicated in any other type of venue. The *Center for Exhibition Industry Research* (CEIR) revealed the following about exhibitions:

- ♪ 88% of attendees have not been seen by a member of your company's sales staff in the preceding 12 months
- ♪ Seven out of ten attendees plan to buy one or more products
- ♪ 76% asked for quotes and 26% signed purchase orders (average all shows)
- ♪ 72% of show visitors say the show influenced their buying decision
- ♪ 87% of attendees will share some of the information obtained at an exhibition
- ♪ 64% of attendees tell at least 6 other people about the event
- ♪ 58% attend only the show in which you are exhibiting
- ♪ 40% are first-time attendees
- ♪ It costs 22% less to contact a potential buyer at a show than it does through traditional field sales calls

## Make the Most of Your Exhibit

A company's trade show exhibit is a marketing opportunity- the chance to make a quick impression on buyers and convince them to come to the booth- and is a vital part of an effective, integrated marketing effort. But since the chance to grab a potential customer's attention passes quickly for an exhibitor (three seconds is all you get), the right booth design is critical. In addition, an exhibitor's return on investment is dependent upon the booth's effectiveness, as is a corporate exhibit manager's individual success. Exhibits can be utilized to introduce new products, introduce or reinforce brand, or generate market recognition of an established product or service. How can an exhibitor get the most out of an exhibit? Here are some tips for achieving the perfect blend of design and effective marketing message:

- ♪ Design the booth so visitors can navigate easily without feeling crowded. Keep the atmosphere intimate, and remove any barriers between yourself and your audience.
- ♪ Develop a realistic show budget that allocates money where it is needed.
- ♪ Keep the message simple so as not to overload visitors with information.
- ♪ Have a clear goal, and make it specific. Don't try to accomplish too much. Make your goals measurable in order to gauge the exhibit's effectiveness after the show. Use signs and graphics to focus visitors' attention on your message.
- ♪ Use product demonstrations for visitors' memorability. Be sure they tie in with your product message.
- ♪ Address the needs of the target audience.
- ♪ Consider offering a giveaway or promotional product that conveys your message in a way that ties in with the exhibit's theme.
- ♪ Think integrated marketing; brand your exhibit through your promotional activities, via the internet, etc.
- ♪ Using these guidelines can help you create an effective, and cost-effective, trade show exhibit.

## 29th Conference on Gift Annuities • Exhibit Terms

The 29<sup>th</sup> Conference on Gift Annuities is a private trade show featuring products and services used by the charitable community. The American Council on Gift Annuities (ACGA) reserves the right to refuse advertising or exhibit space to any individual or company whose display of products or services is not compatible with ACGA's mission, standards, or objectives.

### **Cancellation Policy**

All cancellations must be received in writing, by fax or e-mail. Any organization that cancels its participation will have the opportunity to retain space in the ACGA Virtual Exhibit Hall for a fee of \$350. *Phone cancellations cannot be accepted.* Refunds will be granted according to the following schedule:

Before January 7, 2010 .....	Full refund
January 7 – January 31, 2010 .....	Full refund less \$100
February 1 – March 1, 2010 .....	50% of total fee
After March 1, 2010 .....	No refunds

### **Display Time**

Exhibit booths should be in place by 5:00 PM on Wednesday, April 28, 2010. To avoid distraction in the exhibit area, displays are to remain in place until show hours are over, approximately 11:00 AM on Friday, April 30. Any exhibitor failing to occupy space contracted for is not relieved of their obligation of paying for such space at the full rental price. ACGA reserves the right to use unoccupied booth space appropriately to eliminate blank space in the exhibit hall if such space is not occupied by 8:00 AM on April 29, 2010.

### **Liability**

We cannot be responsible for materials in unoccupied booths. We recommend that booth personnel remain with the booth until the close of the show each day. The exhibitor assumes all responsibility for any and all loss, theft, or damage to exhibitor's displays, equipment and or property while on the Sheraton New Orleans Hotel property and hereby waives any claim or demand it may have against the Sheraton New Orleans Hotel or the American Council on Gift Annuities arising from such loss, theft, or damage.

### **Restrictions**

- Exhibitors planning to dispense food or beverage must have the approval of the ACGA Exhibit Manager and must make arrangements directly with the Sheraton New Orleans Hotel & Towers. Use of uncommon sound or attention-getting devices must be approved by the ACGA Exhibit Manager.
- Direct sales of exhibitors' merchandise during the period of the conference are permitted. However, the exhibitor is responsible for securing authorization and/or registering with appropriate local authorities for collection of sales tax.
- The Exhibit Manager reserves the right to regulate exhibits against objectionable features and disruptive activities.

## Helpful Information from the Exhibit Contractor

### Exhibit Labor

Exhibitors have the option of utilizing the Official Service Contractor, who provides quality union labor or personnel from their own companies to install and dismantle displays.

Full-time employees of exhibiting companies may set up their own exhibits. Any full-time company personnel involved should have visible identification of their company status when engaged in these activities.

### Freight Handling

All work involved in the loading and unloading of all trucks, trailers and common and contract carriers from the facility docks, including empty crates, and the operation of material handling equipment, is under the jurisdiction of GES Exposition Services.

Full-time employees of exhibiting companies may 'hand carry' what one person can carry in one trip, provided they do not use material handling equipment. When exhibitors do choose to 'hand carry' material, they may not be permitted access to the loading dock/freight door areas. GES Exposition Services will not be responsible for any material we do not handle.

All exhibitors are expected to comply with any union requirements in effect and as outlined in the "SHOW SITE WORK RULES" section of the Exhibitor kit.

### Gratuities

Our work rules prohibit the SOLICITATION OR ACCEPTANCE of tips in cash, product or gifts in kind by any employee (union or non-union). Our employees are paid appropriate wages denoting professional status, therefore tipping of any kind is not allowed.

### Always Honest Hotline

GES requires the highest standards of integrity from all employees. Please call our confidential Always Honest hotline at 866-225-8230 to report fraudulent or unethical behavior

## Specifications for Ad in Conference Proceedings (due February 24, 2010)

### Hard Copy Originals:

Line Screen: 80 lpi (lines per inch)

Graphic Resolution: 160-200 dpi (dots per inch)

### Please supply:

- Black and white laser printed hard copy, preferably from a 600 dpi printer for best results. Line screens must not be higher than 80 lpi.
- Do not use dot matrix printers to output originals. Hard copy from inkjet printers will yield a much lower quality.
- Provide artwork and photo created as digital files with a resolution of no less than 160 dpi for best results at 100%.
- Artwork or photos needing to be reproduced larger than 100% should be a minimum of 200 dpi.

### Digital Files

Line Screen: 100 lpi (lines per inch)

Graphic Resolution: 200-300 dpi (dots per inch)

### Please supply:

- Artwork and photos created as digital files with a resolution of no less than 200 dpi for best results at 100%. Artwork or photos needing to be reproduced larger than 100% should be a minimum of 300 dpi.
- Preferred file formats are PDF. We will also accept files in InDesign or QuarkXPress
- Acceptable graphic formats are TIFF or high-resolution JPEG. Other formats may be acceptable, however, additional charges may apply and results may vary. Avoid using graphics from web pages, as these are low resolution and will appear noticeably pixelated when printed.
- Remember to include all fonts used in your layouts.

**29<sup>th</sup> Conference on Gift Annuities**  
**April 28-30, 2010 – New Orleans, LA**  
**Sheraton New Orleans Hotel**

**Sponsorship and Exhibit Important Dates**

<b>January 6</b>	Cancellation Policy: Last day for full refund
<b>January 7 - January 31</b>	Cancellation Policy: Full refund less \$100
<b>February 1 – March 1</b>	Cancellation Policy: 50% of total fee refund
<b>February 12</b>	Mailing of Attendee Roster w/ info on purchasing excel attendee mailing addresses
<b>February 24</b>	Ad copy due Final day for Sponsor & Exhibitor Registrations Sponsor & Exhibitor Fees Due Booth space not paid in full will be cancelled
<b>February 26</b>	Excel attendee list available to purchase
<b>Week of March 1</b>	Exhibitors to receive Exhibitor Kits from Exhibit Contractor
<b>March 2</b>	No refunds
<b>April 28</b>	Exhibit & Booth Personnel Registration 8:00am – 7:00pm Exhibit Set-up 12:00pm- 5:00pm Hall open 5:30 - 6:30pm for Opening Reception
<b>April 29</b>	Exhibit Hall Open Times: 7:30 – 8:30am; 9:45 – 10:15am; 2:45 – 3:15pm; 4:30-5:30pm
<b>April 30</b>	Exhibit Hall Open Times: 7:00– 8:45am; 10:15 – 10:45am Exhibit Teardown Times: 10:45 – 2:00pm