



INVITATION TO EXHIBIT, ADVERTISE, SPONSOR
Kentucky Nonprofit Leadership Forum 2013
October 22-23, 2013 • Lexington Convention Center

The Kentucky Nonprofit Network is gearing up for our 11th Annual Kentucky Nonprofit Leadership Forum, to be held Wednesday, October 22-23, 2013 at the Lexington Center in downtown Lexington, KY.

Presence at the only statewide gathering of nonprofit decision-makers provides you with the BEST single-day exposure for your products and services!

- Over 300 nonprofit decision-makers (executive directors, board members, CFO's, fundraising staff and more) are expected to attend the 2013 Forum.
- Sponsorship provides great visibility and also shows your support of Kentucky's nonprofit sector.
- The exhibit area is in the heart of Forum, providing you with prime space to market your services.
- Exhibitor Bingo drives traffic to your booth.
- Exhibitors at the Forum consistently rate their experience as excellent.
- Advertising in our on-site program is a great way to send information about your products and/or services home with Forum participants.



Kentucky Nonprofit Network Members will have an opportunity to set up the day before the forum and speak during the Partner Spotlight on October 22, 2013 from 4:15-6:00pm EST at no additional cost.

It's a members-only opportunity you don't want to miss. Space is limited; please contact Stacy Mullins by the **deadline of 9/27/13** at (859) 257-2542 or stacy@kynonprofits.org for more information or with questions regarding room discounts at the Hyatt Regency Lexington, parking and more.

We look forward to seeing you at the 2013 Kentucky Nonprofit Leadership Forum!

Danielle Clore

A handwritten signature in cursive script that reads "Danielle".

INVITATION TO EXHIBIT, ADVERTISE, SPONSOR

Kentucky Nonprofit Leadership Forum 2013

October 22-23, 2013 • Lexington Convention Center

Hosted by the Kentucky Nonprofit Network, Inc.

*Providing the best visibility for your products and services for Kentucky's nonprofit community!
The only statewide conference for nonprofits in Kentucky!*

Partner Spotlight

(Available to Kentucky Nonprofit Network Members Only!)

- Early set up on **October 22, 2013** for the Nonprofit Leadership Forum
- Receive 3 minutes to promote your business or organization
- Additional networking time with nonprofit professionals from across the state
- Free and available to **Kentucky Nonprofit Network Members Only**

Premier Exhibitor & Advertiser Package

- Exhibit space to include 3'x6' table with tablecloth and two chairs
- Listed in the on-site program with a brief description of your services
- Exhibit listed on Expo Bingo Card, a fun game for participants that maximizes exposure for your exhibit
- Full page advertisement in the on-site program
- Complimentary Forum registration for two, includes two tickets to KNN Awards luncheon.
- List of Forum participants with contact information
- Electric and/or Internet provided at no additional charge
- Recognition in KY Nonprofit News, our printed newsletter
- Hot link recognition in our e-newsletter
- Hot link recognition on our website

Corporate Rate: Member Rate \$325, Introductory Rate \$475

Nonprofit Rate: Member Rate \$200, Introductory Rate \$275

Exhibitor Package

- Exhibit space to include 3'x6' table with tablecloth and two chairs
- Listed in the on-site program with a brief description of your services
- Exhibit listed on Expo Bingo Card, a fun game for participants that maximizes exposure for your exhibit
- Complimentary Forum registration for one, includes lunch(see above)
- List of Forum participants with contact information
- Recognition in KY Nonprofit News, our printed newsletter
- Recognition in our e-newsletter and on our website

Corporate Rate: Member Rate \$250, Introductory Rate \$325

Nonprofit Rate: Member Rate \$150, Introductory Rate \$200

Exhibit Schedule

8:00 a.m.—8:55 a.m.	Registration & Continental Breakfast
10:15 a.m.—10:45 a.m.	Morning Break
1:15 p.m.—1:30 p.m.	Break Following Award Luncheon
2:45 p.m.—3:15 p.m.	Afternoon Break

*Registration and all breaks are held in the Exhibit Area of Lexington Convention Center

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Advertise in the Forum On-Site Program

- Enhance your visibility by advertising in the Forum on-site program. Distributed to all participants, this offers you another opportunity to sell your products and services to attendees. Advertising in the program also shows your support for the Kentucky Nonprofit Network and the nonprofit community we serve.
- Space is available on a first-come, first-served basis.
- We accept black and white, camera ready art via a PDF file or on disk.

*See contract for pricing.

Sponsorship Opportunities

- Reception & Partner Spotlight: \$2500 - Sponsor this networking event and personally welcome participants, your logo will appear on two jumbo screens during the reception, information on your products and/or services can be displayed on each table via table tent or in handouts and your sponsorship will be recognized in other KNN materials (enewsletter, print newsletter, etc.). This sponsorship also includes the Premier Exhibitor & Advertiser Package.
- Pre-Forum Clinic Luncheon: \$2500 - Sponsor lunch for our select Pre-Forum Clinic participants and you'll have an opportunity to speak directly with the audience to share your services, your logo will be displayed during the luncheon and your sponsorship will be recognized in other KNN materials (enewsletter, print newsletter, etc.). This sponsorship also includes the Premier Exhibitor & Advertiser Package. These sponsorships are available on a first come, first serve basis.
- Breakfast/Mid-Morning Break or Afternoon Networking Break: \$1000/break – includes prominent signage at break(s) and recognition in other KNN materials.
- Session Sponsor: \$500 - Your sponsorship of one or more of the Forum's concurrent sessions will be recognized with prominent signage in the session site, on the session presentation screen, in the onsite program and in KNN materials. You will have the opportunity to welcome the audience of the sponsored session(s) and introduce the speaker.
- Wifi Access: \$1500 - Help attendees stay connected by sponsoring open Wifi access for the Pre-Forum and Forum. Your sponsorship will be recognized on Forum signage and on the presentation screen in all sessions on both days and in other KNN materials (enewsletter, print newsletter, etc.)

Join the Nonprofit Network

NONPROFIT ORGANIZATIONS <i>based on an annual operating budget</i>	
Less than \$100,000	\$55
\$100,000 – \$249,999	\$70
\$250,000 – \$499,999	\$90
\$500,000 – \$749,999	\$130
\$750,000 – \$999,999	\$165
\$1 million – \$1,999,999	\$200
\$2 million – \$2,999,999	\$275
\$3 million – \$3,999,999	\$350

FOUNDATION MEMBERS <i>based on grants awarded annually</i>	
Less than \$499,999	\$200
\$500,000 – \$999,999	\$300
\$1,000,000 – \$1,999,999	\$400
\$2,000,000 or more	\$600

BUSINESSES	\$600
INDIVIDUAL CONSULTANTS <i>(title listed only, no business affiliation)</i>	\$200
INDIVIDUALS <i>(non-institutional affiliated members)</i>	\$50

\$4 million – \$4,999,999	\$425
\$5 million – \$9,999,999	\$500
\$10 million or more	\$550

STUDENTS (KY Colleges/Universities)

\$20

* Membership covers a 12 month period and is on a sliding fee scale based on your operating budget. Individuals and businesses are invited to join the Network for a flat fee.

Exhibitor, Advertisement and Sponsorship Contract

Please complete the appropriate sections of the contract and return with full payment to the Kentucky Nonprofit Network, 300 Garrigus Building, Lexington, KY 40546 or fax to (859) 323-2715.

The deadline is September 27, 2013, unless otherwise noted.

Organization/Company: _____

Contact Person for Questions: _____

Address: _____ City _____ State _____ Zip _____

Phone: _____ Fax: _____ Email: _____

Website: _____

Exhibitors

Partner Spotlight



Yes, as a **Nonprofit Network member**, we want to participate in the Partner Spotlight. We would like to set up on Tuesday, October 22, 2013, receive 3 minutes to promote our business or organization and network with nonprofit professionals.

Premiere Exhibitor & Advertiser Package:

Corporate Rate: Member Rate (\$325), Introductory Rate (\$475) \$ _____

Nonprofit Rate: Member Rate (\$200), Introductory Rate (\$275) \$ _____

Our Exhibit will be staffed by:

1. _____ (lunch included)

2. _____ (lunch included)

We need:

3 x 6 Table (\$0)

Electrical Outlet (\$0)

Additional Lunches (\$25/each) \$ _____

(please provide additional names)

Exhibit Total \$ _____

Your full page advertisement must be received by September 27, 2013, see page 5 for guidelines.

Exhibitor Only Package:

Corporate Rate: Member Rate (\$250), Introductory Rate (\$325) \$ _____

Nonprofit Rate: Member Rate (\$150), Introductory Rate (\$200) \$ _____

Our Exhibit will be staffed by:

1. _____ (lunch included)

We need:

3 x 6 Table (\$0)

Electrical Outlet (\$50) \$ _____

Additional Lunches (\$25/each) \$ _____

(please provide additional names)

Exhibit Total \$ _____

Brief Description

Please attach a brief description, in 25 words or less, of your organization and its services for use in the on-site program. This description must be included to complete the agreement.

Please use the same description from the 2012 Nonprofit Leadership Forum.

Door Prize

- We would like to donate a door prize to be given away during the Partner Spotlight on Tuesday, October 22: *(please describe)*
-

Please see next page for terms of exhibition, additional opportunities and payment options.

Terms of Exhibition: On Wednesday, October 23, 2013, the exhibitor agrees to:

- Arrive and be set up by 8:00 am at the Lexington Convention Center
- Have available and distribute sufficient copies of materials for visitors
- Staff the exhibit from 8:00 a.m. until the end of the last break at 3:15 p.m.
- Supply any audio-visual equipment, extension cords, easels, etc. necessary for your exhibit
- Hold the Lexington Convention Center harmless for any loss, theft or damage to property of the exhibitor, his/her employees or representatives. Furthermore, the University of Kentucky is not liable for damage or injury to persons or property during the terms of this agreement.
- I agree to the Exhibitor Terms stated above.

Signed:

Title:

Date:

Advertisements:

- Enhance your visibility by advertising in the on-site program. Distributed to all participants, this offers you another opportunity to sell your products and services to attendees. Advertising in the program also shows your support for the Kentucky Nonprofit Network and the nonprofit community we serve.
- Space is available on a first-come, first-served basis.
- We accept **black and white** camera-ready art via a PDF file or on disk.
- Art MUST be received by September 27, 2013.

Full Page (10" x 7.5")

Corporate Rate: Member Rate(\$225), Introductory Rate(\$300) \$ _____

Nonprofit Rate: Member Rate (\$125), Introductory Rate (\$175) \$ _____

Half Page (5" x 7.5")

Corporate Rate: Member Rate (\$175), Introductory Rate (\$250) \$ _____

Nonprofit Rate: Member Rate (\$75), Introductory Rate (\$125) \$ _____

Quarter Page (5" x 3.75")

Corporate Rate: Member Rate(\$100), Introductory Rate (\$175) \$ _____

Nonprofit Rate: Member Rate (\$50), Introductory Rate (\$75) \$ _____

Advertisement Total \$ _____

Sponsorships: (Deadline is September 27, 2013 to be included in On-Site Program):

Reception & Partner Spotlight (\$2500) \$ _____

Pre-Forum Clinic Luncheon (\$2500) \$ _____

Wifi Access (\$1500) \$ _____

Breakfast/Mid-Morning Break or Afternoon Networking Break (\$1000) \$ _____

Session(s) (\$500/session) \$ _____

Sponsorship Total \$ _____

Membership:

Kentucky Nonprofit Network Membership Dues

\$ _____

Membership Total \$ _____ We are currently a Kentucky Nonprofit Network Member.**Payment:**

Exhibit Total \$ _____

Advertisement Total \$ _____

Sponsorship Total \$ _____

Nonprofit Network Membership \$ _____

Grand Total \$ _____ Check Enclosed Visa MasterCard American Express

Card #: _____

Exp. Date: _____

Name on Card/Signature: _____

Billing Zip Code: _____

**Full payment must be received with contract. Deadline is September 27, 2013 (art for On-Site Program must be received by this date). Sorry, no refunds once contract and payment are received. Please contact Stacy Mullins at 859.257.2542 or stacy@kynonprofits.org.*

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Exhibitor Checklist

Due September 27, 2013

- Completed exhibitor paperwork
- Submitted 25 word description for the onsite brochure
- Sent company logo for exhibitor bingo
- Submitted black and white advertisement for the onsite brochure to stacy@kynonprofits.org (if applicable.)
 - *Full page advertisement is included if a Premier Exhibitor and Advertiser*
 - Full Page (10" x 7.5")
 - Half Page (5" x 7.5")
 - Quarter Page (5" x 3.75")
- Communicated will KNN who will staff the exhibit at the Forum

Due Tuesday, October 22, 2013

- Members & Exhibitors**
 - Set up exhibit one day earlier beginning at 1pm
 - Supply any audio-visual equipment, extension cords, easels, etc. necessary for your exhibit
 - Network and attend the Partner Spotlight
 - Bring a door prize to give away during Partner Spotlight
 - Prepare a 3 minute elevator speech for the Partner Spotlight beginning at 5:30pm
- First-time exhibitors**
 - Attend the Partner Spotlight

Due Wednesday, October 23, 2013

- First time exhibitors can begin set up: You should supply any audio-visual equipment, extension cords, easels, etc. necessary for your exhibit
- Secure stamp or stickers for exhibitor bingo
- Created an email sign-up sheet or secured basket for collecting business cards and additional contact information for future contact and/or any door prizes you'd like to give away
- Handouts/promotional items for the crowd (300 expected). Additional details will be provided closer to the Forum
- Determine how you will distribute any giveaways

Please contact Stacy Mullins at 859.257.2542 or stacy@kynonprofits.org for more information.