

The National Association of Conservation Districts

Exhibitor/Sponsor Prospectus



The Cosmopolitan
January 29 - February 1, 2012

(Expo dates are January 29 – January 31, 2012)

EXHIBITOR/SPONSOR PROSPECTUS

NACD 2012 Annual Meeting · January 29 – February 1, 2012 · Las Vegas, NV

Overview

The National Association of Conservation Districts (NACD) invites you to participate in the 66th Annual Meeting at the Cosmopolitan in Las Vegas, Nevada, January 29 – February 1, 2012.

The National Association of Conservation Districts is the 501(c) (3) non-profit organization that represents the nation's 3,000 conservation districts and the 17,000 men and women who serve on their governing boards. Conservation districts are local units of governments established under state law to carry out natural resource management programs at the local level. Districts work with more than 2.5 million cooperating landowners and operators to help manage land and water resources on nearly 98 percent of the private lands in the United States.

The 2012 conference theme, "Conservation: We're All In!" will showcase a variety of partners in conservation and projects on the ground – demonstrating that we can do more for conservation when we all work together. The Cosmopolitan, one of the newest locations on the strip in Las Vegas, will be a fun and exciting setting for this premier event, which will offer a wide range of breakout sessions, exhibits and opportunities for networking with conservationists from around the country. We hope you'll join us by participating as an exhibitor at the Conservation Expo and/or as a sponsor of the 2012 Annual Meeting.

Conservation Expo

The Conservation Expo will be housed in the hub of meeting activities – the Chelsea Ballrooms 1 & 5. We will continue to provide extra value for our exhibitors by holding the Sunday Welcome Reception in the expo as well as coffee breaks on Monday and Tuesday mornings – encouraging interaction with over 1,000 conservation leaders from across the country.

All exhibit spaces are 10'x10' display booths which include an 8' draped back wall, 3' draped side, one 6' skirted table, two chairs, and an identification sign. Each exhibit space will receive one complimentary conference registration with the option to purchase one extra conference registration at a discount for a second booth attendee.

Exhibit Space Rates

(including one conference registration)

Non-Profit/Government =	\$850
Corporate =	\$950

One additional conference registration can be purchased for \$395.

Additional equipment is the sole responsibility of the exhibitor and is available through Freeman, the exhibit decorator for this meeting. This information will be included in your exhibitor packet which will be sent to you upon receipt of your paid exhibitor registration.

Please see the Exhibitor Agreement for Expo hours and further details.



Sponsorship Opportunities with NACD

The National Association of Conservation Districts welcomes partnerships in support of the 2012 NACD Annual Meeting, January 29 – February 1 in Las Vegas, NV. Listed below are just a few of the ways you can increase your exposure to our membership and support this gathering of natural resource conservationists from around the country. All sponsors will be highlighted in promotional materials and throughout the conference. Some areas receive additional promotion related to their level of sponsorship.

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| Leadership Luncheon Meals: | \$25,000 | Become the exclusive sponsor of the delicious meal served at the NACD Leadership Luncheon on Monday, January 30, 2012. By sponsoring this meal for conference attendees, you will reach a very large audience and have the opportunity to give a brief address as well. Sponsors receive two complimentary conference registrations, special reserved seating with leadership, and will be highlighted throughout the event and conference. |
| Audio Visual: | \$15,000 | Become a sponsor of the Audio Visual production throughout the NACD Conference. <i>Five of these opportunities exist</i> to sponsor the A/V: the Monday General Session, Tuesday General Session, the Monday Leadership Luncheon, the Monday evening Live Auction, and the Tuesday evening Appreciation Banquet. Sponsors receive two complimentary conference registrations, will be highlighted throughout the event and conference, and will be able to present a brief message during the event. |
| Logo Hotel Room Keycard: | \$5,000 | Publicize your company or organization as a supporter of NACD and the annual conference through the sponsorship of special conference hotel room keycards with your logo and message to all conference attendees staying at The Cosmopolitan. Sponsor receives two complimentary conference registrations. |
| Live Western Style Auction & Reception: | \$5,000 | Become the exclusive sponsor of the Live Western Style Auction and Reception, which raise funds for NACD's legislative efforts for conservation throughout the year. This is a high energy, high profile, and exciting event held on Monday evening, Jan. 30. Sponsor receives two complimentary conference registrations and will be able to present a brief message during the event. |
| Leadership Luncheon Speaker: | \$5,000 | Leadership Luncheon Speaker sponsorship will provide for a special guest speaker to challenge and encourage meeting attendees in their mission for conservation over a banquet luncheon. Sponsor will receive two complimentary conference registrations and will be able to present a brief message during the event on Monday, January 30, 2012. |

Sponsorship Opportunities with NACD

Appreciation Banquet:	\$5,000	Sponsor the closing banquet where conservation excellence is celebrated through the presentation of awards and recognition of NACD and conservation leadership. Attendees enjoy a banquet dinner filled with networking opportunities. Sponsor will receive two complimentary conference registrations, 2 banquet tickets and the opportunity to present a brief message during the event.
General Session:	\$5,000	Sponsor one of the two General Sessions, Monday morning, Jan. 30 and Tuesday morning, Jan. 31 where national speakers will focus on conservation partnerships, legislation, programs and expectations for the future. Sponsor will receive two complimentary conference registrations and can present a brief message during the event.
Conservation Expo:	\$5,000	Become the exclusive sponsor of the entire Conservation Expo, scheduled for Sunday, Jan. 29 – Tuesday, Jan. 31. Sponsor will receive complimentary exhibit space and two complimentary conference registrations.
Opening Reception:	\$5,000	Become the exclusive sponsor of the 2012 NACD Conference Opening Reception and celebrate the start of an event-filled conference with opportunities for professional and educational growth along with legislative updates with the focus on conservation. Sponsors will receive two complimentary conference registrations, signage and conference recognition.
Service Project:	\$5,000	Leave a lasting legacy in the Las Vegas area as a sponsor of a service project conducted by the NACD Executive Board and local conservation districts. Sponsor will receive two complimentary conference registrations, the opportunity to participate on the project and conference recognition.
President's Reception:	\$3,000	Become the exclusive sponsor of the President's Reception on Saturday evening, Jan. 28. Sponsorship will include up to four special invitations to join NACD's president and key conservation leadership for drinks, hors d'oeuvres and networking opportunities.
Co-branded Conference Gift:	\$3,000	Provide for the meeting attendees a gift from your company or organization that consists of your logo alongside NACD's, showing your support and shared partnership in conservation.
Printed Program:	\$2,500	Sponsor the printing of the conference program which will be distributed to every participant in the conference. The back cover will be reserved for this sponsor's use.

Sponsorship Opportunities with NACD

Morning Coffee Break:	\$2,000	Become an exclusive sponsor of one of the two morning coffee breaks held in the Conservation Expo Hall the mornings of Monday, January 30 and Tuesday, January 31. Sponsors will receive signage, opportunity for material distribution and recognition during the conference.
Conference Bag:	\$2,000	Sponsor the Conference Bag and have your logo printed on this promotional piece which is available to every conference attendee in the Conservation Expo. Sponsors will receive the opportunity for material distribution at the Materials Table in the Expo Hall. <i>(Offer available for up to 3 sponsors. Deadline is October 3, 2011 to meet production schedule).</i>
Special Event Beverage Napkins:	\$2,000	Have your logo imprinted on the beverage napkins utilized at one of the following special events: Welcome Reception, Monday night Live Auction Reception, and Tuesday evening Appreciation Dinner pre-event social hour.
Inspirational Program:	\$1,500	Become a sponsor of the NACD Inspirational Program on Sunday morning, Jan. 29 which focuses on the Stewardship and Educational component of the conservation of our natural resources. For more information about this program, please contact Susan Schultz at stewardship@nacdnet.org or 317-326-2952.
Speaker Honorarium:	\$1,000	Assist in providing educational and training opportunities for our members by sponsoring one of the breakout sessions or speaker.
Pack-A-Book:	\$_____	Send in a donation for the Pack-A-Book program which will be used to buy books on conservation of our natural resources and distributed to children in the Las Vegas community. For more information about this program, please contact Susan Schultz at stewardship@nacdnet.org or 317-326-2952.

Sponsorship opportunities are not limited to the above mentioned areas. For more information or to discuss other sponsorship ideas, please contact Beth Mason at beth-mason@nacdnet.org or 317-782-0600.

Additional Opportunities

- Advertising:** \$500 Increase your exposure to conservation leaders through the purchase of a full page add in the printed program (approx. 4"x 8.5"). Ads must be sent to beth-mason@nacdnet.org as jpg or PDF files and "print ready" by October 31, 2011.
- \$250 Purchase a half-page ad in the printed program (approx. 4"x 4.25"). Ads must be sent to beth-mason@nacdnet.org as jpg or PDF files and "print ready" by October 31, 2011.
- Materials Table:** \$250 Reserve a space at our Materials' Table in the Conservation Expo for a flyer or your company's literature, making it available to all our meeting attendees. Please provide one item in a quantity of 500. Additional space can be purchased for additional items. Participants are responsible for producing and shipping the materials. For more details, please contact Beth Mason at beth-mason@nacdnet.org.
- Live Auction Items:** NACD will be hosting the 12th Annual Live Auction at the meeting in Las Vegas, Nevada. The energy will run high and so will the bids. The donation of a large item for the auction is an outstanding opportunity for the prominent placement of your company name or product before meeting attendees. The funds raised at this auction will directly help support NACD's legislative efforts for conservation throughout the year. For more information on live auction item donations, please contact Tamara Daniel at tamara-daniel@nacdnet.org.



Exhibitor Application

Early response is encouraged; exhibitor registration deadline is **January 1, 2012**. Confirmation of booth space and the Exhibit Decorator Kit will be sent to the contact person listed below.

Organization/Company Name: _____
Contact Name: _____
Street Address: _____
City: _____ State/Province: _____ Zip Code: _____
Email: _____ Website: _____
Daytime Phone: _____ Fax: _____

Please select any of the following that apply:

Exhibit Space Rental: (Each exhibit includes 1 booth attendee conference registration)

- \$850 Non-Profit/Government
 \$950 Commercial

Organization/Company name on signage (7" x 44"): _____

Booth Attendee: _____ Email: _____

- \$395 Additional Attendee: _____ Email: _____
(Limit 1 additional booth attendee)

TOTAL AMOUNT: \$ _____

Payment Information

Amex MC Visa Check# _____ PO # _____

Name on CC: _____ Credit Card # _____ Exp. _____

Signature of Cardholder: _____

I understand and agree to abide by the Exhibitor terms and guidelines stated in the Exhibitor Agreement. The total fee is due with the application.

Exhibitor's Signature

Printed Name

Date

Please email a description of your exhibit/product (4 – 5 sentences) to Beth Mason, Expo Coordinator, at beth-mason@nacdn.org for use in the Expo Booklet and on the meeting website.

Completed forms may be faxed to (202) 547-6450 or mailed to NACD, P.O. Box 791206, Baltimore, MD 21279.

Exhibitor Agreement

This agreement for exhibit space, the notices of space assignment by NACD and the full payment of rental charges, together constitute an agreement for a right to use space.

1. **Dates and Hours of the Expo***

Sunday, January 29	12:00 pm – 2:00 pm 2:00 pm – 6:00 pm 5:00 pm – 6:00 pm	Booth Set-Up Expo Hall Open Opening Reception in Expo Hall
Monday, January 30	7:30 am – 12:00 pm 7:30 am – 8:15 am 2:00 pm – 5:00 pm	Expo Hall Open Coffee Break in Expo Hall 1 Expo Hall Open
Tuesday, January 31	7:30 am – 1:00 pm 7:30 am – 8:15 am 1:00 pm	Exhibit Hall Open Coffee Break in Expo Hall 1 Booth Tear-down Begins Immediately

*Hours are tentative and subject to minor changes as needed.

2. **Use of Exhibit Space:**

No exhibitor shall assign, sell its rights, sublet, share, or apportion the whole or any part of the space allotted. All product and service demonstrations and distribution of promotional materials must be confined to the limits of the exhibit space.

3. **Exhibit Space Assignment:**

Exhibit space will not be assigned until payment and the exhibitor agreement are received. Space will be assigned based on availability. The method of determining space assignment shall be established by NACD

4. **Exhibit Fee:**

10x10' display booths include 8' draped back wall, 3' draped side, two chairs, skirted table, and an ID sign. All exhibits receive one complimentary conference registration with the opportunity to purchase an additional conference registration for a second booth attendee for the discounted price of \$395 as indicated on the Exhibitor Application. Additional services and equipment are the sole responsibility of the exhibitor and must be arranged through the designated exhibit company. Upon application approval, exhibitors will receive the exhibit company information.

5. **Cancellation of Exhibit Space by Exhibitor:**

If it is necessary for the exhibitor to withdraw from NACD's 2012 Annual Meeting, the exhibitor must notify NACD in writing on or before December 1, 2011. Cancellation requests received as of that date will receive a refund less \$50 processing fee. No refund request will be honored after December 1, 2011.

6. **Registration Substitutions:**

The deadline to submit registration substitutions is January 13, 2012. Please submit your request to the Conservation Expo Coordinator, Beth Mason via email at beth-mason@nacdnet.org.

7. **Security and Liability:**

Security will be hired to provide protection for the overall meeting area and entrance into the Conservation Expo Hall; however, NACD and the host hotel cannot guarantee the security of items left unattended. By participating in Conservation Expo, exhibitors specifically agree that they release NACD from any liability whatsoever related to their participation in Conservation Expo. NACD would strongly encourage securing valuables in a safe and secure location when booth is left unattended.

8. **Sales:**

The hotel has strict rules about onsite sales of merchandise and food. Therefore, items of a commercial nature, offered for sale must be approved in advance by the Conservation Expo Coordinator, Beth Mason.

NACD reserves the right to either accept or reject requests to participate in Conservation Expo. Decisions on participation are made at NACD's sole discretion. Applicants will be notified of their acceptance or rejection via email or phone within one week of receiving a completed application and payment.



Sponsorship Application

Early response is recommended to ensure the desired area of sponsorship is available and to start receiving sponsorship recognition immediately. All sponsors will receive recognition on the NACD meeting website and in NACD conference announcements; recognition throughout the NACD conference; and special opportunities unique to your choice of sponsorship as previously outlined. Early sponsor registration will close **January 1, 2012**. If you would like to sponsor after this date, please contact Beth Mason at beth-mason@nacdnet.org.

Organization/Company Name: _____
 Contact Name: _____
 Street Address: _____
 City: _____ State/Province: _____ Zip Code: _____
 Email: _____ Website: _____
 Daytime Phone: _____ Fax: _____

Please select any of the following that apply:

Sponsorship Opportunities:

<input type="checkbox"/> Leadership Luncheon Meals	\$25,000
<input type="checkbox"/> Audio Visual	\$15,000
<input type="checkbox"/> Logo Hotel Room Keycards	\$5,000
<input type="checkbox"/> Live Western Style Auction & Reception	\$5,000
<input type="checkbox"/> Leadership Luncheon Speaker	\$5,000
<input type="checkbox"/> Appreciation Banquet	\$5,000
<input type="checkbox"/> General Session	\$5,000
<input type="checkbox"/> Conservation Expo	\$5,000
<input type="checkbox"/> Opening Reception	\$5,000
<input type="checkbox"/> Service Project	\$5,000

<input type="checkbox"/> President's Reception	\$3,000
<input type="checkbox"/> Co-branded Conference Gift	\$3,000
<input type="checkbox"/> Printed Program	\$2,500
<input type="checkbox"/> Morning Coffee Break	\$2,000
<input type="checkbox"/> Conference Bag (<i>deadline for offer 10/1/11</i>)	\$2,000
<input type="checkbox"/> Special Event Beverage Napkins	\$2,000
<input type="checkbox"/> Inspirational Program	\$1,500
<input type="checkbox"/> Speaker Honorarium	\$1,000
<input type="checkbox"/> Pack-A-Book	\$ _____
<input type="checkbox"/> Other	\$ _____

Other Opportunities:

Program Advertisements (<i>to be sent "print ready" to beth-mason@nacdnet.org by 10/28/11</i>)	
<input type="checkbox"/> Half-page ad (approx. 4"x 4.25")	\$250
<input type="checkbox"/> Full-page ad (approx. 4"x 8.5")	\$500

_____ (# of Items)	Materials Table Flyers/Brochures, quantities of 500 ea.	\$250/item
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TOTAL AMOUNT: \$ _____

Payment Information:

Amex MC Visa Check# _____ PO # _____

Name on CC: _____ Credit Card # _____ Exp. _____

Signature of Cardholder: _____

Completed forms may be faxed to (202) 547-6450 or mailed to NACD, P.O. Box 791206, Baltimore, MD 21279.

For more information and to discover the best fit for your investment, please contact
 Expo Coordinator Beth Mason via email at beth-mason@nacdnet.org.