Exhibitor and Sponsor Prospectus

70th Annual Meeting
January 31 - February 3, 2016
(Conservation Expo is January 31 – February 2, 2016)

Grand Sierra Resort
2500 E 2nd St
Reno, NV 89502
Overview

NACD’s mission is to serve conservation districts by providing national leadership and a unified voice for natural resource conservation. The National Association of Conservation Districts is a 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. Conservation districts exist in almost every county and work with more than 2.5 million cooperating landowners, operators, and communities to help conserve land, water, forests, wildlife and related natural resources on nearly 98 percent of the private lands in the United States.

The 2016 NACD Annual Meeting will be an event which brings together approximately 1,000 conservationists from around the country and will offer a variety of ways for partnering organizations, companies, and government agencies to network; showcase new technologies, services, and programs to landowners; and provide a forum for the discussion of national issues, conservation policy and legislation.

We hope you will join us by participating as an exhibitor at the Conservation Expo and as a sponsor of the 2016 NACD Annual Meeting.

Conservation Expo
The Conservation Expo will be housed in the hub of meeting activities – providing special value to our exhibitors. Some of the extra events that will be held in the expo hall are the Sunday Opening Reception, the Monday morning coffee break/networking session, and the Tuesday morning coffee break/networking session – encouraging interaction between exhibitors and approximately 1,000 conservation leaders in attendance.

All exhibit spaces are 8’x10’ display booths which include an 8’ draped back wall, 3’ draped sides, one 6’ skirted table, two chairs, and an identification sign. Each exhibit space will receive one complimentary conference registration for the booth attendee with an option to purchase an extra conference registration at a discount for a second booth attendee. All booth attendees must be registered for the conference. As an exhibitor, your registration allows you to attend non-ticketed events as a regular conference attendee, offering you more ways to participate in the program and opportunities to network.

<table>
<thead>
<tr>
<th>Exhibit Space Rates (including one conference registration)</th>
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</thead>
<tbody>
<tr>
<td>Non-Profit/Government = $850</td>
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<tr>
<td>Commercial = $950</td>
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One additional conference registration can be purchased for $395.

Exhibitors are solely responsible for shipping and handling charges as well as making arrangements with the exhibit decorator for additional equipment for your booth. 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 Guidelines for Expo hours and further details.
**Exhibitor Guidelines**

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 31**
   - 8:00 am – 12:00 pm: Booth Set-Up
   - 12:00 pm – 6:30 pm: Expo Hall Open
   - 5:30 pm – 6:30 pm: Opening Reception in the Expo Hall

   **Monday, February 1**
   - 7:15 am – 7:30 am: Exhibitor Coffee Break *(NEW THIS YEAR!)*
   - 7:30 am – 12:00 pm: Expo Hall Open
   - 7:30 am – 8:15 am: Morning Networking Session in Expo Hall
   - 12:00 pm – 2:00 pm: Expo Hall closed for the Leadership Lunch
   - 2:00 pm – 5:00 pm: Expo Hall Open

   **Tuesday, February 2**
   - 7:15 am – 7:30 am: Exhibitor Coffee Break *(NEW THIS YEAR!)*
   - 7:30 am – 9:00 am: Expo Hall Open
   - 7:30 am – 8:15 am: Morning Networking Session in Expo Hall
   - 9:00 am: Booth Tear-Down begins immediately

   *Hours are tentative and subject to minor changes as needed.
   **Exhibitors will be given a special coffee break in advance of the Expo opening to attendees on these days.

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:** 8'x10' 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 at the discount price of $395 as indicated on the Exhibitor Contract. All booth attendees must be registered for the conference. Exhibitors are solely responsible for shipping and handling charges as well as making arrangements with the exhibit decorator for additional equipment for your booth. Upon contract acceptance, 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 2016 Annual Meeting, the exhibitor must notify NACD in writing on or before November 30, 2015. Cancellation requests received as of that date will receive a refund less $50 processing fee. No refund request will be honored after November 30, 2015.

6. **Registration Substitutions:** The deadline to submit registration substitutions is January 15, 2016. Please submit your request to the Conservation Expo Coordinator, Beth Mason in writing 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 the 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 the 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 contract and payment.
Exhibitor Contract

Exhibitor registration deadline is January 1, 2016. Confirmation of exhibit space and the Exhibit Decorator Kit will be sent to the contact person below. All participants of the expo will be added to the NACD website and the NACD weekly eResource newsletter to stay in touch with meeting updates. For questions, please contact Beth Mason at beth-mason@nacdnet.org, 317-946-4463.

Organization/Company: __________________________________________________________
Contact Name: ________________________________________________________________
Title: ________________________
Street Address: ________________________________________________________________
City: _________________________ State/Province: __________________ Zip Code: __________
Email: ________________________ Website: ______________________________________
Daytime Phone: __________________ Fax: _________________________________________

1 - Choose your exhibit space
☐ Non-Profit/Government = $850
☐ Commercial = $950

2 - Submit Exhibit Description
Please email a description of your exhibit, product, or company/organization (4 – 5 sentences) to Beth Mason at beth-mason@nacdnet.org for use in the Expo booklet and on the NACD website.

3 - Booth Signage
Organization/Company name on signage (7”x 44’): ________________________________

4 - Booth Attendee(s) to Register
First Booth Attendee: ___________________________ Email: ___________________________
(Included in exhibit cost)
☐ $395 Additional Attendee: ___________________________ Email: ______________________
(Limit 1 additional booth attendee)

5 - TOTAL AMOUNT DUE: $ _________________

6 - Payment Information and Contract Signature:
☐ Amex ☐ MC ☐ Visa ☐ Check#___________ ☐ PO# ________________________________
Name on cc: ______________________ CC #____________________________ CVV# _____ Exp. ________
Signature of Cardholder: ____________________________

I understand and agree to abide by the Exhibitor Guidelines stated on the previous page of the prospectus. The total fee is due with the contract.

Exhibitor’s Signature ___________________________ Printed Name ___________________________ Date __________

*If exhibitors would like to purchase tickets for tours and special events, please contact Beth Mason at beth-mason@nacdnet.org and she will facilitate your additional purchase.

Completed forms may be mailed to NACD, 509 Capitol Court, NE, Washington, DC 20002, faxed to (202) 547-6450, or emailed to beth-mason@nacdnet.org.
Sponsorship Opportunities

The National Association of Conservation Districts welcomes partnerships in support of the 2016 NACD Annual Meeting, January 31 – February 3 in Reno, NV. Listed below are the three different levels of sponsorships followed by a few special areas of investment which can increase your exposure to our membership and support this gathering of conservation leaders from every state and territory in the nation. Make your sponsorship commitment by **November 30, 2015** to guarantee a listing in our printed program.

All sponsorships from the Annual Meeting will be recognized as part of NACD’s Overall Annual Sponsorship program—Platinum, Diamond, Gold, Silver, Bronze, Supporting levels. To discuss these and any other sponsorship opportunities, please contact Beth Mason at beth-mason@nacdnet.org, 317-946-4463.

For all annual meeting sponsorships, please complete the sponsorship contract on page 11.

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**PREMIER SPONSOR ($10,000 and above)**

- 1 Appreciation Banquet tickets with special VIP seating and recognition
- 1 Regular Registrations
- 1 Exhibit space in the Conservation Expo
- ½ Page ad in the printed program
- 2 Invitations to the NACD President’s Reception
- Special recognition throughout the meeting and on all meeting announcements and printed material

**TITLE SPONSOR ($5,000 - $9,999)**

- 1 Regular Registrations
- 1 Exhibit space in the Conservation Expo
- 2 Invitations to the NACD President’s Reception
- Special recognition throughout the meeting and on all meeting announcements and printed material

**HOST SPONSOR ($2,000 to $4,999)**

- 2 Invitations to the NACD President’s Reception
- Special recognition throughout the meeting and on all meeting announcements and printed material
Special Sponsorship Opportunities

Exclusive Leadership Luncheon ($15,000)
Become the exclusive sponsor of the NACD Leadership Luncheon on Monday, February 1. By sponsoring the luncheon, you will have the opportunity to give a brief address prior to the meal and leave a marketing piece of your choice at each place setting.

Leadership Luncheon Co-Sponsor Option ($7,500) – 2 opportunities

Exclusive Appreciation Banquet ($15,000)
Become the exclusive sponsor of the closing banquet on Tuesday evening, February 2, where conservation excellence is celebrated through the presentation of awards and recognition of NACD and conservation leadership. Attendees enjoy a dinner filled with networking opportunities. By sponsoring the banquet, you will have the opportunity to give a brief address prior to the meal and leave a marketing piece of your choice at each place setting. Exclusive Sponsors will have their logo printed on beverage napkins for the event.

Appreciation Banquet Co-Sponsor Option ($7,500) – 2 opportunities

Audio Visual ($15,000 ea.) – 5 opportunities
Become a sponsor of the Audio Visual production throughout the NACD Annual Meeting. Five of these opportunities exist to sponsor the A/V at the Monday General Session, the Tuesday General Session, the Monday Leadership Luncheon, the Monday evening Live Auction, and the Tuesday evening Appreciation Banquet. Sponsors will be given special recognition during the event.

Exclusive Youth Education ($10,000)
When you become the Youth Education Sponsor, you are investing in the next generation of conservationists! This year NACD is offering the opportunity for youth in the Gulf Coast area to join us for Monday’s program which includes the Opening Session, the Share Fair, the Leadership Luncheon, and special afternoon sessions, where they can hear firsthand from local conservation districts, national and state partners, and private sector leaders on careers in conservation. Sponsors will receive special recognition on the student name badges and throughout Monday’s program.

Youth Education Co-Sponsor Option ($5,000) – 2 opportunities

Keynote Speaker/Entertainment ($10,000)
Become the exclusive sponsor for the keynote speaker/entertainment at the Opening General Session on Monday, February 1. This is the most popular session of the meeting, attended by nearly every registrant and guest. Members continue to talk about past speakers like Timothy Egan, author of The Worst Hard Time as well as the performance of the Banana Slug String Band, environmental educators and entertainers. Help bring a high-energy, inspirational speaker or live entertainment to engage attendees and build enthusiasm right from the start. Sponsor will be given special recognition during the event.

Scholarship Sponsor ($10,000)
When you sponsor the Annual Meeting scholarships, you are investing in the future of conservation district leaders from across the nation. Through the scholarship, each state and U.S. territory will have the opportunity to send one new, up-and-coming leader in conservation to the NACD Annual Meeting where they will expand their network, knowledge and understanding to a national scale. The excitement, ideas, and connections that are generated from this experience will be taken back to the state and local districts to further your investment. As the sponsor, you will have your company/organization’s name on each scholarship recipient’s name badge and also have the opportunity to give a welcome at the “First Timers Session” at the Annual Meeting.
**Media Sponsor ($7,500)**
As a media sponsor, your investment will support media attendance and coverage of the NACD Annual Meeting. NACD will arrange for you or another representative of your company/organization to do interview(s) with participating media on site.

**Conservation Expo ($5,000)**
Become a sponsor of the Conservation Expo—Sunday, January 31 to Tuesday, February 2. This sponsor will get special signage at the entrance of the expo hall, special recognition on the Expo Bingo Card which will be in the hands of each attendee, and special mention on the exhibitors’ page on the NACD website.

**Share Fair ($5,000)**
As sponsor of the Share Fair, you will be hosting an event that gives conservation district employees and board members the opportunity to showcase their successful programs and projects to conference attendees. This networking event will be held immediately after the Monday Opening Session until the Leadership Lunch at 12:00 pm. Sponsors will receive the opportunity to have a brochure or handout distributed to attendees of the event, a listing in the Share Fair Program and recognition in the Monday Opening Session.

**Tuesday General Session ($5,000)**
Sponsor the Tuesday morning General Session, February 2 where national speakers will focus on conservation partnerships, policy, programs, and expectations for the future, encouraging attendees to continue with their mission for conservation. Sponsors will be given special recognition during the event.

**Auction Reception ($5,000)**
Become a sponsor of the reception preceding the 16th Annual Live Auction on Monday, February 1 – a time where attendees gather for a light dinner, refreshments, and networking. For this sponsorship, the donor will have their logo printed on the beverage napkins for the event and be given special recognition at the event.

**Auction Bid Cards ($5,000)**
The NACD Live Auction is the headline event for the NACD Annual Meeting. It is an evening packed with food, fun and high flying hands. Each bidder uses a numbered bid card for bidding during the action-packed evening. By sponsoring the bid cards your company logo can be included on each card and seen by everyone attending this event.

**NACD Board of Directors Briefing Book ($5,000)**
To facilitate the Board of Directors meeting, NACD produces 150 Briefing Books. Sponsoring the Briefing Book entitles you to having your logo on the cover of each book as well as a one-page full color ad in the book, itself. You have the opportunity to specify a specific paper type to be used (e.g. certified, recycled). **Deadline for this opportunity is November 30, 2015 to meet production schedule.**

**Exclusive Pre-Inspirational Program Gathering ($4,000)**
This sponsorship will provide a gathering place for conference attendees prior to the Inspirational Program on the morning of Sunday, January 31. Light refreshments will be provided. Sponsors will receive special recognition during the program. **This is one of two Inspirational Program opportunities.**

**Pre-Inspirational Program Gathering Co-Sponsor Option ($2,000) – 2 opportunities**

**Sunday Opening Reception ($3,000)**
Become the exclusive sponsor of the Sunday Opening Reception in the Expo Hall. Attendees in the Expo Hall will gather for refreshments as they visit the exhibitor booths and network on Sunday, January 31. The sponsor of this gathering will have their logo printed on the beverage napkins for the event and the opportunity to distribute materials or a marketing item of your choice.
Printed Program ($3,000)
Sponsor the printing of the meeting program which will be distributed to every participant at the meeting and posted on the NACD website. The back cover of the program will be reserved for this sponsor’s full-color ad. Deadline for this opportunity is November 30, 2015 to meet production schedule.

Banquet Happy Hour ($3,000)
Become the exclusive sponsor of the Banquet Happy Hour which precedes the closing Appreciation Banquet, where attendees gather for refreshments and networking Tuesday, February 2. The sponsor of this gathering will have their logo printed on the beverage napkins for the event and the opportunity to distribute materials or a marketing item of your choice.

President’s Reception ($3,000)
Exclusively sponsor the President’s Reception, Saturday evening, January 30. This sponsorship includes up to four special invitations to join NACD’s officers and key conservation leadership for drinks, hors d’oeuvres, and networking opportunities in an intimate setting.

Morning Networking Sessions/Coffee Breaks ($2,000 ea.)
Become an exclusive sponsor of one of the two morning networking sessions held in the Conservation Expo Hall the mornings of Monday, February 2 and Tuesday, February 3. Attendees will start their day with coffee and networking with fellow conservation leaders and exhibitors prior to the morning’s General Sessions. Sponsors will receive signage and the opportunity for material or marketing item distribution.

Conference Bag ($2,000 ea.) – 4 opportunities
Sponsor the 2016 Conference Bag and have your logo printed on this promotional piece which is available to every meeting attendee. Sponsors will receive the opportunity for material distribution at the Materials Table. Deadline for this opportunity is October 1, 2015 to meet production schedule.

Exclusive Inspirational Program ($2,000)
Sponsor the NACD Inspirational Program, Sunday morning January 31 focusing on the Stewardship component of the conservation of our natural resources. NACD and local conservation districts have conducted stewardship outreach across the nation since 1955. For additional information about this program, please contact Susan Schultz at stewardship@nacdnet.org, 317-326-2952. Sponsors will receive special recognition during the program. This is one of two Inspirational Program opportunities.

Inspirational Program Co-Sponsor Option ($1,000) – 2 opportunities

Lanyards ($1,500)
Sponsor the co-branded lanyards for each attendee’s name badge. Deadline for this opportunity is November 1, 2015 to meet production schedule.

Speaker Honorarium ($1,500)
Assist in providing educational and training opportunities for the meeting attendees by sponsoring one of the breakout session or workshop speakers.

Sponsorship opportunities are not limited to the above mentioned areas. For more information or to discuss alternative sponsorship ideas, please contact Beth Mason at beth-mason@nacdnet.org, 317-946-4463.
**Live Auction Donations**

The Live Auction has been a signature event during the Annual Meeting for the last 15 years, and this year will be no different. The 16th Annual Live Auction is scheduled for Monday evening, February 1, 2016 in Reno, Nevada, where the energy will run high and so will the bids! With the generous donations from individuals, conservation districts, state associations, and private sponsors, the auction raises tens of thousands of dollars each year to advance NACD’s mission of providing national leadership and a unified voice for natural resource conservation—educating local, state and national leaders about the importance of locally-led conservation.

Donations to the Live Auction qualify for sponsorship recognition in the following categories:

- **Premier Sponsorship = Items with an estimated value of $10,000 or greater**
- **Title Sponsorship = Items with an estimated value between $5,000 - $9,999**
- **Host Sponsorship = Items with an estimated value between $2,000 - $4,999**

All sponsorship level donations will receive recognition throughout the auction reception and the auction event. For details on the different levels of sponsorship, please see page 5 of the prospectus.

For more information on live auction item donations, please contact Tamara Daniel at tamara-daniel@nacdnet.org.

For more information on sponsorship opportunities, please contact Beth Mason at beth-mason@nacdnet.org.
Additional Opportunities

Advertising ($1,000 for full-page ad/$500 for half-page ad)
Increase your exposure to conservation leaders through the purchase of a full-color ad in the printed program. Ads must be sent to Beth Mason at beth-mason@nacdnet.org as JPG or PDF files and “print ready” by November 30, 2015. Full-page dimensions are approximately 4” wide X 8.5” high; half-page dimensions are approximately 4” wide X 4.25” high.

Materials Table ($200)
Reserve a space at our Materials Table for a flyer or your company’s literature, making it available to all meeting attendees. Please provide one item in a quantity of 100. Additional space can be purchased for additional items. Participants are responsible for producing and shipping the materials.

Pack-A-Book
This is a program that will benefit the children in the Reno, Nevada community by providing them with books about natural resource conservation. Meeting attendees are encouraged to bring a book(s) with them to meeting or to make a monetary donation toward the purchase of books. If you are unable to attend the meeting in Reno, please consider sending in a monetary donation to support the program. For more information or for a list of book titles, please contact Susan Schultz at stewardship@nacdnet.org, 317-326-2952.
Sponsorship Contract

Early response is recommended to ensure the desired area of sponsorship is available and to start receiving sponsorship recognition immediately. All sponsors will be added to the NACD website and the NACD weekly eResource newsletter to stay in touch with meeting updates. Make your sponsorship commitment by November 30, 2015 to guarantee a listing in our printed program.

Organization/Company: ____________________________________________
Contact Name: ____________________________________________________
Title: ____________________________________________________________
Street Address: ____________________________________________________
City: ____________________________ State/Province: _____________________ Zip Code: __________
Email: __________________________________________________________
Website: _________________________________________________________
Daytime Phone: __________________________ Fax: ________________________

1 - Choose your desired level of sponsorship:
☐ Premier Sponsor ($10,000 and above)
☐ Title Sponsor ($5,000 - $9,999)
☐ Host Sponsor ($2,000 to $4,999)

2 - Choose any of the following for your sponsorship options:
☐ Leadership Luncheon (exclusive) = $15,000
☐ Leadership Luncheon (co-sponsor) = $7,500
☐ Appreciation Banquet (exclusive) = $15,000
☐ Appreciation Banquet (co-sponsor) = $7,500
☐ Audio Visual (5) = $15,000/ea.
☐ Youth Education (exclusive) = $10,000
☐ Youth Education (co-sponsor) = $5,000
☐ Keynote Speaker/Entertainment = $10,000
☐ Scholarships = $10,000
☐ Media Sponsor = $7,500
☐ Conservation Expo = $5,000
☐ Share Fair = $5,000
☐ Tuesday General Session = $5,000
☐ Auction Reception = $5,000
☐ Auction Bid Cards = $5,000
☐ NACD Board of Directors Briefing Book = $5,000
☐ Pre-Inspirational Program Gathering (exclusive) = $4,000
☐ Pre-Inspirational Program Gathering (co-sponsor) = $2,000
☐ Sunday Opening Reception = $3,000
☐ Printed Program = $3,000 (deadline 11/30/15)
☐ Banquet Happy Hour = $3,000
☐ President’s Reception = $3,000
☐ Morning Networking Session (2) = $2,000/ea.
☐ Conference Bag (4) = $2,000/ea. (deadline 10/1/15)
☐ Inspirational Program (exclusive) = $2,000
☐ Inspirational Program (co-sponsor) = $1,000
☐ Lanyards = $1,500
☐ Speaker Honorarium = $1,500
☐ Live Auction Item = $_________ (est. value)
☐ Other = $___________

3 - Other opportunities:
☐ Half-page ad in the conference program = $500 (deadline November 30, 2015)
☐ Full-page ad in the conference program = $1,000 (deadline November 30, 2015)
☐ Materials Table item/brochure = $200/item
☐ Pack-A-Book donation $____________

4 - TOTAL AMOUNT DUE: $ ____________________________ (enter $0 for live auction donation)

5 - Payment Information:
☐ Amex  ☐ MC  ☐ Visa  ☐ Check# ____________________________  ☐ PO# ____________________________
Name on cc: ____________________________  CC # ____________________________  CVV# ________  Exp. ________
Signature of Cardholder: ____________________________

Completed forms may be mailed to NACD, 509 Capitol Court, NE, Washington, DC 20002, faxed to (202) 547-6450, or emailed to beth-mason@nacdnet.org.