



**National Association of Conservation Districts**

**2017 Annual Meeting**

**Sponsor and Exhibitor Prospectus**

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Please contact NACD Director of Development Melisa Augusto at [melisa-augusto@nacdnet.org](mailto:melisa-augusto@nacdnet.org) or 202-595-9103 with any questions.



# Introduction



The National Association of Conservation Districts (NACD) invites you to participate as an exhibitor and/or sponsor at our 71st Annual Meeting January 28 to February 1, 2017.

The opportunities to support NACD and the Annual Meeting are not exclusive to the listings in this document. If you have an idea, please contact NACD Director of Development Melisa Augusto (details below) and she will be happy to work on a custom package that meets your needs!

## 2017 Annual Meeting Location:

Sheraton Denver Downtown  
1550 Court Place  
Denver, CO 80202  
303-893-3333

The negotiated room rate at the Sheraton Hotel is \$169 per night, plus tax. The room reservation deadline is January 6, 2017. To make your reservations, [click here](#) or visit [www.nacdnet.org](http://www.nacdnet.org) for the link.

## Who is NACD?

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.

## What is the 2017 Annual Meeting?

The NACD Annual Meeting is an event that brings together approximately 1,000 conservationists from around the country and offers 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.

# Conservation Expo



## Why Exhibit?

If your agency, business or organization is looking to introduce your programs, products or services to leaders in the conservation community, this is the place to do so!

The Conservation Expo is located in the hub of meeting activities – providing a special value to our exhibitors. We’ve designed the meeting program so that we drive business to the Conservation Expo. Some events that will be held in the expo space are the Sunday Opening Reception, Monday morning coffee break/networking session, and Tuesday morning coffee break/networking session – encouraging interaction between exhibitors and the approximately 1,000 conservation leaders in attendance.

## Booth Packages:

Booth Type	Non-profit/Government	Commercial	Registrations included*
Standard Space	\$850	\$950	1
Premium Space	\$2,000	\$2,500	2
Equipment Display	\$3,000	\$5,000	2

## Each Standard Booth Includes:

- One 8’x10’ display space, which includes an 8’ draped back wall, 3’ draped sides
- One 6’ skirted table
- Two chairs
- Identification sign
- Acknowledgment in meeting program

**Premium Booth Space** includes all of the above benefits, plus:

- Prime location in the expo space
- Presentation time on the Conservation Expo Stage (optional)
- Material table piece (optional)

**Equipment Displays** include the benefits of standard and premium spaces, and also offers more real estate in the expo space to accommodate a large display to engage attendees. The deadline to secure an equipment display space is November 4, 2016 to allow for the arrangements necessary to accommodate set-up.

\*Each standard 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.

# Conservation Expo



## Key Dates:

September 6, 2016:	Annual Meeting online registration launched
November 4, 2016:	Equipment Display commitments due
December 1, 2016:	Exhibit contract and full payment due
January 6, 2017:	Hotel reservation deadline
January 13, 2017:	Registration substitution deadline
January 13, 2017:	Exhibit cancellation deadline (\$150 cancellation fee)
January 28, 2017:	Expo move-in and set-up (6:00 p.m. to 8:00 p.m.)
January 29, 2017:	Expo move-in and set-up (7:00 a.m. to 9:00 a.m.)
February 1, 2017:	Expo tear-down and move out (after 1:00 p.m.)

## Conservation Expo Hours\*:

### **Saturday, January 28**

6:00 p.m. – 8:00 p.m. Booth Set-up

### **Sunday, January 29**

7:00 a.m. – 9:00 a.m. Booth Set-Up  
10:00 a.m. – 6:00 p.m. Expo Hall Open  
5:00 p.m. – 6:00 p.m. Opening Reception in the Expo

### **Monday, January 30**

7:15 a.m. – 7:30 a.m. Exhibitor Coffee Break\*\*  
7:30 a.m. – 12:00 p.m. Expo Open  
7:30 a.m. – 8:15 a.m. Morning Networking Session in Expo Hall  
12:00 p.m. – 2:00 p.m. Expo closed for the Leadership Lunch  
2:15 p.m. – 5:00 p.m. Expo Open

### **Tuesday, January 31**

7:15 a.m. – 7:30 a.m. Exhibitor Coffee Break\*\*  
7:30 a.m. – 1:00 p.m. Expo Open  
7:30 a.m. – 9:00 a.m. Morning Networking Session in Expo Hall  
1:00 p.m. Booth Tear-Down  
(Due to scheduled events, we ask that booths not be taken down earlier)

\*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.

# Sponsorship



Sponsoring NACD’s 2017 Annual Meeting is an investment in conservation. Each year, conservation leaders from across the country gather in one place to discuss conservation policy, network with conservation partners and members of industry, and learn about the newest technologies and most relevant issues affecting natural resources management. As a sponsor, your agency, company, or organization will be given a platform to showcase your support for conservation districts and our nation’s top conservation leaders.

Sponsorship opportunities are not exclusive to the listings in this document. If you have an idea or budget in mind, please contact NACD Director of Development Melisa Augusto and she will be happy to work on a custom package that meets your needs! Creativity is encouraged!

All sponsorships include recognition on NACD’s website and in printed meeting materials.

Don’t delay! To secure exclusive sponsorship and recognition in the meeting program, your commitment is required by December 1, 2016.

## Key Dates:

September 6, 2016:	Annual Meeting online registration launched
December 1, 2016:	Sponsorship commitment due to guarantee recognition in print materials
January 6, 2017:	Hotel reservation deadline
January 13, 2017:	Registration substitution deadline (if applicable)

## New This Year!

### **[Insert Your Company Name Here] Conservation Expo Stage (\$10,000)**

Help NACD showcase its Share Fair in a new way! On the Conservation Expo Stage, district employees and board members will showcase their successful programs and projects to meeting attendees throughout the meeting. The stage will also be an opportunity for you to address attendees during the Conservation Expo. With exclusive naming of the stage, your company will be the highlight of the Expo!

# Sponsorship Packages



Sponsor Item	Price	Benefits					
		Exclusive signage at sponsored event	Meeting registrations	Appreciation Banquet tickets	NACD President's Reception tickets	Ad in meeting program	Complimentary Exhibit Space
Leadership Luncheon	\$15,000	✓	1	2	2	1/2 page	✓
Appreciation Banquet	\$15,000	✓	1	2	2	1/2 page	✓
Attendee Bag Sponsorship (Exclusive)	\$10,000	Logo on bag	1	1	2	1/2 page	✓
Attendee Bag Co-Sponsorship (4 available)	\$2,500	Logo on bag					
Audio Visual (5 available)	\$10,000		1	1	2	1/2 page	✓
Conservation Expo Stage	\$10,000	✓	1	1	2	1/2 page	✓
Youth Education Program	\$10,000		1	1	2	1/2 page	✓
Keynote Speaker/ Entertainment	\$10,000	✓	1	1	2	1/2 page	✓
Media Coverage	\$7,500					1/4 page	
Meeting Attendance Scholarships (2 available)	\$5,000	Sold Out					
Sunday Opening Reception	\$5,000	✓				1/4 page	
Auction Reception	\$5,000	✓				1/4 page	
Attendee Lanyards	\$5,000	Logo on lanyards				1/4 page	
Tuesday General Session	\$5,000	✓				1/4 page	
Banquet Happy Hour	\$3,000	✓					
President's Reception	\$3,000	✓					
Inspirational Program	\$2,000	✓					
Coffee Break (2 available)	\$2,000	✓					
Speaker Honorarium (multiple available)	\$1,500						

# Other 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 Sara Kangas ([sara-kangas@nacdnet.org](mailto:sara-kangas@nacdnet.org)) as JPEG or PDF files and “print ready” by December 1, 2016. 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 200. 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 Denver, Colorado 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 Denver, please consider sending in a monetary donation to support the program. For more information or for a list of book titles, please contact Diana Blackwood, NACD stewardship and education coordinator, at [stewardship@nacdnet.org](mailto:stewardship@nacdnet.org), or 202-547-6223.





# Live Auction



Are you looking for a unique way to gain exposure for your agency, organization or business?

The NACD Live Auction is a great opportunity to support conservation while gaining exposure to potential customers or clients! This year's auction will be held on Monday, January 30.

All proceeds from the live auction are used to support the conservation delivery system at national, state, and local level, by providing NACD with financial support for education and outreach on districts' behalf. To this end, we ask members of the conservation community to donate items that can be auctioned at the event. These items can be gift certificates to a business, services, actual items or even monetary contributions. Popular items also include handmade furniture, quilts and artwork.

Shortly following the receipt of your donation form (page 10), including a photo of your item, your contribution will be featured in our pre-auction promotions, including the NACD website and the printed catalog. The earlier we know what your auction item is, the better! **The deadline to pledge auction donations is December 1, 2016** for inclusion in the auction book.

NACD is a 501(c)3 organization and tax exempt, so not only is your contribution going to a good cause, but it is also tax deductible!





# Live Auction Donation Form

## Donor Information

\_\_\_\_\_

State or Organization

\_\_\_\_\_

Contact Person

\_\_\_\_\_

Phone

\_\_\_\_\_

Email

\_\_\_\_\_

Address

## Item Description

Please provide a detailed description of the item you intend to donate, along with a name for the item, a value, and any characteristics that make the item unique. Remember to include photos (in JPEG or PNG format) that can be used in the auction catalog.

\_\_\_\_\_

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Please send this form and any questions to NACD South Central Region Representative Tamara Daniel at [tamara-daniel@nacdnet.org](mailto:tamara-daniel@nacdnet.org). The deadline to pledge auction donations is December 1, 2016.

# Contract/Registration



Early response is recommended to ensure the desired area of sponsorship is available and to start receiving sponsorship recognition immediately. All sponsors and exhibitors will be added to the NACD website and the NACD weekly eResource newsletter to stay in touch with meeting updates.

Make your sponsorship/exhibitor commitment by December 1, 2016 to guarantee a listing in our printed program. The registration deadline is January 13, 2017. Confirmation of exhibit space and the Exhibit Decorator Kit will be sent to the contact person below.

**1. Organization/Company:** \_\_\_\_\_  
Primary Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_  
Street Address: \_\_\_\_\_  
City: \_\_\_\_\_ State/Province: \_\_\_\_\_ Zip Code: \_\_\_\_\_  
Email: \_\_\_\_\_ Website: \_\_\_\_\_  
Daytime Phone: \_\_\_\_\_

## 2. Attendee(s) Registration

First Attendee: \_\_\_\_\_ Email: \_\_\_\_\_  
(Complimentary for exhibitors and sponsors of \$10,000 and above)

Second Booth Attendee: \_\_\_\_\_ Email: \_\_\_\_\_  
(\$395, limit 1 additional booth attendee per standard booth. Second attendee included with premium and equipment displays)

## 3. Conservation Expo Booth Description

Please include a description of your exhibit, product, or company/organization for use on the NACD website.

\_\_\_\_\_  
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\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## 4. Submit Company Logo

Don't forget! Please submit your logo as soon as possible and/or print ready ad (if applicable) by December 1, 2016 to Sara Kangas at [sara-kangas@nacdnet.org](mailto:sara-kangas@nacdnet.org).

**(FORM CONTINUED ON PAGE 12)**

# Contract/Registration



## 5. Select Package(s)

### A. Exhibitor Package:

Booth Type	Non-profit/Government	Commercial
Standard Space	<input type="checkbox"/> \$850	<input type="checkbox"/> \$950
Premium Space	<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$2,500
Equipment Display	<input type="checkbox"/> \$3,000	<input type="checkbox"/> \$5,000

### B. Sponsor Package:

<input type="checkbox"/> Leadership Luncheon	\$15,000
<input type="checkbox"/> Appreciation Banquet	\$15,000
<input type="checkbox"/> Attendee Bag Sponsorship (Exclusive)	\$10,000
<input type="checkbox"/> Attendee Bag Co-Sponsorship (4 available)	\$2,500
<input type="checkbox"/> Audio Visual (5 available)	\$10,000
<input type="checkbox"/> Conservation Expo Stage	\$10,000
<input type="checkbox"/> Youth Education Program	\$10,000
<input type="checkbox"/> Keynote Speaker/Entertainment	\$10,000
<input type="checkbox"/> Media Coverage	\$7,500

<input type="checkbox"/> Sunday Opening Reception	\$5,000
<input type="checkbox"/> Auction Reception	\$5,000
<input type="checkbox"/> Attendee Lanyards	\$5,000
<input type="checkbox"/> Tuesday General Session	\$5,000
<input type="checkbox"/> Banquet Happy Hour	\$3,000
<input type="checkbox"/> President's Reception	\$3,000
<input type="checkbox"/> Inspirational Program	\$2,000
<input type="checkbox"/> Coffee Break	\$2,000
<input type="checkbox"/> Speaker Honorarium	\$1,500

### C. Other Opportunities:

<input type="checkbox"/> Program Ad (\$1,000 or \$500)	\$ _____
<input type="checkbox"/> Materials Table	\$200
<input type="checkbox"/> Pack-A-Book Contribution	\$ _____

## 6. Payment Information and Contract Signature:

- A. Exhibitor Package: \$ \_\_\_\_\_  
 Additional Exhibitor Registration (optional \$395): \$ \_\_\_\_\_
- B. Sponsor Package: \$ \_\_\_\_\_
- C. Other Opportunities: \$ \_\_\_\_\_
- TOTAL DUE: \$ \_\_\_\_\_**

Discover  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 \_\_\_\_\_

# Conservation Expo Regulations



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\*

### **Saturday, January 28**

6:00 p.m. – 8:00 p.m. Booth Set-Up

### **Sunday, January 29**

7:00 a.m. – 9:00 a.m. Booth Set-Up

10:00 a.m. – 6:00 p.m. Expo Hall Open

5:00 p.m. – 6:00 p.m. Opening Reception in the Expo

### **Monday, January 30**

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7:30 a.m. – 8:15 a.m. Morning Networking Session in Expo Hall

12:00 p.m. – 2:00 p.m. Expo closed for the Leadership Lunch

2:15 p.m. – 5:00 p.m. Expo Open

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7:30 a.m. – 9:00 a.m. Morning Networking Session in Expo Hall

7:30 a.m. – 1:00 p.m. Expo Open

1:00 p.m. Booth Tear-Down (Due to scheduled events, we ask that booths not be taken down earlier)

\*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 standard 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 2017 Annual Meeting, the exhibitor must notify NACD in writing on or before January 13, 2017. Cancellation requests received as of that date will receive a refund less \$150 processing fee. No refund requests will be honored after January 13, 2017.

**6. Registration Substitutions:** The deadline to submit registration substitutions is January 13, 2017. Please submit your request to Kimberly Koch at [kimberly-koch@nacdn.net](mailto:kimberly-koch@nacdn.net).

**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 on-site sales of merchandise and food. Therefore, items of a commercial nature, offered for sale must be approved in advance by contacting Melisa Augusto at [melisa-augusto@nacdn.net](mailto:melisa-augusto@nacdn.net).

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.