



All-In The AdNet, Comma and ProNet Conference

SPONSOR PROSPECTUS

THE MIRAGE | LAS VEGAS | MARCH 18 - MARCH 21, 2018

Letter from the CFUnited Conference Committee

Dear CFUnited Conference Sponsors and Exhibitors:

On behalf of The CFUnited Conference Committee, we would like to invite you to participate in CFUnited 2018 being held March 18- 21, 2018 at The Mirage in Las Vegas, NV.

For the valued exhibitors and sponsors of our previous individual conferences, it is due to your continued support that we have established this bi-annual meeting as the highlight of the year in the community foundation world. If you have not had the opportunity to partner with one of our organizations in the past, we hope that you will consider engaging with us this year. CFUnited was developed to bring together professionals from across the field for a second to none experience and, we think you will find the experience well worth the investment.

The following prospectus contains sponsorship and exhibit information. It is our hope that you will consider this valuable opportunity to contribute to CFUnited 2018 with your participation and sponsorship dollars.

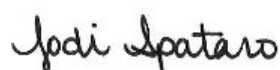
We look forward to seeing you at this year's conference and to learning more about the latest products and services your organization has to offer.

Thank you,



Eric Hozempa

The Advancement Network (AdNet)
Executive Director
Longmont Community Foundation



Jodi Spataro

The Advancement Network (AdNet)
Chief Advancement Officer
Community Foundation of Elkhart County



Carol Pierce Goglia

Comma
Senior Director of
Marketing & Communications
Communities Foundation of Texas



Nicole Paquette

Comma
Communications Manager
Community Foundation of the
Holland/Zeeland Area



Jackie Mahoney

The Program Network (ProNet)
Executive Vice President
The Community Foundation for the
Greater Capital Region

Table of Contents & Information About CFUnited

Table of Contents

| | |
|--|---------|
| About CFUnited | Page 3 |
| Agenda At-A-Glance | Page 4 |
| Important Dates, Contacts & Information | Page 5 |
| Sponsor & Exhibitor Information | Page 6 |
| Sponsorship & Exhibitor Details & Benefits | Page 7 |
| Terms & Conditions | Page 11 |

About CFUnited

CFUnited is the inaugural, bi-annual joint conference hosted by AdNet, CommA and ProNet bringing together professionals from across the Community Foundation field for a one-of-a-kind educational and networking experience. The conference will be held at The Mirage in Las Vegas, NV March 18-21, 2018.

CFUnited's mission is to provide community foundation professionals with an opportunity to engage, network and interact with colleagues from a variety of disciplines within the field. The conference is designed to provide

- Cutting edge education in a variety of content areas
- Networking opportunities
- Professional development

CFUnited was founded by three professional organizations in the community foundation field: the Advancement Network (AdNet) for professionals in fund development and donor services; CommA for communications professionals; and ProNet for program officers. We exist to serve professionals from each of these specialties and for community foundations large and small and in between.

We look forward to welcoming each of you in Las Vegas in 2018 as we launch our first CFUnited conference.

Agenda At-A-Glance*

Sunday, March 18, 2018

5:00 PM Registration Opens
5:00 PM to 7:00 PM Welcome Reception

Monday, March 19, 2018

8:00 AM to 4:15 PM Registration
8:00 AM to 4:15 PM Exhibit Hall
8:00 AM Breakfast
9:15 AM Opening Plenary
10:15 AM Networking Break
10:45 AM Breakout Session 1
12:00 PM Lunch & Plenary Session
1:30 PM Breakout Session 2
2:45 PM Networking Break
3:00 PM Breakout Session 3
4:15 PM Day One Closing Remarks
6:30 PM to 9:00 PM CFUnited Opening Reception

Tuesday, March 20, 2018

8:00 AM to 3:30 PM Registration
8:00 AM to 2:00 PM Exhibit Hall
8:00 AM Breakfast & Plenary Session
9:30 AM Breakout Session 4
10:45 AM Networking Break
11:15 AM Breakout Session 5
12:30 PM Lunch & Plenary Session
2:00 PM Breakout Session 6
3:15 PM Day Two Closing Remarks
5:00 PM to 6:30 PM CFUnited Happy Hour**

Wednesday, March 21, 2018

8:00 AM to 1:30 PM Registration
8:00 AM to 11:30 AM Exhibit Hall
8:00 AM Continental Breakfast
9:00 AM Breakout Session 7
10:15 AM Break/Hotel Check-out
10:30 AM Affinity Group Business Meetings
11:30 AM Lunch & Plenary Session
1:00 PM Closing Remarks

**Timing, content and events are subject to change.*

***Pending confirmation of sponsorship.*

Important Dates, Contacts & Information

Important Dates

August 21, 2017 - Sponsorship & Exhibitor Registration Opens

September 2017 - Conference Registration Opens (Early Bird!)

February 16, 2018 - Early Bird Registration Ends

February 21, 2018 - CFUnited room rate at The Mirage Ends

February 23, 2018 - Last Day to receive a refund on Conference Registration, Sponsorship or Exhibiting

March 16, 2018 - Conference Registration Closes

Important Contacts

Conference Management Team

ARB Meetings & Events

7220 Earhart Boulevard, 2nd Floor

New Orleans, Louisiana 70125

info@cfunitedconference.org

(504) 309-8965

Conference Hotel

The Mirage

3400 South Las Vegas Boulevard

Las Vegas, Nevada 89109

<https://www.mirage.com/en.html>

(702) 791-7111

Conference Housing

Exhibitors and sponsors have access to the negotiated rates for the conference hotel, The Mirage. For your convenience, hotel reservations can be made online by [clicking here](#).

Conference Hotel Rate

\$135 per night plus a \$35 resort fee/day (excludes all taxes)*

**Rate is only guaranteed through Wednesday, February 21, 2018. Reservations made after February 20, 2018 are subject to availability and prevailing rates.*

Sponsor & Exhibitor Information

Highlights

As a sponsor and/or exhibitor of CFUnited 2018, your organization obtains increased visibility not only with conference attendees, but also with the overall AdNet, Comma and ProNet Membership – an incredible benefit for your dollar! Several sponsorship opportunities are available to fit your budget and needs. Detailed descriptions can be found on the following pages.

| Sponsorships | Price | Number Available |
|---|--------------------|------------------|
| Presenting | \$30,000 | 1 |
| Opening Reception | \$20,000 | 1 |
| Interactive | \$15,000 | 1 |
| Happy Hour | \$15,000 | 1 |
| Keynote Address | \$12,500 | 4 |
| ReCharge Lounge | \$12,500 | 1 |
| Presentation Experience | \$12,500 | 1 |
| Branded Conference Bags SOLD | \$8,500 | 1 |
| Meals | \$5,000 | 6 |
| Branded Conference Lanyards SOLD | \$3,500 | 1 |
| Breaks | \$3,500 | 4 |
| Exhibitor | \$2,500 | Unlimited |
| Supporter | \$1,500 | 10 |

How do I secure a Sponsorship?
You may secure a sponsorship online by clicking here

Sponsorship & Exhibitor Details & Benefits

Presenting - \$30,000

Sponsorships Available - 1

- Two (2) 8 ft. exhibitor tables
- Four (4) complimentary conference registrations
- One-time, individual electronic communication emailed to CFUnited outreach list announcing company as CFUnited 2018 Presenting Sponsor
- Opportunity for sponsor to deliver brief remarks during opening remarks on first day of conference
- Opportunity for sponsor to host dedicated breakout session
- One (1) promotional item, provided by sponsor, to be included in conference bag
- Two (2) full-page ads in conference program book
- Prominent placement of sponsor logo on conference program book cover
- Individual sponsor banner displayed prominently in conference venue
- Premier logo placement on conference signage throughout the conference venue
- Premier logo placement on all conference materials
- Company logo and 100-word description listed in conference program book
- Company logo hyperlinked to sponsor website on conference website
- Dedicated social media post recognizing sponsor; posted during opening session on first day of conference

Opening Reception - \$20,000

Sponsorships Available - 1

- Two (2) 8 ft. exhibitor tables
- Three (3) complimentary conference registrations
- One-time, individual electronic communication inviting conference attendees to sponsored event; artwork provided by sponsor
- Opportunity for sponsor to host dedicated breakout session
- One branded item, such as napkin, cup, or similar, given to all attendees at Opening Reception
- One (1) promotional item, provided by sponsor, to be included in conference bag
- One (1) full-page ad in conference program book

- Individual sponsor banner displayed prominently at Opening Reception event venue
- Premier logo placement on conference signage throughout the conference venue
- Premier logo placement on all conference materials
- Company logo and 100-word description listed in conference program book
- Company logo hyperlinked to sponsor website on conference website
- Dedicated social media post recognizing sponsor; posted during Opening Reception

Interactive - \$15,000

Sponsorships Available - 1

- One (1) 8 ft. exhibitor table
- Three (3) complimentary conference registrations
- Sponsor logo prominently displayed on home screen of conference app and on WiFi signage
- Wifi network name and password chosen by sponsor
- One-time, individual electronic communication announcing conference app and featuring sponsor logo emailed to all conference attendees; artwork provided by sponsor
- Sponsor logo featured prominently on one-page app and Wifi information page in conference program book
- Opportunity for sponsor to host dedicated breakout session
- One (1) promotional item, provided by sponsor, to be included in conference bag
- One (1) half-page ad in conference program book
- Premier logo placement on conference signage throughout the conference venue
- Premier logo placement on all conference materials
- Company logo and 100-word description listed in conference program book
- Company logo hyperlinked to sponsor website on conference website

Sponsorship & Exhibitor Details & Benefits

Happy Hour - \$15,000

Sponsorships Available - 1

- One (1) 8 ft. exhibitor table
- Three (3) complimentary conference registrations
- One-time, individual electronic communication inviting conference attendees to sponsored event; artwork provided by sponsor
- Opportunity for sponsor to host dedicated breakout session
- One (1) promotional item, provided by sponsor, to be included in conference bag
- One (1) half-page ad in conference program book
- Individual sponsor banner displayed prominently at Happy Hour event venue
- Premier logo placement on conference signage throughout the conference venue
- Premier logo placement on all conference materials
- Company logo and 100-word description listed in conference program book
- Company logo hyperlinked to sponsor website on conference website
- Dedicated social media post recognizing sponsor; posted during Happy Hour

Keynote Address - \$12,500

Sponsorships Available - 4

- One (1) 8 ft. exhibitor table
- Two (2) complimentary conference registrations
- One-time, individual electronic communication announcing Keynote Speaker and sponsor; artwork provided by sponsor
- Opportunity for sponsor to introduce Keynote Speaker
- Opportunity for sponsor to host dedicated breakout session
- Opportunity for sponsor to host book signing with speaker, when available; all additional costs associated with the book signing are the responsibility of sponsor
- Sponsor logo featured one-page keynote speaker bio in conference book
- One (1) promotional item, provided by sponsor, to be included in conference bag
- One (1) half-page ad in conference program book
- Logo placement on conference signage throughout the conference venue

- Logo placement on all conference materials
- Company logo and 100-word description listed in conference program book
- Company logo hyperlinked to sponsor website on conference website
- Dedicated social media post recognizing sponsor; posted during the Keynote address

ReCharge Lounge - \$12,500

Sponsorships Available - 1

- One (1) 8 ft. exhibitor table
- Two (2) complimentary conference registrations
- One-time, individual electronic communication inviting attendees to ReCharge Lounge; artwork provided by sponsor
- Opportunity for sponsor to host dedicated breakout session
- Brand colored pillows placed on seating in ReCharge Lounge
- One (1) promotional item, provided by sponsor, to be included in conference bag
- One (1) half-page ad in conference program book
- Individual sponsor banner and signage displayed prominently in ReCharge Lounge
- Logo placement on conference signage throughout the conference venue
- Logo placement on all conference materials
- Company logo and 100-word description listed in conference program book
- Company logo hyperlinked to sponsor website on conference website
- Dedicated social media post recognizing sponsor; posted on opening day of conference

Sponsorship & Exhibitor Details & Benefits

Presentation Experience - \$12,500

Sponsorships Available - 1

- One (1) 8 ft. exhibitor table
- Two (2) complimentary conference registrations
- Slide featuring sponsor logo shown throughout conference on screens in Plenary Session meeting room and all breakout meetings rooms
- Opportunity for sponsor to deliver brief remarks during opening session on day two of the conference
- Opportunity for sponsor to host dedicated breakout session
- One (1) promotional item, provided by sponsor, to be included in conference bag
- One (1) half-page ad in conference program book
- Individual sponsor recognition featured in conference program book
- Logo placement on conference signage throughout the conference venue
- Logo placement on all conference materials
- Company logo and 100-word description listed in conference program book
- Company logo hyperlinked to sponsor website on conference website
- Dedicated social media post recognizing sponsor; posted on day two of conference

in conference program book

- Company logo hyperlinked to sponsor website on conference website
- Dedicated social media post recognizing sponsor; posted on check-in day

Meals - \$5,000

Sponsorships Available - 6

- One (1) 8 ft. exhibitor table
- One (1) complimentary conference registration
- Opportunity for sponsor to make remarks during sponsored meal
- One (1) promotional item, provided by sponsor, to be included in conference bag
- One (1) quarter-page ad in conference program book
- Individual sponsor banner displayed prominently in Meal Room
- Logo placement on conference signage throughout the conference venue
- Logo placement on all conference materials
- Company logo and 100-word description listed in conference program book
- Company logo hyperlinked to sponsor website on conference website
- Dedicated social media post recognizing sponsor; posted during sponsored meal

Branded Conference Bags - \$8,500

SOLD

Sponsorships Available - 1

- One (1) 8 ft. exhibitor table
- Two (2) complimentary conference registrations
- Company logo/artwork prominently displayed on conference bag
- Opportunity for sponsor to host dedicated breakout session
- One (1) promotional item, provided by sponsor, to be included in conference bag
- One (1) half-page ad in conference program book
- Individual sponsor recognition featured in conference program book
- Logo placement on conference signage throughout the conference venue
- Logo placement on all conference materials
- Company logo and 100-word description listed

Branded Conference Lanyards - \$3,500

SOLD

Sponsorships Available - 1

- One (1) 8 ft. exhibitor table
- One (1) complimentary conference registration
- Company logo/artwork featured on lanyard
- One (1) quarter-page ad in conference program book
- Logo placement on conference signage throughout the conference venue
- Logo placement on all conference materials
- Company logo and 100-word description listed in conference program book
- Company logo hyperlinked to sponsor website on conference website

Sponsorship & Exhibitor Details & Benefits

Breaks - \$3,500

Sponsorships Available - 4

- One (1) 8 ft. exhibitor table
- One (1) complimentary conference registration
- Branded coffee sleeves featuring sponsor logo
- Logo placement on conference signage throughout the conference venue
- Logo placement on all conference materials
- Company logo and 100-word description listed in conference program book
- Company logo hyperlinked to sponsor website on conference website

Exhibitor - \$2,500

Sponsorships Available - Unlimited

- One (1) 8 ft. exhibitor table
- One (1) complimentary conference registration
- Logo placement on conference signage throughout the conference venue
- Logo placement on all conference materials
- Company logo and 100-word description listed in conference program book
- Company logo hyperlinked to sponsor website on conference website

Supporter - \$1,500

Sponsorships Available - 10

- One (1) complimentary conference registrations
- Logo placement on conference signage throughout the conference venue
- Logo placement on all conference materials
- Company logo and 100-word description listed in conference program book
- Company logo hyperlinked to sponsor website on conference website

Terms & Conditions

- 1. REGISTRATION:** All exhibitors and sponsors, including staff manning the booth, are required to register as participating attendees at the CFUnited 2018 Conference. Conference registration entitles exhibitors and sponsors to participate fully in all open conference sessions, keynotes, meals and social events on the program agenda.
- 2. CANCELLATIONS:** Cancellations made on or before **February 23, 2018** will receive a refund, less the **\$150.00** conference cancellation surcharge. All cancellations and requests for refunds must be made in writing and sent to our Conference Management Team via email at info@cfunidedconference.org or via fax at (504) 327-5299. No refunds will be given for cancellations made after the **February 23, 2018** deadline, or for conference no-shows. If you cancel after the deadline and have not prepaid associated fees, CFUnited will bill you for your entire sponsorship fee. Sponsorships purchased after the refund cancellation deadline are not eligible for a refund.
- 3. NO SHOWS:** If an Exhibitor fails to install or display in an assigned space or fails to comply with any other provision of this agreement, CFUnited shall have the right, without notice to exhibitor, to take possession of said space and lease said space, or any part thereof, to such parties, and upon such terms and conditions, as it may deem proper. Any exhibitors who do not show up will not receive a refund. If you e-mail, fax, or mail your cancellation notice, please call to confirm receipt.
- 4. FEES:** Full payment must accompany the application for exhibit space. Exhibit location and Exhibitor Information Kits will be mailed after confirmation and payment of full sponsorship fees.
- 5. INDEMNIFICATION & HOLD HARMLESS:**
 - The exhibitor shall indemnify, defend, and hold harmless CFUnited and its officers, directors, partners, agents, members, and employees from and against any and all demands, claims, damages to person or property, losses and liability, including reasonable attorney fees (collectively “claims”) arising out of or caused by the exhibitor’s negligence in connection with the provision of services of The Mirage - Las Vegas Hotel & Casino. The exhibitor shall not have waived or be deemed to have waived, by reason of this paragraph, any defense, which it may have with respect to such claims.
 - CFUnited shall indemnify, defend, and hold harmless the exhibitor and its officers, directors, partners, agents, members, and employees from and against any and all demands, claims, damages to person or property, losses and liabilities, including reasonable attorney fees (collectively “claims”) arising out of or caused by CFUnited’s negligence. CFUnited shall not have waived or be deemed to have waived, by reason of this paragraph, any defense that it may have with respect to such claims.

Terms & Conditions

- Exhibitors assume the entire responsibility and liability for losses, damages, and claims arising out of injury or damage to their displays, equipment, and other property brought upon the premises of the hotel and shall indemnify and hold harmless CFUnited and The Mirage - Las Vegas Hotel & Casino, their officers, directors, partners, agents, members, and employees from any and all such losses, damages, and claims.
 - In all cases, occupants wishing to insure their property must do so at their own expense. It is especially recommended that all occupants have representatives in attendance at all times when the exhibits are open and particularly when exhibits are being set up or dismantled, to protect against loss.
- 6. RULES:** CFUnited reserves the right to make changes to these rules. Any matters not specifically covered herein are subject to final decision by CFUnited. CFUnited reserves the right to make such changes, amendments, and additions to these rules at any time as considered advisable for the proper conduct of the exhibit, with the provision the exhibitors will be advised of any such changes.
- 7. RIGHTS OF TERMINATION:** This agreement is subject to termination for cause, upon written notice, without liability to the terminating party due to acts of God, war, government regulation, terrorism, disaster, strikes, civil disorder, curtailment of transportation facilities, or any other emergency beyond the party's control making it illegal or impossible to provide the facilities or to hold the conference. The phrase "without liability" whenever used in this agreement shall be deemed to include a refund by CFUnited of all deposits and repayment made within (30) days of the event's final day.