



**National  
Children's  
Alliance®**

*The Force Behind  
Children's Advocacy Centers*



# Exhibitor, Advertiser, & Sponsorship

PROSPECTUS



# Call for Exhibitors, Advertisers, and Sponsors

## What is the NCA 2020 Leadership Conference?

The National Children's Alliance (NCA) Leadership Conference is an annual event forum offering a range of educational, networking, and business opportunities for Children's Advocacy Center (CAC) leaders and allied professionals from across the nation. The conference attendees are the movers and shakers in providing leading edge prevention, intervention, and treatment for victims of child abuse. The conference is composed of innovative presentations, forums, and workshops presented by nationally renowned subject matter experts in various disciplines related to child welfare, victim services, and nonprofit management.

## When and where is the conference?

The conference will be held Sunday, May 31, to Wednesday, June 3, 2020, at:



**Renaissance Washington D.C. Hotel**  
Ballroom Level – Grand Ballroom Foyer  
999 9th Street, NW  
Washington, DC 20001

## What will attendees learn?

The NCA Leadership Conference provides workshops that target innovative and evidence-based practice for CACs and State Chapters related to leadership, management, programs, and approaches for mental health, medical, and abuse prevention and education programs. The 2020 Conference will feature five workshop tracks:

- The Business of Child Advocacy
- Research & Innovative Practices
- Advocacy & Communications
- Rural
- State Chapters

## How can my company benefit from exhibiting or advertising at the conference?

Exhibiting at the conference allows for marketing of your products/services through direct interface and networking with child protection professionals from across the country who are in need of your goods. The attendees are decision-makers with purchasing authority. The exhibit area is the central area for major conference activity and traffic. It is centrally

located to registration, break areas, meals, and plenary sessions. The exhibit area is large enough to generate significant activity and consumer traffic, but small enough to allow for intimate engagement with prospective clients. The area allows for about 30 spaces. Last year all exhibit spaces were filled; new spaces have been added this year. Exhibiting and/or advertising at NCA's Leadership Conference is a very affordable, high-value proposition for companies looking to engage with new customers in our field.

Sponsoring the NCA 2020 Leadership Conference is an opportunity to raise your company's profile and more deeply engage with our community while supporting a worthy cause. Your company's sponsorship support provides NCA members with the tools and resources necessary to deliver quality services that child victims of abuse and their families need to begin the process of healing.

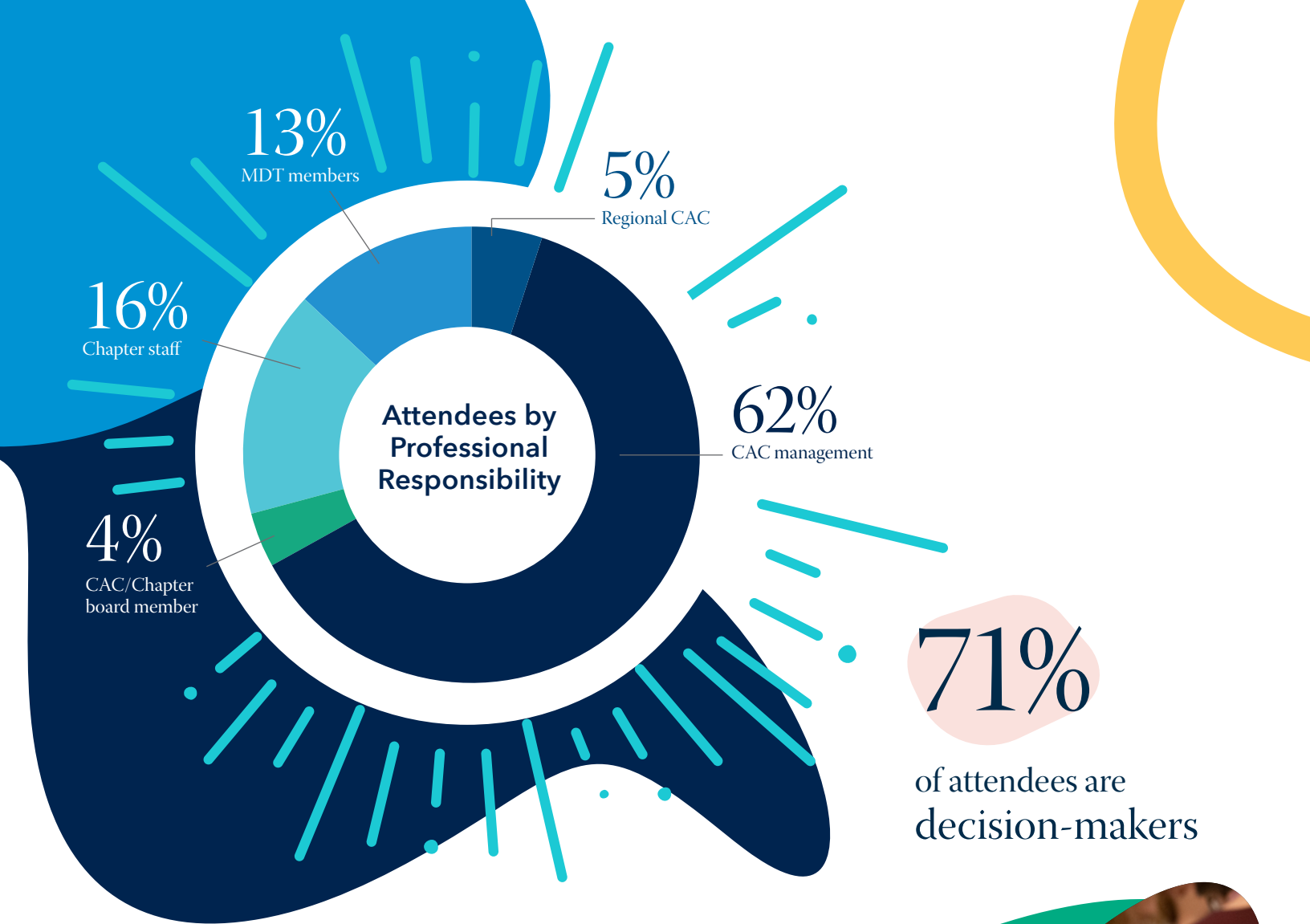
## Who attends?

The more than 700 expected attendees are executives, board members, and practitioners with purchasing and decision-making authority who are seeking the latest solutions, industry-leading services, and state-of-the-art products to provide a high-quality, seamless response to all types of child abuse. Conference educational tracks are designed specifically for leaders, including State Chapter directors, CAC executive directors, board members, staff, and multidisciplinary team (MDT) members from law enforcement, criminal justice, health care, mental health, forensic interviewers, and more.

***“The conference was very productive for me and my company and we look forward to coming again next year.”***

2019 Leadership Conference exhibitor





**71%**

of attendees are  
decision-makers

**700** attendees from 50 states and D.C.

**54** workshops

**45** speakers

**96%** attendees would return

**99%** visited the exhibitors

**98%** felt the exhibitors provided relevant information



# Exhibit

## Exhibitor Booth Package (25 available)

For-profit companies **\$900**

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Nonprofits/public agencies (non-member) **\$650**

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Nonprofits/public agencies (NCA member) **\$600**

### All packages include:

- One (1) skirted table (8')
- Exhibitor signage
- One (1) conference bag & program guide
- Two (2) complimentary, all-access conference registrations
- Two (2) chairs
- All-access registration including breakfast, lunches, refreshment breaks, and access to special events
- Listing and web/social links in conference mobile app

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## Conference Bundle \$1,200

### Maximize your exhibit experience! Conference bundle includes:

- Exhibitor booth package (see above)
- Quarter-page program ad
- Tote bag insert or resource table package





# Advertise



## Advertising Opportunities

The conference program, mobile app, and tote bag inserts are opportunities specific to the 2020 Leadership Conference.

### Conference Program

Showcase your company in our conference program! The program will print full-color at 8½ x 11 inches. Your ad will appear in digital and print versions of the program. Back and inside covers are on a first-come, first-served basis.

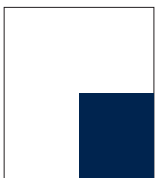


Full-page ad **\$600**

Inside front or  
inside back cover **\$1,000**



Half-page ad **\$400**



Quarter-page ad **\$300**

#### Acceptable file formats:

- Full: 8½ x 11 with ⅛-inch full bleeds
- Half: 8½ X 5½ no bleeds
- Quarter: 4¼x 5½ no bleeds
- All 300 dpi, CMYK build, PDF, AI or EPS files

## Pre-Conference Email Blasts \$1,000

Logo, brief message (100 words or less), and website link with pre-conference email updates

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## Conference App Push Notifications \$550

A 145-character pop-up message that displays on the mobile app user's phone screen and in the notifications bar of the app menu

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## Conference Tote Bag Inserts \$250

Your organization can have a presence at the conference even if you can't make it. Get the word out about your company or product to attendees. We will put your printed inserts inside each attendee's conference tote. All items must be received by May 1, 2020.



**Can't attend the  
conference in person?  
Ask about advertising  
with NCA year-round  
on our website or in our  
monthly newsletter.**

# Sponsor

## Trailblazer \$10,000 (1 available)

- Signage, recognition, and opportunity to speak at Membership Luncheon
  - Premium upgraded exhibit space
  - Full-page, full-color ad space for conference program if received by May 1
  - Logo recognition on the NCA conference website and app (including links)
  - Logo recognition on scrolling PowerPoint before each general session
  - Four (4) complimentary registrations for conference admission
  - Tote bag insert
  - Acknowledgement on the Membership Luncheon listing in conference program and mobile app
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## Innovator \$7,500

- Signage recognition as breakfast sponsor (3 days)
  - Upgraded exhibit space
  - Half-page, full-color ad space in conference program if received by May 1
  - Logo recognition on the NCA conference website and app
  - Logo recognition on scrolling PowerPoint before each general session
  - Two (2) complimentary registrations for conference admission
  - Tote bag insert
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## Champion \$5,000

- Logo and message on one side of conference T-shirt (approximately 700 T-shirts)
  - Upgraded exhibit space
  - Quarter-page, full-color ad space in conference program if received by May 1
  - Logo recognition on the NCA conference website and app
  - Logo recognition on scrolling PowerPoint before each general session
  - Tote bag insert
  - One (1) complimentary registration for conference admission
- 

## Conference Mobile App \$3,000 (1 available)

*Must be purchased by May 1, 2020.*

- Exhibit space
- Logo on splash page that pops up when attendee opens app
- Logo on masthead in activity stream
- Recognition on sponsor page of conference program and conference mobile app
- Two mobile app push notifications
- Promoted post in mobile app (refresh 5x)
- Tote bag insert



## Additional Opportunities

### Chapter Leader Reception **\$3,000**

- Speaking opportunity and recognition signage at the event
- Quarter-page, full-color ad in conference program
- Recognition in conference program and app

### Conference custom Wi-Fi **\$2,500**

- Signage throughout conference and daily podium recognition
- Logo in the conference program and mobile app

### Personal lanyards **\$1,500**

- Logo on the badge lanyard (co-exclusive with NCA)
- Tote bag insert

## Logo Display Sponsorships

### Ask us about special pricing!

- Banner display on escalator
- Ballroom column wrap
- Registration desk panels



# Exhibitor Terms & Regulations

Granting of exhibit space and assignments will be at the discretion of NCA's Conference Coordinator. The Conference Coordinator reserves the right to rearrange the floor plan and to relocate any exhibit at any time prior to the opening of the conference. Any activities conducted by an exhibitor must be confined to the exhibitor's individual space. Canvassing or distributing advertising matter outside the exhibitor's space will not be permitted. The exhibitor will be responsible for all federal, state, and local laws regarding sales tax and laws that pertain to such sales. Audio equipment shall be kept at a noise level that does not disturb nearby exhibitors. No food or beverages are to be sold or given as samples. NCA has the right to curtail exhibits that reflect against the character of LC2020 or National Children's Alliance. Subletting space is not permissible. Liability and indemnification is the responsibility of the exhibitor. The exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend, and hold harmless National Children's Alliance and the Renaissance WDC Hotel, including their officers, directors, employees, and agents, harmless against all claims, losses, and damages to persons or property caused by exhibitor's installation, removal, maintenance, occupancy, or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole negligence of National Children's Alliance, its employees or agents, or by the sole negligence of the Renaissance WDC Hotel, its employees or agents. Insurance is to be secured at the exhibitor's own expense.

## Additional Terms & Regulations for Tote Bag Inserts

- Materials must be shipped to NCA's office and received no later than May 15, 2020.
- Send materials to:  
  
**Exhibitor Coordinator**  
National Children's Alliance  
516 C Street, NE, Washington, D.C. 20002
- NCA will not be liable for materials arriving after May 15.
- Leftover materials will not be returned.

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## Exhibitor Application Deadline

The deadline for exhibitor applications is Friday, May 1, 2020. To be recognized in the conference brochure, exhibitors must register and submit all art work (and/or logos) by the May 1 deadline. Exhibitors must register using the attached form or at [jdouglas@nca-online.org](mailto:jdouglas@nca-online.org). Payment is processed separately upon receipt of application.

## Exhibit Schedule

### Sunday, May 31

**10:00 A.M.-2:00 P.M.**

○ Exhibitor setup

**2:00 P.M.-5:00 P.M.**

○ Exhibits open

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### Monday, June 1

**7:00 A.M.-5:30 P.M.**

○ Exhibits open

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### Tuesday, June 2

**7:00 A.M.-2:30 P.M.**

○ Exhibits open

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### Wednesday, June 3

**7:00 A.M.-12:00 P.M.**

○ Exhibits open

**12:00 P.M.-2:00 P.M.**

○ Exhibitor dismantle

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## Refund & Cancellation Policy

Refunds for cancellations will not be issued.

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## Questions?

Please direct all questions regarding exhibits and resource tables during Leadership Conference to:

**John Douglas**

Phone: 202.548.0090, x106

Email: [jdouglas@nca-online.org](mailto:jdouglas@nca-online.org)

# Commitment Form



**National  
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## Complete form and return to:

**National Children's Alliance**  
516 C Street, NE  
Washington, DC 20002  
**Email:** [jdouglas@nca-online.org](mailto:jdouglas@nca-online.org)

## Company Information

COMPANY NAME

COMPANY ADDRESS

COMPANY ADDRESS 2

CITY/STATE/ZIP

CONTACT NAME

PHONE

EMAIL

## Level of Partnership

### Exhibit

☐ Conference bundle \$1,200

☐ For-profit \$900

☐ Non-profit (non-member) \$650

☐ Non-profit (NCA member) \$600

### Advertise

☐ Inside cover (front or back) \$1,000

☐ Full-page ad \$600

☐ Half-page ad \$400

☐ Quarter-page ad \$300

☐ Pre-conference email blast \$1,000

☐ Conference app push messages \$550

☐ Tote bag insert \$250

### Sponsor

☐ Trailblazer \$10,000

☐ Innovator \$7,500

☐ Champion \$5,000

☐ Conference mobile app \$3,000

☐ Chapter Leader Reception  
\$3,000

☐ Conference custom  
Wi-Fi \$2,500

☐ Personal lanyards \$1,000

**My signature indicates authorization to make this commitment on behalf of my company.**

SIGNATURE

DATE

PRINT NAME / TITLE

# Payment Form

**Complete form and return to:**

**National Children's Alliance**

516 C Street, NE  
Washington, DC 20002

**Email:** [jdouglas@nca-online.org](mailto:jdouglas@nca-online.org)



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## Company Information

COMPANY NAME

COMPANY ADDRESS

COMPANY ADDRESS 2

CITY/STATE/ZIP

CONTACT NAME

PHONE

EMAIL

## Payment Information

☐ Please send me/my company an invoice for the sponsorship amount

☐ Check or money order enclosed made payable to "National Children's Alliance" or "NCA"

☐ Credit card—complete information below (please check one)

☐ American Express

☐ Visa

☐ Mastercard

**Total amount to be charged:** \_\_\_\_\_

CARD NUMBER

EXP. DATE

CVV CODE

CARDHOLDER NAME (PLEASE PRINT)

CARDHOLDER SIGNATURE





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[conference.nationalchildrensalliance.org](https://conference.nationalchildrensalliance.org)