



Return on Investment

44th Annual Conference
Council for Resource Development

Winter, 2010

Calling our 2010 Partners in Philanthropy!

Attend the 44th Annual Conference in Washington, DC from November 1-6, 2010

Reach nearly 600 resource development professionals
Reserve early to receive generous discounts *and* ensure your space
Select from a variety of support packages or build your own

As valued supporters of our national membership of more than 1600 resource development professionals, our Partners in Philanthropy will be in the center of the action.

EVENTS IN THE RESOURCE SHOWCASE

Opening Reception Kick-Off Event
Internet Café
Plenary Session
Campus Impact Awards Ceremony
Breakfasts
Coffee Breaks
Boxed Lunch Friday—Attendees will have the opportunity to lunch in the Regency Ballroom
Afternoon Browsing Desserts
Networking Roundtables
Closing Plenary Session



PRESENTING OPPORTUNITIES FOR PARTNERS IN PHILANTHROPY

Apply to co-present a concurrent session

Call for presentations is available online at www.crdnet.org



Do Your Own 'Product Demonstration'

On Friday, November 5th, you have an opportunity to do a demo during lunchtime when our attendees will be onsite. Let us know you want to do a product demo, we'll supply you with a room and advertise it at no extra cost to you!

WHY CRD?

The Council for Resource Development (CRD) is the essential education and networking choice for all community college development professionals. CRD connects, educates, supports, strengthens, and celebrates community college development professionals. An affiliate of the American Association of Community Colleges, CRD serves more than 1600 members at more than 700 institutions.

CRD is proud to showcase our Partners in Philanthropy at our Annual Conference and year-round. We look forward to working with you!

See you in Washington, DC!

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Council for Resource Development

2010 RESOURCE SHOWCASE INFORMATION

EARLY BIRD DEADLINE September 1, 2010

ANNUAL CONFERENCE Wednesday, November 3 - Friday, November 5

RESOURCE SHOWCASE Wednesday, November 3 - Friday, November 5
 Exhibitor Set-Up Wednesday, November 3 1:00pm - 5:00pm
 Exhibitor Tear-Down Friday, November 5 1:30pm - 4:00pm

ON-SITE SCHEDULE
Preliminary

Events in the Resource Showcase

Wednesday, November 3

Opening Reception **6:30 - 8:30 pm**

Thursday, November 4 7:30 am - 5:00 pm

Internet Café all day
 Browsing Breakfast 7:30 am
 Coffee Break 10:15 am
 Browsing Dessert/Roundtables 1:00 pm

Friday, November 5 7:30 am - 1:30 pm

Internet Café 7:30 - 1:30 pm
 Browsing Breakfast 7:30 am
 Plenary Session 8:30 am
 Boxed Lunch 11:30 am
 Browsing Dessert/ Roundtables 12:30 pm
 Tear-down 1:30 pm



LOCATION

Hyatt Regency Washington on Capitol Hill
Regency Ballroom
 400 New Jersey Ave NW Washington, DC 20001
 Phone (202) 737-1234
 Reservations online www.crdnet.org
CRD Discounted Rate: \$219.00 per night
 Reference: CRD Annual Conference

WHO ATTENDS?

Nearly 30 percent of attendees will include **resource development decision makers--**

deans, vice presidents, CEOs, executive directors, associate VPs

Other attendees will include directors of advancement/resource development, grant writers and managers, alumni, foundation, community relations staff

*On average, 20% of registrants are **first time attendees.***

Most attendees can either decide to purchase or make the recommendation to purchase your product or service.

CRD ADVERTISING SPECIAL

FOR EARLY BIRDS ONLY
SEE RESERVATION FORM FOR PRICING.
SAVE UP TO \$500!

Full, Half or Quarter Page Available
 Select Three From the List Below
 Reserve your space on the reservation form

- Fall 10 Dispatch
- Winter 11 Dispatch
- Conference Program
- Spring/Summer 11 Dispatch



- ☑ **Are you looking for new ways to reach CRD conference attendees?**
Consider creating a sponsorship package for increased visibility! Opportunities include: plenary sessions, concurrent session tracks, badge lanyards, the Guide to the Resource Showcase, attendee roster and much, much more.
- ☑ **Don't miss the gold option -- become a year-round member.**
- ☑ **Partners in Philanthropy - Product Demonstrations**
New this year: You can take advantage of lunch on Friday to do a product demo at no cost to you! Let us know the time and we'll assign you a room.

SILVER EXHIBITOR

\$1250 Early Bird Registration

Reserve by September 1st, 2010

BENEFITS PACKAGE includes:

- ☑ Two booth representatives
Exhibitors at CRD receive complete registration packets and attendee access.
- ☑ 10' x 10' booth in the Resource Showcase with signage
- ☑ 30-second pitch to conference attendees during browsing breakfasts, desserts and roundtables
- ☑ Online company listing
Your company's descriptor and contact information available on the CRD website
- ☑ Listing in take-home Guide to the Resource Showcase
- ☑ Advance copy of the attendee mailing list *for one-time use*
- ☑ Invitation for two to attend the Benefactors Banquet

2009 Pricing Still in Effect for 2010!!!

GOLD EXHIBITOR

\$2100 Early Bird Registration

Reserve by September 1st, 2010

BENEFITS PACKAGE includes all of the above plus the following:

- ☑ **Year-Round Benefits of Affiliate Membership* - \$1000 value**
Receive CRD publications, news and event information
Access the CRD 'members-only' website
*New Affiliate members will be subject to approval
- ☑ **FREE Direct marketing opportunity**
One FREE set of labels to be used once a membership year and one set at CRD member price
or
One FREE direct email advertisement to full membership and one direct email contact at CRD member price
For a full list of benefits, please visit our website, www.crdnet.org

PARTNERS IN PHILANTHROPY CRD CONFERENCE RESERVATION FORM

Company Listing for Website and On-site Program

Please attach a 50-word company descriptor.

Name _____ Title _____

Company _____

Address _____

City, State, Zip _____

Phone _____ Fax _____

Email _____ Website _____

Booth Contact Person (if different) _____ Not applicable

Name _____ Title _____

Address _____

City, State, Zip _____

Phone _____ Fax _____

Email _____

Booth Staff _____ Not applicable

Name _____ Title _____

Name _____ Title _____

Two additional booth staff may register at the exhibitor rate of \$250 per person.

2010 OPPORTUNITIES

I want to design a custom Sponsorship Package!
CRD will contact you upon receipt of this form.

PARTNERS IN PHILANTHROPY OPTIONS	Details and Deadlines	Fees	Price
<input type="checkbox"/> GOLD OPTION Exhibit Reservation <i>and</i> Affiliate Membership	Now thru Sept. 1, 2010	\$2100	
<input type="checkbox"/> SILVER OPTION Exhibit Booth Reservation	Now thru Sept. 1, 2010	\$1250	
<input type="checkbox"/> EARLY BIRD ADVERTISING SPECIAL - PICK THREE <i>Must reserve by September 1, 2010!</i> <u>Select Three Publications</u> <input type="checkbox"/> Fall 10 Dispatch <input type="checkbox"/> Winter 11 Dispatch <input type="checkbox"/> Conference Program <input type="checkbox"/> Spring 11 Dispatch	Full Page Half Page Quarter Page	\$700 \$400 \$300	
<input type="checkbox"/> PRODUCT DEMONSTRATION PRESENTATION	Member/Exhibitor/Sponsor Presentation Only	Free Free	Contact us for more information!
<input type="checkbox"/> REGISTRATION INSERT ADVERTISEMENT		\$350	
<input type="checkbox"/> ADDITIONAL BOOTH STAFF	# ____ x \$250	=	

Total: _____

SELECT PAYMENT METHOD

Check Enclosed Bill Me Visa MasterCard

Credit Card # _____ Expiration Date _____ CSC Code _____

Billing Name/Information (if different) _____

Signature _____ Date _____

Your signature indicates your understanding of and agreement with CRD Exhibitor regulations and procedures.

Questions? Contact Stephanie Melvin at (202) 822-0750 or stephanie.melvin@crdnet.org FAX: (202) 822-5014

Remit payment to:

Council for Resource Development One Dupont Circle NW Suite 365 Washington, DC 20036

EXHIBITOR POLICIES AND PROCEDURES

BOOTH PLACEMENT

The CRD Resource Showcase is designed to ensure the best possible placement of all booths. Contact us to review the layout. Booth numbers are assigned on a first come, first served basis. Sponsors and 'early birds' are given priority placement when possible.

EARLY BIRD RATE AND SPECIALS

To receive the early bird rate and related specials, CRD must receive your completed reservation form and payment postmarked by September 1, 2010.

PAYMENT

As noted above, early bird payment must be postmarked by **September 1, 2010**. All other payments are requested within 15 days of reservation.

CRD accepts Visa/MasterCard and checks.

CANCELLATION AND REFUND POLICY FOR SPONSORSHIP AND EXHIBITOR FEES

Your signed exhibitor reservation form and/or sponsorship agreement constitutes for financial commitment to CRD. Sponsorship and exhibitor fees are non-refundable.

BOOTH SET-UP AND SHIPPING

Arata Expositions will provide furniture and equipment rental as well as freight services.

Please note: Exhibitors who plan to ship materials directly to the hotel will be responsible for all related shipping/receiving hotel fees. CRD bears no responsibility if you use someone other than ARATA for shipping of materials.

For hotel shipping information, please contact the Hyatt Regency on Capitol Hill (202) 737-1234.

BOOTH STAFF AND OCCUPANCY

Your booth reservation fee includes registration for up to two booth staff. Staff will receive complete registration for the conference. You are invited to bring up to two additional staff members at a fee of \$250 each.

A booth representative must be present during advertised show hours.

EXHIBITOR AND SPONSORSHIP DEADLINES

CRD will alert exhibitors and sponsors of all show deadlines via email. Exhibitor/sponsor is responsible for meeting posted marketing and print deadlines.

BOOTH SET-UP AND TEAR-DOWN

Booth set-up and tear-down dates and times will be distributed prior to the event. Please do not plan to set-up or tear-down your booth during show hours.

GENERAL CONDUCT

Exhibitor/sponsor booth materials, furniture and signage must be confined to assigned space and not impede traffic or interfere with other exhibit displays.

The Resource Showcase is reserved for exhibitors and sponsors. Others will not be permitted to market products or services.

SELECTION PROCESS

All prospective exhibitors, sponsors and presenters are subject to the approval of CRD board of directors, staff and conference committee as appropriate.

Selected exhibitors, sponsors and presenters agree to follow CRD policies and procedures as well as any applicable policies and procedures put in place by Arata Expositions and the hotel site, Hyatt Regency Washington on Capitol Hill.

Should it become necessary, CRD reserves the right to dismiss exhibitors, sponsors and/or presenters who refuse to comply with policies and procedures.

LIABILITY

Security will not be provided for this show. CRD will not be held liable for any damages or loss of property that may occur.