

Revitalizing Resources

Council for Resource Development | 43rd Annual Conference



Calling our 2009 Partners in Philanthropy!

Attend the 43rd Annual Conference in Washington, DC from November 11-13, 2009

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
Afternoon Browsing Desserts
Networking Roundtables

PRESENTING OPPORTUNITIES FOR PARTNERS IN PHILANTHROPY

Apply to co-present a concurrent session
Call for presentations is available online at www.crdnet.org
Apply to present your 'Product Demonstration'
Application included in this packet

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!

SPONSOR

EXHIBIT

PRESENT

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

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RESOURCE SHOWCASE Wednesday, November 11 - Friday, November 13
Exhibitor Set-Up Wednesday, November 11 1:00pm - 5:00pm
Exhibitor Tear-Down Friday, November 13 1:30pm - 5:00pm

ON-SITE SCHEDULE *Preliminary*

Events in the Resource Showcase Wednesday, November 11

Opening Reception **6:30 - 8:30 pm**
Attendees look forward to this signature conference kick-off, which includes a wide array of appetizers, desserts and refreshments!

Thursday, November 12 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 13 7:30 am - 1:30 pm

Internet Café 7:30 - 1:30 pm
Browsing Breakfast 7:30 am
Plenary Session 8:30 am
Browsing Dessert/ Roundtables 12:30 pm
Browsing Dessert 12:30 pm
Tear-down 1:15 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: \$209.00 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, 25% of registrants are
first time attendees.*

*In 2007 and 2008, the following states had the most
attendees: Texas, California, Florida, North Caro-
lina, Massachusetts, Maryland, and
Michigan.*

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 10 Dispatch
- Conference Program
- Spring/Summer 10 Dispatch

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Don't miss the gold option -- become a year-round member.

Partners in Philanthropy - Product Demonstrations

Secure your product demonstration presentation timeslot! This is your chance to showcase your products and services. Presentations will be publicized along side CRD concurrent sessions.

2008 Pricing Still in Effect for 2009!!!

SILVER EXHIBITOR

\$1200 Early Bird Registration

Reserve by October 1st, 2009

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

2008 Pricing Still in Effect for 2009!!!

GOLD EXHIBITOR

\$2100 Early Bird Registration

Reserve by October 1st, 2009

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

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PRESENTATION DETAILS

One hour timeslots are available.

Room set-up will be theater style.

Sessions will be advertised in the registration room as well as the conference program at no additional charge.

REQUIREMENTS

FEE: \$500 (EXHIBITOR/SPONSOR DISCOUNT) OR \$750

Submit a 50-word descriptor to be used in promotional materials.

Presenters will be responsible for their own audio visual arrangements and any associated costs.

**PRESENTATION
TITLE**

PRESENTER

EMAIL

PREFERRED TIMESLOT

Select one:

- Morning - Thursday, November 12
 Afternoon - Thursday, November 12

- Morning - Friday, November 13
 Afternoon - Friday, November 13

TELL US ABOUT YOUR DESIRED AUDIENCE. CHECK ALL THAT APPLY.

- Grants Professional
 Foundation Director or Staff
 Vice Presidents and/or CEOs
 Alumni Association Staff
 Anyone involved in resource development

Include this form along with your session descriptor and the Partners in Philanthropy Reservation form (included in this packet). All presentations will be confirmed no later than June 2009.

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.

2009 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	June thru October 1 2009	\$2100	
<input type="checkbox"/> SILVER OPTION Exhibit Booth Reservation	June thru October 1 2009	\$1200	
<input type="checkbox"/> EARLY BIRD ADVERTISING SPECIAL - PICK THREE <i>Must reserve by October 1, 2009!</i> <u>Select Three Publications</u> <input type="checkbox"/> Fall 10 Dispatch <input type="checkbox"/> Winter 10 Dispatch <input type="checkbox"/> Conference Program <input type="checkbox"/> Spring 10 Dispatch	Full Page Half Page Quarter Page	\$1500 \$900 \$700	
<input type="checkbox"/> PRODUCT DEMONSTRATION PRESENTATION	Member/Exhibitor/Sponsor Presentation Only	\$500 \$750	
<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.

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 October 1, 2009.

PAYMENT

As noted above, early bird payment must be postmarked by October 1, 2009. 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.

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.