



NATIONAL
CHILDREN'S
ALLIANCE®



NCA 2018 LEADERSHIP CONFERENCE

Exhibitor, Advertiser, and Sponsorship Prospectus

NCA 2018 Leadership Conference

June 10-13, 2018, Washington, D.C.

Call for Exhibitors, Advertisers, and Sponsors

What Is the 2018 Leadership Conference?

The 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 comprised of innovative presentations, forums and workshops presented by nationally renowned subject matter experts in various disciplines related to child welfare, victims’ services and nonprofit management.

Who Attends the Conference?

The more than 600 expected conference attendees are executives, board members and practitioners with purchasing 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 maltreatment. The conference educational tracks are designed specifically for CAC leaders, including State Chapter directors (who direct statewide projects for CACS), executive directors, board members, staff, and multidisciplinary team (MDT) members comprising professionals in law enforcement and prosecution, medical and mental health service providers, child welfare authorities, social workers, case managers, victim advocates, forensic interviewers, and others.

When and Where Is the Conference?

The conference will be held Sunday, June 10–Wednesday, June 13, 2018 at:

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

What Will Attendees Learn About?

The NCA Leadership Conference provides workshops that target innovation and evidence-based practice for CACs and State Chapters related to leadership, management, innovative programs and approaches for mental health, medical, and abuse prevention and education programs. The 2018 Conference will feature four workshop tracks:

- The Business of Child Advocacy;
- Advocacy & Communications;
- Research & Innovative Practices;
- Chapter Track

The full schedule is available at conference.nationalchildrensalliance.org.

What Types of Goods and Services Are Attendees Looking For?

Here are some goods and services Children's Advocacy Centers commonly need:

- Business tools and administrative services for nonprofits (fundraising, finance/payroll, human resources, web development, information technology, etc.)
- Forensic imaging equipment and storage capacity
- Audio recording management systems and equipment
- Children's toys, books and furnishings
- Colposcopy equipment/instruments
- Digital tablets for data collection and related equipment
- Mental health services including screening and assessment instruments and tools
- Medical examination equipment and supplies
- Technical tools, publications, and other resources related to abuse prevention, intervention and treatment

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 abuse professionals from across the country that 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 exhibit area allows for about 22 spaces. Last year all exhibit spaces were filled and new spaces have been added this year. Exhibiting and/or advertising at the Leadership Conference is a very affordable, high value proposition for companies looking to engage with new customers in our field.

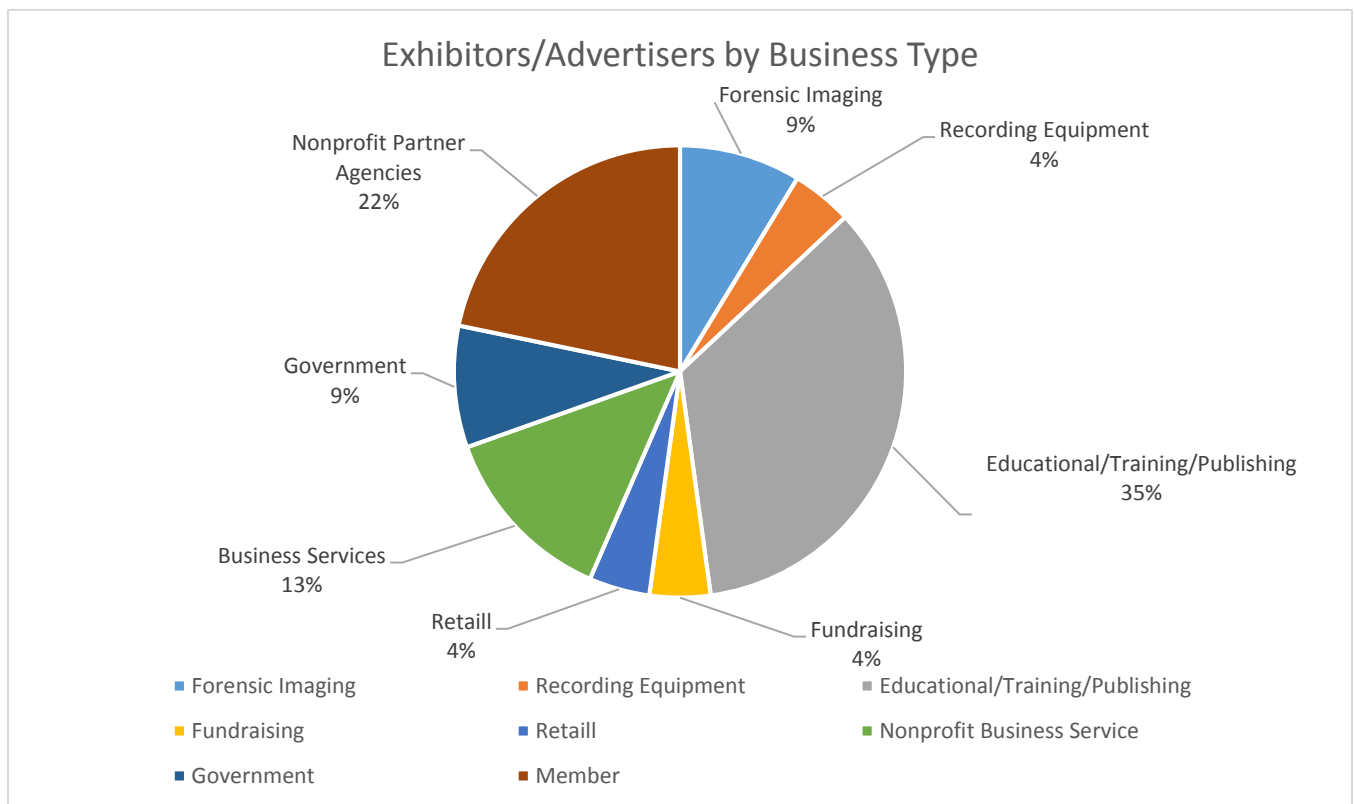
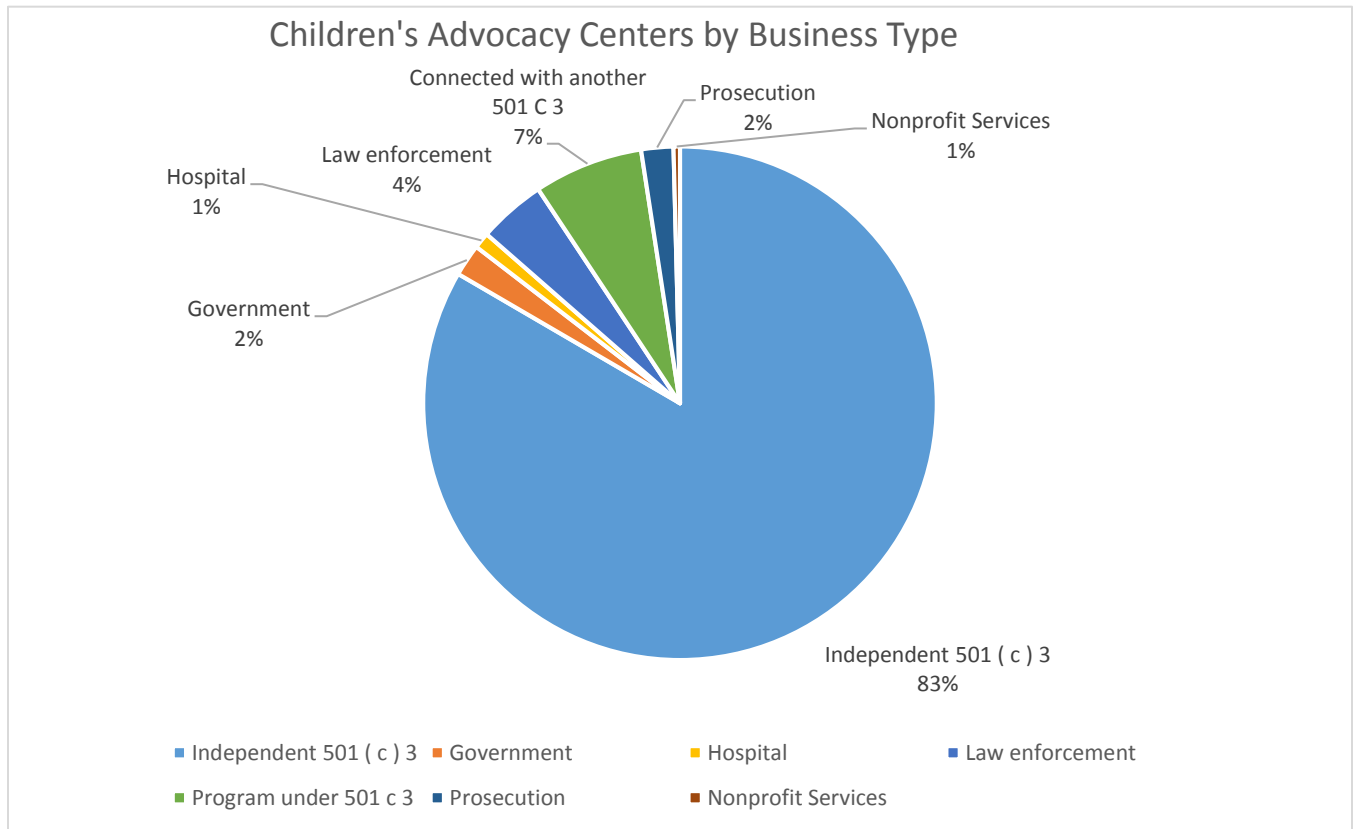
Sponsoring the National Children's Alliance Leadership Conference is an opportunity to raise your company's profile and more deeply engage with our community while supporting a worthy cause. Your company's sponsorship support provides NCA members with the tools and resources necessary to deliver top-quality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

Key facts about CACs

- CACs collectively spend nearly \$500 million every year.
- The average CAC budget is \$620,405. CAC budgets are as large as \$13 million/year.
- The largest CACs employ more than 100 staff.
- Collectively, CACs served 324,600 children in 2016.

A quick reference guide of offerings for exhibitors, advertisers, and sponsors is in the Appendix.

Where Are Conference Attendees Coming From?



Exhibit

The Exhibit Area Registration, Daily Breakfast, and Refreshment Breaks will be served in the Exhibit Area to draw traffic. The Exhibit Area is located in the highest-traffic area of the conference, near registration and plenary sessions.

Exhibitor Booth Package (20+ available)

For-Profit Companies	\$750
Nonprofits/Public Agencies (member)	\$600
Nonprofits/Public Agencies (non-member)	\$650

All Packages Include:

- 1 Skirted Table (8')
- 2 Chairs
- Signage
- 1 Conference Bag & Program Guide
- 2 complimentary, all-access conference registrations
- All Access registration includes Breakfast, Lunches, Refreshment Breaks and access to special events
- Exhibitor listing and web/social links in conference mobile app

Conference Bundle \$1,000

New Offering! Conference bundle includes:

- Exhibit booth package (see above)
- Quarter-page program ad
- Tote bag insert or Resource Table package

Resource Table Package \$250

Resource Package Includes:

- Space to display materials
- Display tables will be located next to NCA Registration Desk
- Signage
- Limit of 100 pieces per package

Can't attend the conference in person? Your organization can! Display your materials on the resource table.

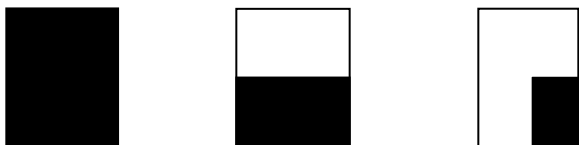
Application must be received by April 30, 2018. Artwork, logos, or listings due April 20, 2018. Material for display must be received by June 1, 2018.

Advertise

Advertising Opportunities The conference program, mobile app and tote bag inserts are opportunities specific to the 2018 Leadership Conference. Newsletter and web ads are available throughout the year.

Conference Program

Showcase your company in our Conference Program! The back and inside covers are on a first-come, first-served basis. The program will print full-color at 8.5"x11". Your ad will appear in digital and print version of the program.



Full-Page Ad **\$600** Half-Page Ad **\$400** Quarter-Page Ad **\$300**
Back cover **\$1,000** Inside front or back cover **\$750**

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.

Acceptable File Formats:

- Ads may be submitted in eps, .pdf/x1a, .jpg or .tif formats.
- Featured ad sizes are 225x150 pixels and 225x360 pixels

NCA Website

Advertise on the NCA public-facing homepage and the members-only section of the website, connecting with nearly 10,000 visitors each month. Users are child welfare professionals, law enforcement, policy makers, victim advocacy groups and the interested public.

Display Ads (rates are per month)

Members-Only Ads.....	\$700
Public-Facing Ads.....	\$500
Both.....	\$1,000

NCA Monthly Newsletter

Advertise in our electronic newsletter, delivered monthly to more than 6,000 supporters and professionals in Children's Advocacy Centers, including Administrators, Child Protective Services, Law Enforcement, Forensic Interviewers, Medical, Mental Health/Treatment, Prevention, and Victim Advocacy.

Display Ads (rates are per monthly edition)

Banner.....	\$300
Box Ads.....	\$200

Sponsor

Sponsorship Opportunities Make a lasting impression on child welfare professionals.

Sunday Welcome Reception \$10,000 (1 available)

- Signage and podium recognition at event
- Premium exhibit space
- Lead retrieval
- Full page, full-color ad space for conference program if received by April 20, or a full-page flier with the conference program
- Logo recognition on the NCA website (incl. links)
- Recognition in our email newsletter
- Space on scrolling PowerPoint before each general session
- Complimentary registrations (4) for conference admission
- Tote bag insert
- Acknowledgement on the sponsor page in the conference program, and under welcome reception listing in conference program and mobile app
- Recognition on sponsor page of conference mobile app. Can include images or document attachments (brochures, promotional materials).

Membership Luncheon (Monday) \$7,500 (1 available)

- Podium recognition at event
- Premium exhibit space
- Lead retrieval
- Half-page, full color ad space in conference program if received by April 20, or a half-page flier with the conference program
- Logo recognition on the NCA website
- Space on scrolling PowerPoint before each general session
- Complimentary registrations (2) for conference admission
- Tote bag insert
- Acknowledgement on the sponsor page in the conference program, and under lunch listing in conference program and mobile app
- Recognition on sponsor page of conference mobile app. Can include images or document attachments (brochures, promotional materials).

Breakfast \$5,000 (3 available)

- Signage at event
- Exhibit space
- Lead retrieval
- 1/2 page, full color ad space in conference program if received by April 20, or a half- page flier with the conference program
- Complimentary registration (2) for conference admission
- Tote bag insert
- Acknowledgement on the sponsor page in the conference program, and under breakfast listing in conference program and mobile app
- Recognition on sponsor page of conference mobile app. Can include images or document attachments (brochures, promotional materials).

T-Shirt Sponsorship \$4,000 (1 available)

- Logo and message on one side of conference t-shirt (approximately 500 t-shirts)
- Exhibit space
- Lead retrieval
- Quarter-page, full-color ad space in conference program if received by April 20 or a half-page flier with the conference program
- Complimentary registration (1) for conference admission
- Tote bag insert
- Acknowledgement on the sponsor page in the conference program
- Recognition on sponsor page of conference mobile app. Can include images or document attachments (brochures, promotional materials).

Plenary Luncheon (Tuesday) \$2,000 (1 available)

- Signage at event
- Exhibit space OR quarter-page, full-color ad space for conference program (due April 20)
- Tote bag insert or giveaway at event
- Recognition on sponsor page in the conference program, and acknowledgment under luncheon listing in conference program and mobile app
- Recognition on sponsor page of conference mobile app

Hill Day Sponsor \$1,500 (1 available)

- Podium recognition at Hill Day prep
- 1 full-page black and white insert in Hill Day packet
- Recognition on sponsor page of conference program, and acknowledgment under Hill Day listing in conference program and mobile app
- Recognition on sponsor page of conference mobile app

Snack Breaks \$1,000 (2 available)

- Signage during break
- Tote bag insert
- Recognition on sponsor page of conference program, and acknowledgment under break listing in conference program and mobile app
- Recognition on sponsor page of conference mobile app

Lanyards \$1,000 (1 available)

- Logo on the badge lanyard – co-exclusive with NCA (approximately 500 lanyards)
- Tote bag insert
- Recognition on sponsor page of conference program and conference mobile app

Concurrent Sessions \$500 (Per Session)

- Choice of session to sponsor (first come-first served)
- Recognition under selected session in conference program if received by April 20
- Recognition on sponsor page of conference program, and acknowledgment under session listing in conference mobile app

Charging Station \$2,000 (1 available)

- Exhibit space
- Logo on charging station available for attendees to charge their mobile devices
- Charging station co-located with your exhibit booth
- Recognition on sponsor page of conference program
- Recognition on sponsor page of conference mobile app

Pre-Conference Email Blasts \$500 (2 available)

- Logo, brief message (100 words or less), and website link with pre-conference email updates
- Approx. 2,000 impressions/email

Conference WiFi \$1,500 (1 available)

- Signage throughout conference and podium recognition
- Half-page black and white ad space in conference program if received by April 20, or a half-page flier with the conference program
- Acknowledgment on the sponsor page in the conference program
- Recognition on sponsor page of conference mobile app

National Corporate Partner Program

NCA's National Corporate Partner program provides you with opportunities to link with NCA clients and stakeholders year-round.

Overview

NCA's National Corporate Partner program provides businesses, corporations, nonprofit organizations, foundations, academic institutions, researchers and other interested individuals with a direct connection to NCA's expansive, national membership of 50 state chapters, more than 850 Children's Advocacy Centers, and the vast community of practice and network of professionals with knowledge and expertise, many of whom are also key decision-makers within their organization who have budgeting and purchasing authority.

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. Sample brochures and a brief description of the company and goods to be displayed are due at time of application. 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 LC2018 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

Annual Partnership Dues

Applications for this opportunity can be found in the National Corporate Partner brochure.

National Gold Partner \$4,000

National Corporate Partner (for-profit) \$2,500

Nonprofit - 25% of Basic or Gold

Please refer to the [National Corporate Partner brochure](#) for more information.

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 Resource Table

- For exhibitors not attending, NCA will set out materials as directed on the exhibit booth. Materials must be shipped to NCA's office, received no later than **June 1, 2018**.
- Send materials to:
[Phil York](#)
[Exhibitor Coordinator](#)
[National Children's Alliance](#)
[516 C Street, NE](#)
[Washington, DC 20002](#)
- NCA is not liable for materials arriving after June 1.
- Resource Table/Take One Space is shared space with materials from other organizations.
- Signage will be provided for each organization's materials identifying the organization and website, if provided.
- Leftover materials will not be returned.

claims, losses and damages to persons or property caused by

Exhibitor Application Deadline

The deadline for exhibitor and resource table applications is **Monday, April 30, 2018**. To be recognized in the Conference Brochure, exhibitors must register and **submit all art work (and/or logos) by the April 20**. Exhibitors should register using the attached form or Phil York at development@nca-online.org. Payment is processed separately upon receipt of application.

Questions?

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

Phil York

Phone: 202-548-0090, x106

Email: development@nca-online.org

Exhibit Schedule

Exhibitor Set Up:

Sunday, June 10 11:00 a.m. - 5:00 p.m.

Exhibits Open:

Sunday, June 10 2:00 p.m. - 5:00 p.m.

Monday, June 11 6:30 a.m. - 5:30 p.m.

Tuesday, June 12 7:00 a.m. - 2:30 p.m.

Wednesday, June 13 7:00 a.m. - 12:00 p.m.

Exhibitor Dismantle:

Wednesday, June 13 12:00 p.m. - 2:00 p.m.

Refund & Cancellation Policy

Refunds for cancellations will not be issued.

Appendix

MENU OF OFFERINGS

Exhibitors/Advertisers

Offering	# Available	Price	Page #
At the conference			
Conference Bundle (exhibit space + ad + insert or RT)	18	\$1,000	
Exhibit booth space – for-profit	18	\$750	
Exhibit booth space – nonprofit (non-member)	18	\$650	
Exhibit booth space – nonprofit (NCA member)	18	\$600	
Advertising			
Ad on public-facing and members-only side of NCA website	unlimited	\$1,000	
Ad on members-only side of NCA website	unlimited	\$700	
Ad on public-facing side of NCA website	unlimited	\$500	
Conference program ad – back cover	1	\$1,000	
Conference program ad – inside front or back cover	2	\$750	
Conference program ad – full-page	5	\$600	
Conference program ad –half-page	5	\$400	
Conference program ad – quarter-page	8	\$300	
Conference tote bag inserts	unlimited	\$250	
Resource Table Package	unlimited	\$250	
Banner ad in NCA monthly newsletter (one month)	unlimited	\$300	
Box ad in NCA monthly newsletter (one month)	unlimited	\$200	

Sponsorships

Offering	# Available	Price	Page #
Sunday Welcome Reception	1	\$10,000	
Membership Luncheon (Monday)	1	\$7,500	
Breakfast	3	\$5,000	
T-Shirts	1	\$4,000	
Conference Mobile App	1	\$3,000	
Plenary Luncheon (Tuesday)	1	\$2,000	
Charging Station	1	\$2,000	
Hill Day	1	\$1,500	
Conference WiFi	1	\$1,500	
Snack Breaks	2	\$1,000	
Lanyards	1	\$1,000	
Concurrent Sessions	44	\$500	
Pre-conference Email Blasts	2	\$500	

Exhibitor/Advertiser Application

If interested in exhibiting or advertising at NCA's 2018 Leadership Conference, return this completed form with payment to:

National Children's Alliance
Attention: Exhibitor Coordinator
516 C Street, NE
Washington, DC 20002
Email: development@nca-online.org

Application

2018 NCA Leadership Conference
Company/Organization (List name exactly as it should appear on signage)

Address: _____
Phone: _____ Fax: _____
Email: _____
Brief Description of the Exhibit: _____
Contact Person: _____
Authorizing Signature: _____
Title: _____

Deadline

Submission deadline for applications is April 30, 2018.
The **deadline for any artwork, logos, or listings** to be included in the Conference Program is **April 20, 2018.**

Method of Payment

(Payment must accompany application. No purchase orders accepted.)

- Check enclosed (Payable to National Children's Alliance)
 Visa MasterCard American Express

Amount authorized to be charged to credit \$ _____

I understand that refunds will not be issued for cancellation.

Card # _____

Exp. Date _____ Security Code _____

Card Holder's Name (*print*) _____

Card Holder's Signature: _____

Exhibitor Opportunities

Booth Fees

- For-Profit \$750
 Nonprofit/Gov't (member) \$600
 Nonprofit/Gov't (non-member) \$650

Conference Bundle

- Exhibit space, program ad, insert or RT \$1,000

Resource Table

- Printed Resource Materials \$250

Tote Bag Inserts

- Printed inserts/flyers \$250

Advertising Opportunities

Program Ad

- Back cover \$1,000
 Inside front or back cover \$750
 Full Page \$600
 1/2 Page \$400
 1/4 Page \$300

Monthly Newsletter (rates are per monthly edition)

- Banner Display Ad \$300
 Box Display Ad \$200

NCA Website (rates are per month)

- Members-Only Ad \$700
 Public-Facing Ad \$500
 Both Ads \$1,000

Questions?

Please direct all questions to:

Phil York
Phone: 202-548-0090, x106
Email: development@nca-online.org

I understand that no space will be confirmed without this signed contract and payment in full. I have read and understand the attached exhibit regulations which are part of the terms of this contract, and agree to abide by them and any additional rules deemed necessary by the Conference sponsor, the National Children's Alliance and the Washington Renaissance Hotel.

Sponsorship Application

To sponsor the 2018 NCA Leadership Conference, return this completed form with payment to:

National Children's Alliance
Attention: Exhibitor Coordinator
516 C Street NE
Washington DC 20002
Email: development@nca-online.org

Application

2018 NCA Leadership Conference

Company/Organization (List name as it should appear on signage)

Address: _____

Phone: _____ Fax: _____

Email: _____

Contact Person: _____

Authorizing Signature:

Title: _____

Deadline

Submission deadline for application is **April 30, 2018**.
Deadline for artwork, logos, or listings, April 20, 2018.

Questions?

Please direct all questions to:

Phil York
Phone: 202-548-0090, x106
Email: development@nca-online.org

Sponsorship Opportunities

- | | | |
|--------------------------|-----------------------------------|----------|
| <input type="checkbox"/> | Sunday Welcome Reception | \$10,000 |
| <input type="checkbox"/> | Plenary Luncheon (Tuesday) | \$2,000 |
| <input type="checkbox"/> | Breakfast | \$5,000 |
| | Monday, Tuesday, or Wednesday | |
| <input type="checkbox"/> | Membership Luncheon (Monday) | \$7,500 |
| <input type="checkbox"/> | Snack Breaks (Monday Or Tuesday) | \$1,000 |
| | Concurrent Sessions (per session) | \$500 |
| <input type="checkbox"/> | Hill Day Sponsor | \$1,500 |
| <input type="checkbox"/> | T-Shirts | \$4,000 |
| <input type="checkbox"/> | Lanyards | \$1,000 |
| <input type="checkbox"/> | Pre-Conference Email | \$500 |
| <input type="checkbox"/> | Conference Wifi | \$1,500 |
| <input type="checkbox"/> | Charging Station | \$2,000 |

Method of Payment

(Payment must accompany application. No purchase orders accepted.)

- Check enclosed
(Payable to National Children's Alliance)
- Visa MasterCard American Express

Amount authorized to be charged to credit \$ _____

I understand that refunds will not be issued for cancellation.

Card # _____

Exp. Date _____ Security Code _____

Card Holder's Name (*print*) _____

Card Holder's Signature: _____