

The National Association of Conservation Districts

★ Exhibitor/Sponsor ★ Prospectus

Hilton in the Walt Disney Resort
Orlando, Florida
January 31 - February 3, 2010

In this packet:

1. Overview
2. Conservation Expo
3. Sponsorship Opportunities
4. Exhibitor Form
5. Exhibitor Agreement
6. Sponsorship Form



NACD
ORLANDO
2010 COMMITTED TO CONSERVATION



EXHIBITOR/SPONSOR PROSPECTUS

Overview

The National Association of Conservation Districts (NACD) invites you to participate in the 2010 Annual Meeting in Orlando, Florida, January 31 - February 3, 2010. The 64th NACD Annual Meeting will take place at the Hilton located in the Walt Disney World Resort in Orlando, Florida.

The National Association of Conservation Districts is the 501(c) (3) non-profit organization that represents the nation's 3,000 conservation districts and the 17,000 men and women who serve on their governing boards. Conservation districts are local units of governments established under state law to carry out natural resource management programs at the local level. Districts work with more than 2.5 million cooperating landowners and operators to help manage land and water resources on nearly 98 percent of the private lands in the United States.

The theme of the conference is "Committed to Conservation." Today, conservation districts face many challenges as they work to balance and create a healthy environment for their communities. The conference will provide breakout sessions, workshops and national speakers who will focus on exploring these challenges, showcasing the successes, and inspiring the continued commitment to the stewardship of our natural resources.

Please join us for this national event by participating as an exhibitor in the Conservation Expo or as one of the conference sponsors.

Conservation Expo

Conservation Expo will be housed in the hub of the meeting activities – the International Ballrooms Center and South. Conservation Expo will also offer a variety of services including coffee breaks for all conference participants, an internet café, the Live Auction display tables, the Silent Auction display tables, the Country Store, and more. Exhibitors can interact with over 1,000 conservation leaders from across the nation, throughout the conference.

The exhibit spaces are 10'x10' display booths which include an 8' draped back wall, 3' side drape, one 6' skirted table, two chairs, and an identification sign. Each exhibit space will receive one complimentary conference registration with the option to purchase one extra conference registration at a discount for a second attendee. For additional registrations, please contact Beth Mason at beth-mason@nacdnet.org or 317-782-0600.

Exhibit Space Rates

Type of Exhibitor/Cost per booth (to include one conference registration)	
Non-profit/Government Exhibitor	= \$750
Commercial Exhibitor	= \$850

One additional conference registration can be purchased for \$375.

Additional equipment is the sole responsibility of the exhibitor and is available from the hotel. This information will be included in your exhibitor packet which will be sent to you upon receipt of your paid exhibitor registration. Please see the Exhibitor Agreement for Expo hours and further details.

Sponsorship Opportunities

The National Association of Conservation Districts welcomes partnerships in support of the 2010 NACD Annual Meeting. Listed below are just a few of the ways you can increase your exposure to our membership and support this gathering of natural resource conservationists from around the country. All sponsors will be highlighted in promotional materials and throughout the conference. Some areas receive additional promotion related to their level of sponsorship.

- | | | |
|--|----------|---|
| NACD Annual Report Video: | \$50,000 | Become the exclusive sponsor of the NACD Annual Report Video visually highlighting the hard work and successes for conservation made throughout the FY 2009. This video offers a broad distribution and exposure throughout the year as it will be distributed to all states and US territories and many of the 3,000 soil and water conservation districts for viewing at state conventions and district board meetings. |
| Live Western Style Auction & Reception: | \$5,000 | Become the exclusive sponsor of the Live Western Style Auction and Reception, which raise funds for NACD's legislative work towards conservation of our natural resources. This is a high energy, high profile, and exciting event held on Monday evening, Feb. 1. Sponsor receives two complimentary conference registrations and will be able to present a brief message during the event. |
| Leadership Luncheon: | \$5,000 | Leadership Luncheon sponsorship will provide for a special guest speaker to challenge and encourage meeting attendees in their mission for conservation over a banquet luncheon. Sponsor will receive two complimentary conference registrations and will be able to present a brief message during the event. |
| Appreciation Banquet: | \$5,000 | Sponsor the closing banquet where conservation excellence is celebrated through the presentation of awards and recognition of NACD and conservation leadership. Attendees enjoy a banquet dinner filled with networking opportunities. Sponsor will receive two complimentary conference registrations, 2 banquet tickets and the opportunity to present a brief message during the event. |
| General Session: | \$5,000 | Sponsor one of the two General Sessions, Monday morning, Feb. 1 and Tuesday morning, Feb. 2 where national speakers will focus on conservation partnerships, legislation, programs and expectations for the future. Sponsor will receive two complimentary conference registrations and can present a brief message during the event. |
| Conservation Expo: | \$5,000 | Become the exclusive sponsor of the entire Conservation Expo, scheduled for Sunday, Jan. 31 – Tuesday, Feb. 2. Sponsor will receive complimentary exhibit space and two complimentary conference registrations. |

Opening Reception:	\$5,000	Become the exclusive sponsor of the 2010 NACD Conference Opening Reception and celebrate the start of an event-filled conference with opportunities for professional and educational growth along with legislative updates with the focus on conservation. Sponsors will receive two complimentary conference registrations, signage and convention recognition.
Service Project:	\$5,000	Leave a lasting legacy in the Orlando area as a sponsor of a service project conducted by the NACD Executive Board and local conservation districts. This year's project will emphasize the theme of creating conservation habitats. Sponsor will receive two complimentary conference registrations, the opportunity to participate on the project and conference recognition.
President's Reception:	\$3,000	Become the exclusive sponsor of the President's Reception on Saturday evening, Jan. 30. Sponsorship will include up to four special invitations to join NACD's president and key conservation leadership for drinks, hors d'oeuvres and networking opportunities.
Co-branded Conference Gift:	\$3,000	Provide for the meeting attendees a gift from your company or organization that consists of your logo alongside NACD's, showing your support and shared partnership in conservation.
Printed Program:	\$2,500	Sponsor the printing of the conference program which will be distributed to every participant in the conference. The back cover will be reserved for this sponsor's use.
6K Run/Walk for Conservation:	\$2,500	Sponsor NACD's first Run/Walk for Conservation. Many conference attendees will participate in the 6K run/walk held on the morning of Jan. 31 to show their dedication to the conservation of our natural resources. Sponsors will receive their logo on event T-shirts.
Morning Coffee Break:	\$2,000	Become an exclusive sponsor of one of the two morning coffee breaks held in the Conservation Expo Hall the mornings of Feb. 1 and Feb. 2. Sponsors will receive signage, opportunity for material distribution and recognition during the conference.
Conference Bag:	\$2,000	Sponsor the Conference Bag and have your logo printed on this promotional piece which is available to every conference attendee in the Conservation Expo. Sponsors will receive the opportunity for material distribution at the Materials Table in the Expo Hall. <i>(Offer available until October 30, 2009 to meet production schedule).</i>
Inspirational Program:	\$1,500	Become the exclusive sponsor of the NACD Inspirational Program on Sunday morning, Jan. 31 which focuses on the Stewardship and Educational component of the conservation of our natural resources. For more information about this program, please contact Susan Schultz at stewardship@nacdnet.org or 317-326-2952.

Cyber Café	\$1,000	Sponsor of one of the three Cyber Café computers. These computers will be located in the Conservation Expo for the exclusive use of the conference attendees to check email and conduct other quick computer tasks throughout the conference. Sponsors will be given signage, a customized screen saver, and home page for the sponsored computer.
Speaker Honorarium:	\$1,000	Assist in providing educational and training opportunities for our members by sponsoring one of the breakout sessions or speaker.
Pack-A-Book:	\$_____	Send in a donation for the Pack-A-Book program which will be used to buy books on conservation of our natural resources and distributed to local school districts. For more information about this program, please contact Susan Schultz at stewardship@nacdnet.org or 317-326-2952.

Sponsorship opportunities are not limited to the above mentioned areas. For more information or to discuss other sponsorship ideas, please contact Beth Mason at 317-782-0600 or beth-mason@nacdnet.org.

Other Opportunities

Advertising:	\$500	Increase your exposure to conservation leaders through the purchase of a full page add in the printed program (approx. 4"x 8.5"). Ads must be sent to beth-mason@nacdnet.org as jpg files and "print ready" by October 30, 2009.
	\$250	Purchase a half-page ad in the printed program (approx. 4"x 4.25"). Ads must be sent to beth-mason@nacdnet.org as jpg files and "print ready" by October 30, 2009.
Materials Table:	\$250	Reserve a space at our Materials' Table in the Conservation Expo for a flyer or your company's literature, making it available to all our meeting attendees. Please provide one item in a quantity of 500. Additional space can be purchased for additional items. Participants are responsible for producing and shipping. For more details, please contact Beth Mason at beth-mason@nacdnet.org .
Live Auction Items:		NACD will be hosting the 10 th Annual Live Auction at the meeting in Orlando. The energy will run high and so will the bids. The donation of a large item for the auction is an outstanding opportunity for the prominent placement of your company name or product before meeting attendees. The funds raised at this auction will directly help support NACD's legislative efforts for conservation throughout the year. For more information on live auction item donations, please contact Tamara Daniel at tamara-daniel@nacdnet.org .



Exhibitor Application

Early response is encouraged; exhibitor registration deadline is January 1, 2010.
Confirmation of booth space will be sent to contact person below.

Organization/Company Name: _____
Contact Name: _____
Street Address: _____
City: _____ State/Province: _____ Zip Code: _____
Email: _____ Website: _____
Daytime Phone: _____ Fax: _____

Please select any of the following that apply:

Exhibit Space Rental: (Each exhibit to include 1 booth attendee conference registration)

Qty	Type of Exhibitor	Cost per booth
	Non-profit/Government Exhibitor	\$750
	Commercial Exhibitor	\$850

Organization/Company name on signage (7" x 44"): _____

Booth Attendee: _____ Email: _____

\$375 Additional Attendee: _____ Email: _____
(Limit 1 additional booth attendee)

Total Amount: \$ _____

Payment Information

Amex MC Visa Check# _____ PO # _____

Name on CC: _____ Credit Card # _____ Exp. _____

Signature of Cardholder: _____

I understand and agree to abide by the Exhibitor terms and guidelines stated in the Exhibitor Agreement. The total fee is due with the application.

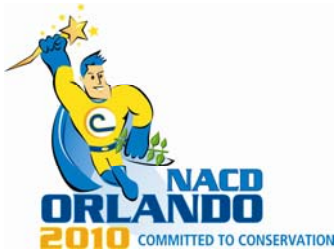
Exhibitor's Signature

Printed Name

Date

Please sign and return the following Exhibitor Agreement and attach a description (no more than 2 sentences) of your exhibit/product to Beth Mason, Expo Coordinator, at beth-mason@nacdnet.org or fax to 317-782-0606 for use in the Expo Booklet and on the meeting website.

Completed forms may be faxed to (202) 547-6450 or mailed to NACD, P.O. Box 791206, Baltimore, MD 21279.



Exhibitor Agreement

This agreement for exhibit space, the notices of space assignment by NACD and the full payment of rental charges, together constitute an agreement for a right to use space.

1. Dates and Hours of the Expo*

Sunday, January 31	12:00 pm – 2:00 pm 2:00 pm – 5:00 pm	Booth Set-Up Exhibit Hall Open
Monday, February 1	7:30 am – 12:00 pm 2:00 pm – 5:00 pm 7:30 am – 8:15 am	Exhibit Hall Open Exhibit Hall Open Coffee Break in Expo Hall
Tuesday, February 2	7:30 am – 3:00 pm 7:30 am – 8:15 am 3:00 pm – 6:00 pm	Exhibit Hall Open Coffee Break in Expo Hall Booth Tear-down

*Hours are tentative and subject to minor changes as needed.

2. Use of Exhibit Space

No exhibitor shall assign, sell its rights, sublet, share, or apportion the whole or any part of the space allotted. All product and service demonstrations and distribution of promotional materials must be confined to the limits of the exhibit space.

3. Exhibit Space Assignment

Exhibit space will not be assigned until payment and the exhibitor AGREEMENT ARE RECEIVED. Space will be assigned based on availability. The method of determining space assignment shall be established by NACD

4. Exhibit Fee

10x10' display booths include an 8' drape back wall, 3' side drape, two chairs, an ID sign and one complimentary conference registration for the booth attendee. One additional conference registration for a second booth attendee can be purchased for \$375 as indicated on the Exhibitor Application. Additional services and equipment are the sole responsibility of the exhibitor and must be arranged through the designated exhibit company. Upon application approval, exhibitors will receive the exhibit company information.

5. Cancellation of Exhibit Space by Exhibitor

If it is necessary for the exhibitor to withdraw from NACD's 2010 Annual Meeting, the exhibitor must notify NACD in writing on or before December 1, 2009. Cancellation requests received as of that date will receive a refund less \$50 processing fee. No refund request will be honored after December 1, 2009.

6. Security and Liability

Security will be hired to provide protection for the overall meeting area and entrance into the Conservation Expo Hall; however, NACD cannot guarantee the security of items left unattended. By participating in Conservation Expo, exhibitors specifically agree that they release NACD from any liability whatsoever related to their participation in Conservation Expo.

7. Sales

The hotel has strict rules about onsite sales of merchandise and food. Therefore, items of a commercial nature, offered for sale must be approved in advance by the Conservation Expo Coordinator, Beth Mason.

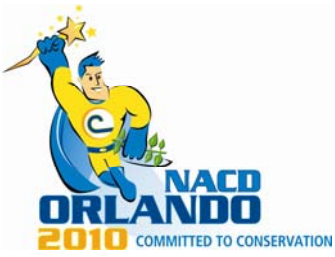
NACD reserves the right to either accept or reject requests to participate in Conservation Expo. Decisions on participation are made at NACD's sole discretion. Applicants will be notified of their acceptance or rejection via email or phone within one week of receiving a completed application.

I understand and agree to abide by the Exhibitor terms and guidelines above. Please forward this signed agreement and a description (no more than 2 sentences) of your exhibit/product to Beth Mason, Expo Coordinator, at beth-mason@nacdnet.org or fax to 317-782-0606.

Exhibitor's Signature

Printed Name

Date



Sponsorship Application

Early response is recommended to ensure the desired area of sponsorship is available and to start receiving sponsorship recognition immediately. All sponsors will receive recognition on the NACD meeting website and in NACD conference announcements; recognition throughout the NACD conference; and special opportunities unique to your choice of sponsorship as outlined above. Early sponsor registration will close January 1, 2010. If you would like to sponsor after this date, please contact Beth Mason at beth-mason@nacdn.net or 317-782-0600.

Organization/Company Name: _____
 Contact Name: _____
 Street Address: _____
 City: _____ State/Province: _____ Zip Code: _____
 Email: _____ Website: _____
 Daytime Phone: _____ Fax: _____

Please select any of the following that apply:

Sponsorship Opportunities:

<input type="checkbox"/> NACD Annual Report Video	\$50,000
<input type="checkbox"/> Leadership Luncheon	\$5,000
<input type="checkbox"/> Appreciation Banquet	\$5,000
<input type="checkbox"/> General Session	\$5,000
<input type="checkbox"/> Conservation Expo	\$5,000
<input type="checkbox"/> Live Western Style Auction & Reception	\$5,000
<input type="checkbox"/> Opening Reception	\$5,000
<input type="checkbox"/> Service Project	\$5,000
<input type="checkbox"/> President's Reception	\$3,000
<input type="checkbox"/> Co-branded Conference Gift	\$3,000

<input type="checkbox"/> Printed Program	\$2,500
<input type="checkbox"/> 6K Run/Walk for Conservation	\$2,500
<input type="checkbox"/> Morning Coffee Break	\$2,000
<input type="checkbox"/> Conference Bag <i>(deadline for offer 10/30/09)</i>	\$2,000
<input type="checkbox"/> Inspirational Program	\$1,500
<input type="checkbox"/> Cyber Café	\$1,000
<input type="checkbox"/> Speaker Honorarium	\$1,000
<input type="checkbox"/> Pack-A-Book	\$ _____
<input type="checkbox"/> Other	\$ _____

Other Opportunities:

Program Advertisements <i>(to be sent "print ready" to beth-mason@nacdn.net by 10/30/09)</i>	
<input type="checkbox"/> Half-page ad (approx. 4"x 4.25")	\$250
<input type="checkbox"/> Full-page ad (approx. 4"x 8.5")	\$500

_____	Materials Table Flyers/Brochures, quantities of 500 ea. <i>(located in the Expo Hall)</i>	\$250/item
(# of Items)		

Total Amount: \$ _____

Payment Information:

Amex MC Visa Check# _____ PO # _____

Name on CC: _____ Credit Card # _____ Exp. _____

Signature of Cardholder: _____

Completed forms may be faxed to (202) 547-6450 or mailed to NACD, P.O. Box 791206, Baltimore, MD 21279.

For more information and to discover the best fit for your investment, please contact Expo Coordinator Beth Mason via email at beth-mason@nacdn.net or phone at 317-782-0600.