

BOARDSOURCE LEADERSHIP FORUM

NOVEMBER 20 - 21, 2009
ORLANDO, FLORIDA

LEADING CHANGE
IN THE EMERGING ECONOMY

**SPONSORSHIP,
EXHIBITING & ADVERTISING
OPPORTUNITIES**

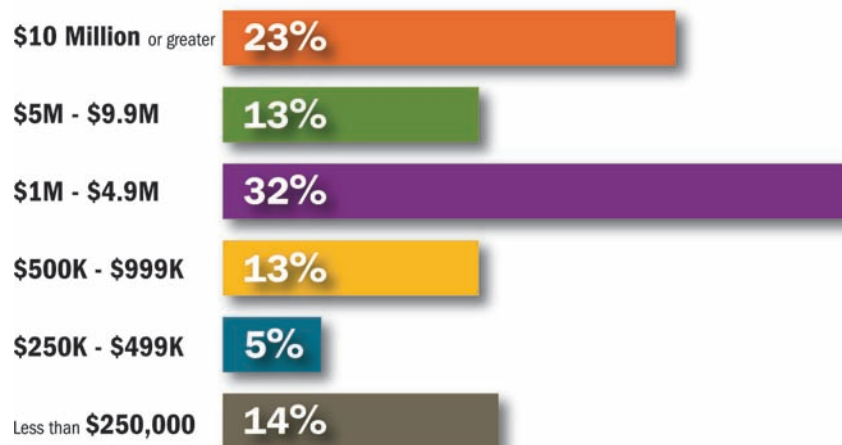
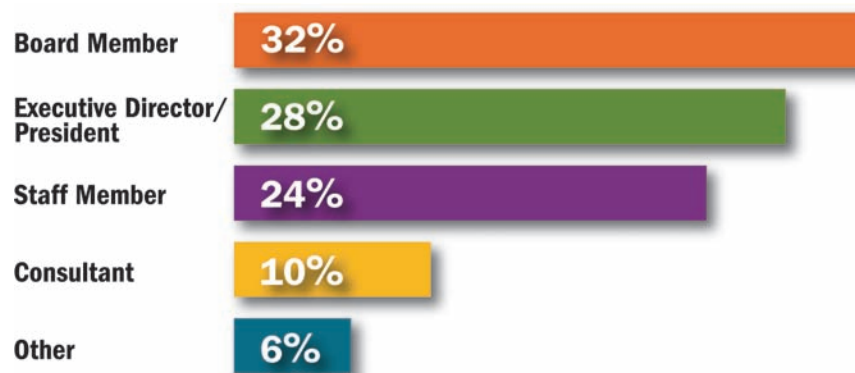
2009 BOARDSOURCE LEADERSHIP FORUM

ABOUT THE BOARDSOURCE LEADERSHIP FORUM

The BoardSource Leadership Forum (BLF) is the premier conference on nonprofit board governance. The 2009 conference will take place November 20-21 in Orlando, Florida at the Hyatt Regency Grand Cypress. An annual gathering of 900 nonprofit board members, CEOs and governance experts; the BoardSource Leadership Forum provides a forum in which to discuss and share strategies on effective board leadership and nonprofit governance.

The hundreds of individuals who come together annually for the BoardSource Leadership Forum represent a national network of nonprofit leaders and decision makers who are governing the financial and strategic direction of the nonprofit sector, which represents \$1.6 trillion in annual revenue and 5% of the United States' gross domestic product, according to IRS data in 2005.

Participants in previous years' BoardSource Leadership Forum have represented organizations of all sizes:



Organizations and companies that have seen the value of sponsoring, exhibiting and/or advertising at the BoardSource Leadership Forum in the past include, among others:

A Great Meeting, Inc.	The Joyce Foundation
Association of Fundraising Professionals	La Piana Associates
BB&T	Levi Strauss Foundation
BoardEffect	The John D. and Catherine T. MacArthur Foundation
Burr Pilger & Mayer's Nonprofit Services Group	McGinty & Associates
The California Wellness Foundation	The Meyer Foundation
Capital One	The Gordon and Betty Moore Foundation
Chevron	NEW (Nonprofit Enterprise at Work)
Chicago Tribune Foundation	Nonprofits Insurance Alliance Group
The Chronicle of Philanthropy	The Nonprofit Times
Commonfund Institute	North Park University Axelson Center for Nonprofit Management
Compass Group	Ober/Kaler
Curran & Connors	Raffa
Gaylord and Dorothy Donnelley Foundation	The David and Lucile Packard Foundation
Donors Forum of Chicago	Reardon Golinkin & Reed
The Dorothy A. Johnson Center for Philanthropy and Nonprofit Leadership	Regis University School for Professional Studies
The Richard H. Driehaus Foundation	The San Francisco Foundation
FieldStone Alliance	Shore Bank
The Fund Raising School	Standards of Excellence Institute
Evelyn & Walter Haas, Jr. Fund	Stanford Social Innovation Review
Walter and Elise Haas Fund	SunTrust
The James Irvine Foundation	Target
Jones Day	TCC Group
Jossey Bass	

ABOUT BOARDSOURCE

BoardSource, the premiere voice of nonprofit governance, is dedicated to increasing the effectiveness of nonprofit organizations by strengthening their boards of directors. Its highly acclaimed programs and services mobilize boards so that organizations fulfill their missions, achieve their goals, increase their impact, and extend their influence. BoardSource, formerly the National Center for Nonprofit Boards, is a 501(c)(3) organization.



SPONSORSHIP OPPORTUNITIES AT THE 2009 BOARDSOURCE LEADERSHIP FORUM

WHY SPONSORS THE BOARDSOURCE LEADERSHIP FORUM

Sponsorship of the BoardSource Leadership Forum is an opportunity for corporations and organizations to support the critical role that strong boards and good governance play in propelling nonprofits toward mission success while investing in an exemplary conference program and faculty. Sponsorship also provides unique opportunities to engage with decision makers from across the country.

PRESENTING SPONSOR

\$50,000

- Exclusivity at the Presenting Sponsor level
- Joint press release announcing partnership
- Verbal recognition from the stage during the opening session and throughout the program
- Opportunity to make brief remarks during the private President & Hosts Reception, which is attended by keynote speakers, sponsors, BoardSource board members and other VIP attendees.
- Logo recognition on the cover of the pre-program mailing, which is mailed to 100,000 nonprofit leaders (deadlines apply)
- Logo recognition on the cover of the program guide (must be confirmed by October 1, 2009)
- Logo recognition on promotional materials, including promotional emails, mailings and website (includes link to corporate website)
- Full-page ad on the back cover of the Leadership Forum's program guide
- Opportunity to insert gift item or approved material into the conference tote bags
- Complimentary exhibit booth
- 10 invitations to the private President & Hosts Reception
- 10 VIP registrations at the conference

PLATINUM SPONSORS

\$25,000

- Exclusive sponsorship of one of the following (available for selection on a first come, first served basis):
 - Opening plenary
 - Leadership Luncheon
 - Closing plenary
 - Topic/Track Sponsor
 - Networking reception
 - Interactive Media Sponsorship
 - ~~• Conference Tote Bags~~ *Sold*
 - ~~• Greening Sponsorship~~ *Sold*
- Verbal recognition from the podium by BoardSource leadership during the sponsored Plenary or Reception (if applicable)
- Full page ad in the Leadership Forum's program guide
- Logo recognition on promotional materials, including mailings and the website (does not include general conference emails or a link to corporate website)
- Opportunity to insert gift item or approved material into the conference tote bags
- Complimentary exhibit booth
- 5 invitations to the President & Hosts Reception
- 5 VIP registrations at the conference

SPONSORSHIP OPPORTUNITIES continued

GOLD SPONSOR

\$15,000

- Exclusive sponsorship of one of the following (available for selection on a first come, first served basis):
 - o Cyber café/workstations
 - o Conference Gift Item
 - o Attendee Lanyards
 - o Networking break
 - o Continental breakfast
- Recognition on select promotional materials
- Half page ad in the Leadership Forum's program book
- Complimentary exhibit booth
- 3 VIP registrations at the conference
- 3 invitations to the President & Hosts Reception

SILVER SPONSOR

\$10,000

- Recognition on select promotional materials
- Half page ad in the Leadership Forum's program book
- Complimentary exhibit booth
- 2 VIP registrations at the conference
- 2 invitations to the President & Hosts Reception

BRONZE SPONSOR

\$5,000

- Recognition on select promotional materials
- Quarter page ad in the Leadership Forum's program book
- Discounted exhibit booth (50% discount)
- 1 VIP registration at the conference
- 1 invitation to the President & Hosts Reception

Additionally, all BoardSource Leadership Forum sponsors receive the following benefits:

- Recognition on signage throughout the conference venue
- Recognition in the conference program
- VIP status at the Leadership Forum, which includes reserved seating at plenary sessions
- One complimentary BoardSource annual membership
- Recognition in the 2009 BoardSource Annual Report and on the BoardSource Website

Please note that customized sponsorship packages are also available. For more information contact Dawn Edwards at 202-204-8008 or dedwards@boardsource.org.

EXHIBITOR INFORMATION

Exhibiting provides the utmost exposure for those wishing to present products and services, develop relationship, and gain insight on current trends in the nonprofit sector. The prime location of our exhibit area will provide ample opportunity for face-to-face interaction. Attendees will pass the exhibit area as they enter the plenary and general sessions, visit our bookstore, and go for refreshments. Moreover, exclusive times have been reserved specifically for exhibit area networking.

Exhibit Rates & Benefits

	Early-Bird Rates	Rates After July 31, 2009
Standard Exhibit Rates	\$1,600	\$1,900
Discounted Nonprofit Rates	\$1,300	\$1,600

Includes:

- 6' x 3' draped table, one chair, table identification sign
- One full exhibitor registration (meals, access to receptions and general sessions included; access to pre-conference session and workshops not included)
- Listing in program guide
- Listing, logo, and 50-word description on conference Web site
- Inclusion in e-promotion sent to all registered attendees one week before the forum which includes a logo, one link, and 50-word description

A full conference registration is required for additional booth staff. Rates do not include phone line, Internet access, or electricity. Shipping and handling is not included.

Exhibit space is limited. Space will be allocated as applications are received and accepted. BoardSource reserves the right to assign and limit multiple exhibit space.

ADVERTISING INFORMATION

Opportunities to widen awareness and recognition are available through advertising. More than 800 attendees will receive and return home with your message in the conference program.

Advertising Rates

	Standard Rate	Discounted Nonprofit Rate
Full Page (8 1/2" x 11")	\$900	\$700
Half Page (8 1/2" x 5 1/2")	\$500	\$400
Quarter Page (4 1/4" x 5 1/2")	\$350	\$250

Please note that all ads are in Black & White.

Advertising Requirements

Ads cannot be accepted in any other formats than those listed.

The following file and software formats are usable:

EPS, PDF, JPEG, or TIF (300 dpi resolution at 100% magnification)

Adobe Acrobat, Illustrator, Photoshop, In Design, Quark, and PageMaker

Advertising Deadlines

Advertising applications and payments must be submitted by September 1, 2009. Materials received by September 15, 2009. Please e-mail advertisements to advertise@boardsource.org



For more information call 800-883-6262 or visit www.boardsource.org/blf

2009 BOARDSOURCE LEADERSHIP FORUM

EXHIBITORS & ADVERTISERS APPLICATION FORM

Please complete this application and mail/fax to:

Zachary Hotchkiss BoardSource, Attn: BLF, 1828 L Street, NW, Suite 900, Washington, DC 20036

Fax number 202-452-6299.

CONTACT INFORMATION - PERSON ATTENDING

Organization _____
 Nonprofit Organization For-Profit Organization
 Contact Name _____ Title _____
 Address _____
 City _____ State _____ Zip _____
 Phone _____ Fax _____
 E-mail _____ Web site _____

EXHIBITING

	Early-Bird Rates	Rates After July 31, 2009
Standard Exhibit Rates	<input type="checkbox"/> \$1,600	<input type="checkbox"/> \$1,900
Discounted Nonprofit Rates	<input type="checkbox"/> \$1,300	<input type="checkbox"/> \$1,600

- I plan to have one exhibit booth staff
- I plan to register ____ additional exhibit staff
- I plan to order these additional services: ____ Internet ____ phone ____ electricity

Exhibitors will receive exhibit staff registration forms, exhibit floor plan, shipping directions and other exhibit details once application is approved.

Exhibiting Subtotal \$ _____

ADVERTISING

<input type="checkbox"/> FULL PAGE	Standard Rate \$900	<input type="checkbox"/> FULL PAGE	Nonprofit Rate \$700
<input type="checkbox"/> HALF PAGE	Standard Rate \$500	<input type="checkbox"/> HALF PAGE	Nonprofit Rate \$400
<input type="checkbox"/> QUARTER PAGE	Standard Rate \$350	<input type="checkbox"/> QUARTER PAGE	Nonprofit Rate \$250

Advertising Subtotal \$ _____

Total \$ _____

FORM OF PAYMENT

-    
 Payment Included Payment to Follow

Card Number: _____ Expiration Date: _____

Name on Credit Card: _____

Authorized Signature: _____

Check Enclosed in the Amount of \$ _____



For more information call 800-883-6262 or visit www.boardsource.org/blf

CONTRACT TERMS and CONDITIONS

QUALIFICATIONS AND SPACE ASSIGNMENTS

Exhibitors, sponsors, and advertisers must provide products or services that support the nonprofit sector and BoardSource's mission. Space will be assigned as applicants are confirmed. We reserve the right to shift space allocations as needed.

CANCELLATIONS

Cancellations must be submitted in writing to: Zachary Hotchkiss, Business Development Client Manager, BoardSource, 1828 L Street, NW, Suite 900, Washington, DC 20036.

Exhibitors may cancel their reservations for a full refund, minus a \$100 processing fee, through June 26, 2009. Cancellations received between June 27 and August 28, 2009 will receive a 50% refund. Cancellations received after August 28, 2009 do not qualify for a refund.

REQUIREMENTS AND EXHIBITOR CONDUCT

Exhibitors may set up between 9:00 a.m. November 19th through November 20th 6:00 a.m. Exhibitors may not sublet or assign their reservation or sponsorship benefits to any other organization without written approval from BoardSource.

BoardSource reserves the right to reallocate and use as desired, without owed responsibility to the defaulting exhibitor, the exhibit space of organizations whose registered exhibitors fail to arrive at the registration desk and occupy contracted space by 6 a.m. on November 20, 2009.

Exhibits, signage, and other display material may not be pasted, nailed, or otherwise affixed to the building or hotel furnishings and equipment. Unless approved by BoardSource staff, exhibit material may not be placed outside of allocated space and demonstrations must be confined to assigned space. BoardSource reserves the right to require the removal, modification, or limited use of exhibit material and audio-visual equipment that is objectionable.

While the hotel is responsible for general maintenance and vacuuming of the exhibit area, the exhibitor shall keep the allocated space in a clean and presentable manner.

Exhibitors must make provisions for the safeguard of their materials during exhibit hours. BoardSource will provide overnight security in the exhibit area. If you would like to make additional arrangements for security or storage of valuables, please contact the Hyatt Regency Grand Cypress.

Exhibitors must register in advance and conduct themselves in an ethical and professional manner. BoardSource reserves the right to exclude exhibit hall privileges to those that conduct themselves otherwise.

Exhibitor is responsible for the delivery, pickup, and shipment of exhibit material.

LIABILITY

The exhibitor is fully responsible for any and all damages to property owned by Hyatt Regency Grand Cypress, or BoardSource or their owners or managers, which may result from any act or omission of the exhibitor. The exhibitor agrees to defend, indemnify, and hold harmless, Hyatt Regency Grand Cypress, BoardSource, and their respective owners, managers, officers or directors, agents, employees, subsidiaries, and affiliates from any damages or charges resulting from exhibitor's use of the property. The exhibitor's liability shall include, without limitation, all losses, costs, damages, or expenses arising from or by reason of any accident or bodily injury or other occurrences to any person or persons, including the exhibitor, its agents, employees, and business invitees, which may occur during the exhibitor's occupancy and use of the exhibition premises, hotel, or any part thereof. The exhibitor agrees to maintain General Liability and Workers Compensation Coverage which fully protects BoardSource from any claims, including personal injury and death which may arise in connection with the presence and/or operation of exhibiting. BoardSource will not be liable for failure to hold the conference as scheduled. Payments for booth space will be returned in that event, less the pro-rata share of all costs and expenses incurred and committed by BoardSource.



For more information call 800-883-6262 or visit www.boardsource.org/blf