

2012 Family Philanthropy Conference

# FUSION

FEBRUARY 13-15 • LOEWS MIAMI BEACH HOTEL



COUNCIL *on* FOUNDATIONS

Your **BEST OPPORTUNITY** to meet representatives from more than 665 family philanthropy organizations from 12 countries!

**EXHIBITS AND SPONSORSHIP PROSPECTUS**

**[WWW.COF.ORG/FAMILYCONF](http://WWW.COF.ORG/FAMILYCONF)**

## EXHIBIT HOURS

Monday, February 13: Noon-5 p.m.

Tuesday, February 14: 8 a.m.-6 p.m.

Wednesday, February 15: 8-10 a.m.

COLLABORATION  
COMMUNITY FAMILY  
INNOVATION  
CULTURE



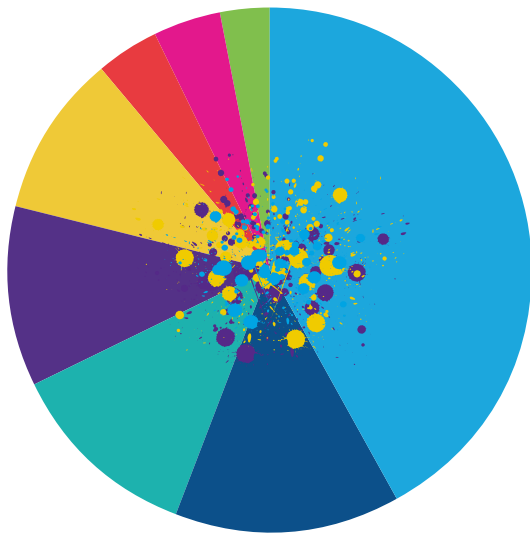
# DISCOVER

**what happens when culture and leaders in family philanthropy come together.**

You'll connect at "Fusion," the Council on Foundations 2012 Family Philanthropy Conference, February 13–15. This is the one conference that brings together all of the right ingredients—families, philanthropy, and Miami Beach. Experience the many colors, flavors, and sounds of this cultural hub as you meet prominent and inspiring family philanthropists. We're also introducing a refreshed exposition model to help participants connect with their peers in new ways.

FAMILY CULTURE COMMUNITY INNOVATION



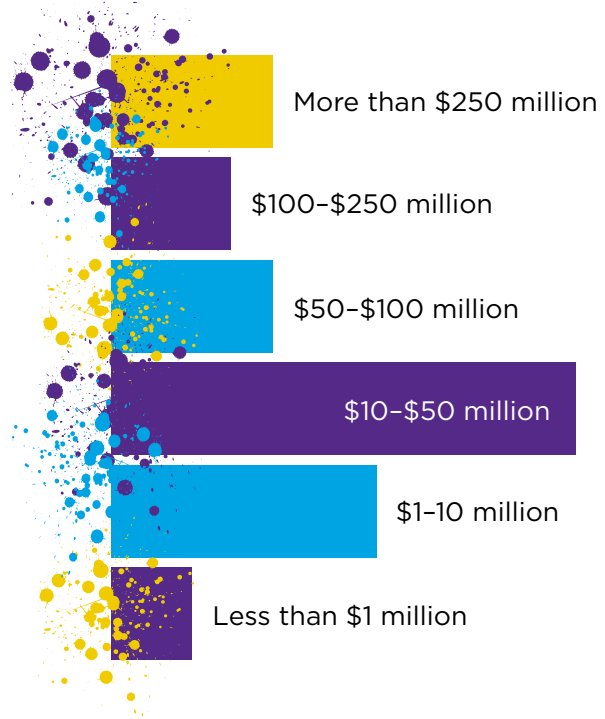


### ATTENDEES BY POSITION TYPE\*

- 42% CEO/Executive Director/President
- 14% Program/Grantmaking/Community Leadership Staff
- 12% Individual Consultant, Adviser, Attorney
- 11% Board Member/Trustee
- 10% Development/Donor Services Staff
- 4% Communications/Marketing Staff
- 4% Family Member (not board or staff)
- 3% Financial/Administrative Staff



### ATTENDEES BY ASSET SIZE\*



# FUSION

Call today to learn how your company  
can benefit from connecting at the  
2012 Family Philanthropy Conference.

Laura Larson • Exhibits and Sponsorship Manager • Council on Foundations  
703-879-0705 • [laura.larson@cof.org](mailto:laura.larson@cof.org)

\*These figures represent approximate proportions based on attendance at the 2011 Family Philanthropy Conference.



# EXCLUSIVE SPONSORSHIP OPPORTUNITIES

## All exclusive sponsorships also include the following:

- On-screen recognition at all plenary sessions.
- Your company name and logo on conference promotional materials.
- Your company name and logo on electronic communications sent to an audience of 5,000.
- Mention on Council's social media channels: Twitter, Facebook, and the Re: Philanthropy blog.
- A 10 percent discount for additional conference registrations.

### STRATEGIC PARTNERSHIP: \$50,000

Strategic partners enjoy maximum visibility. You'll benefit from special recognition at a plenary session and related concurrent sessions. An "in-the-living-room" booth space in Family Central will attract visitors to a comfortable setting you'll help design. Your organization's expertise, mission, and values will be center stage with family philanthropists from across the country.

#### Continuous and prominent acknowledgement as our exclusive strategic partner includes:

- Verbal and/or visual acknowledgement of this exclusive partnership at major conference events, including plenaries and receptions.
- Attendee badge lanyards with your company name and logo.
- Recognition as sponsor of one plenary session and two concurrent sessions with an opportunity to make brief remarks at each event.
- Acknowledgement of your company's sponsorship by session moderators and through signage.
- Named lounge in Family Central, the conference hub for refreshment breaks and networking, with prominent signage promoting the "Your Company Name Family Lounge." The lounge layout will be developed so your staff can meet with clients and attendees in a relaxed atmosphere.
- Display space in Family Central contiguous to your Family Lounge, with a double-sized exhibit booth (8' x 20') and first selection of booth location.
- Reserved VIP seating for 10 of your staff and/or clients in the front of the ballroom during all plenary sessions.
- Three full-conference registrations.
- Three complimentary registrations for clients or prospective clients.

We'll count your company as a conference ambassador—working to spread the word about the event, whether through engaging the media about your exclusive sponsorship or through efforts to recruit additional conference registrants through your clientele.

### CONNECTIVITY SPONSORSHIP: \$20,000

Keep attendees connected by sponsoring vital technology services. Provide Wi-Fi access in Family Central and throughout the meeting area and power the versatile smartphone app.

#### Premium recognition includes:

- Your company name and logo on the conference app's sign-in page.
- Your company name and logo on on-site signage with the app's password information.
- Double-sized exhibit booth space (8' x 20') and early space selection.
- A brief statement recognizing your sponsorship at a plenary session.
- Reserved VIP seating for 10 of your staff and/or clients in the front of the ballroom during that same plenary.
- Two full-conference registrations.
- Two complimentary registrations for clients or prospective clients.

### PLENARY SESSIONS: \$20,000 each

Virtually everyone attends the plenary sessions to hear our featured speakers. Leading industry partners enjoy substantial visibility at these major conference events. Sponsoring a plenary session will allow your company to align with thought leaders in philanthropy.

Topics under discussion include multigenerational family issues, social investing, and education. Ron Clark, founder of the Ron Clark Academy, will address teaching innovations during the Tuesday breakfast plenary.

#### Premium recognition includes:

- Your company name and logo on all plenary session promotions.
- A brief statement recognizing your sponsorship at a plenary session.
- Double-sized exhibit booth space (8' x 20') and early space selection.
- Reserved VIP seating for 10 of your staff and/or clients in the front of the ballroom during the supported plenary.
- Two full-conference registrations.
- Two complimentary registrations for clients or prospective clients.



Exclusive sponsors of our signature events will stand out from the crowd at the Family Philanthropy Conference. Take advantage of these limited opportunities to connect with the leaders in family philanthropy.

Contact Laura Larson today at 703-879-0705 or [laura.larson@cof.org](mailto:laura.larson@cof.org).

### OFF-SITE SESSIONS: \$20,000 for all or \$7,500 for each individual session

Here's the ideal package for an organization looking to showcase family philanthropy at work. Your sponsorship will provide participants with a firsthand look at philanthropy in action in the Miami metropolitan area. For example, attendees will visit the Little Haiti Cultural Center and make an eco-adventure to the Everglades. A list of off-site sessions is available on the conference website.

#### Premium recognition includes:

- Your company name and logo featured on all promotions for the off-site session.
- A brief statement recognizing your company at the off-site session.
- The opportunity to make a statement to those on the bus ride to the destination.
- The option to distribute promotional items on the bus.
- Your company name and logo on bus signage.
- Double-sized exhibit booth space (8' x 20') and early space selection.
- Reserved VIP seating for 10 of your staff and/or clients in the front of the ballroom during the opening plenary.
- Two full-conference registrations for sponsoring all off-site sessions, one registration for individual sessions.
- Two complimentary registrations for clients or prospective clients.
- Additional advertising options on shuttle buses.

### NETWORKING EVENT AT THE NEW WORLD SYMPHONY: \$15,000

Always a packed event, the networking experience allows family philanthropists to find out what matters to their colleagues. This blue-ribbon event is in one of the most "harmonious" settings in Miami Beach—the New World Symphony, America's only full-time orchestral academy. Support the Monday night networking event and demonstrate your support for family philanthropy and the arts.

#### Premium recognition includes:

- Your company name and logo featured on all promotions for the networking event.
- Your company name and logo on all event signage.
- A brief statement recognizing your sponsorship at Monday's opening plenary.
- Double-sized exhibit booth space (8' x 20') and early space selection.
- Reserved VIP seating for 10 in the front of the ballroom for your staff and/or clients during the opening plenary.
- Two full-conference registrations.
- Two complimentary registrations for clients or prospective clients.

### "FAMILY REUNION" PARTY: \$15,000

The place to be on Tuesday night is the Family Reunion Party! Meet and mingle with customers and potential clients at our festive party at the beautiful Loews Miami Beach Hotel.

#### Premium recognition includes:

- Your company name and logo featured on all promotions for the Family Reunion.
- Your company name and logo on all event signage.
- A brief statement recognizing your sponsorship at Tuesday's luncheon plenary.
- Double-sized exhibit booth space (8' x 20') and early space selection.
- The opportunity to distribute branded items such as beach towels or beach bags.
- Branded and/or customized food and beverage and set-up opportunities.
- Reserved VIP seating for 10 in the front of the ballroom for your staff and/or clients during Tuesday's luncheon plenary.
- Two full-conference registrations.
- Two complimentary registrations for clients or prospective clients.

### NEXT GEN CONNECTIONS: \$10,000

Associate your organization with the energy and enthusiasm of the next generation's emerging leaders. Sponsor the Next Gen preconference retreat and the Next Gen reception for maximum exposure to future leaders in philanthropy.

#### Premium recognition includes:

- Prominent signage promoting the "Your Company Name Next Gen Lounge" in Family Central, the hub for refreshment breaks and networking. Your company will help develop the lounge layout, and your staff will have a comfortable place to meet with attendees during session breaks and exhibit hours.
- Your company name and logo on all Next Gen event signage.
- Reserved VIP seating for 10 in the front of the ballroom for your staff and/or clients during the plenary session of your choice.
- Two full-conference registrations.
- Two Next Gen Council members will be granted full-conference registration scholarships to attend the Family Philanthropy Conference on behalf of your organization.



# OTHER SPONSORSHIP OPPORTUNITIES

## All sponsorships also include the following:

- One full-conference registration, plus a 10 percent discount for additional conference registrations.
- The opportunity to purchase the conference preregistration mailing list for \$1,500 (for a one-time mailing for use up to two weeks prior to the conference).
- Your company's logo on the exhibitor/sponsor section of the conference website.

Didn't see the sponsorship package you were looking for?

**NO PROBLEM!**

We'll customize a sponsorship package to fit your needs.

**Contact Laura Larson to discuss opportunities at 703-879-0705 or [laura.larson@cof.org](mailto:laura.larson@cof.org).**

### CONFERENCE TOTE BAGS: \$8,000 (\$6,500 if combined with any exhibitor package)

Show your support for the conference—and the environment—by sponsoring the recyclable tote bags that are distributed to all conference attendees.

#### Recognition includes:

- Your company name and logo alongside the Council's on every conference bag.
- The opportunity to insert promotional materials in the bags.

### CYBER CAFÉ: \$3,500 (\$3,000 if combined with an exhibitor package)

Not everyone has a smartphone. Support the Cyber Café and provide Internet and printing services for attendees in Family Central.

#### Recognition includes:

- Your company name and logo featured on the splash page on each computer monitor with a link to the website of your choice.
- Directional signage and on-location signage at the Cyber Café featuring your company's name and logo.

### RELAXATION STATION: \$6,000 (\$4,500 if combined with any exhibitor package)

Attendees will visit your booth to receive a ticket redeemable for a seated back massage at the Relaxation Station in Family Central. Professional massage staff also can wear your branded polo shirts, hats, or buttons for extra recognition.

#### Recognition includes:

- Your company name and logo in the General Information section of the conference program.
- Your company name and logo on signage at the massage area and on a special promotional sign in your booth.

### SESSION SPONSOR: \$2,500 (\$1,500 if combined with any exhibitor package)

More than two dozen concurrent sessions will address the relevant and timely topics in family philanthropy. Sponsor a concurrent session for a targeted opportunity to connect your company, brand, or image to a specific issue.

#### Recognition includes:

- Brief statement by the session moderator recognizing your sponsorship.
- Tabletop display of promotional materials located near the session room.
- Signage at the entrance to the session room featuring your company's name and logo.

### ON-SITE EVENT SPONSOR: \$5,000 (\$3,500 if combined with any exhibitor package)

Food and beverage breaks and social occasions are held in Family Central throughout the conference. Event sponsors enjoy high exposure during these networking times. Events include dessert receptions, happy hours, Family Tree Receptions, the Family Reunion Party, and more.

#### Recognition includes:

- An opportunity to welcome attendees at networking and/or social events.
- Prominent table display featuring your promotional materials (for non-exhibiting companies).
- Signage at the entrance to the event and at food and beverage stations.

### ATTENDEE BADGE LANYARDS: \$2,500 (\$1,500 if combined with any exhibitor package)

Be front and center every time conference attendees sneak a peek at colleagues' badges. Your company name and logo will appear on the badge lanyards all attendees wear throughout the conference.

#### Recognition includes:

- Your company name and logo on every name-badge lanyard.
- The opportunity to insert promotional materials in conference bags.

*In addition to the conference preregistrant list, the Council also distributes a participant list to conference attendees. Participant lists are for networking purposes only and may not be used for solicitation, even for firms registered as conference attendees.*

# EXHIBIT PACKAGES

Here's a chance to discuss your company, its mission, and your ideas with family foundation leaders from around the country. Exhibitor packages give your organization high visibility in the Family Central area—the hub for registration, refreshment breaks, and networking.

## All exhibit packages also include the following:

- Your company logo on the exhibitor/sponsor section of the conference website, with a link to the site of your choice.
- Six-foot skirted table, two chairs, and a wastebasket.
- Twenty-five word description spotlighting your organization's products or services in the conference program.
- Special rate of \$400 for extra full-conference registrations.
- Option to upgrade booth-only registrations to full-conference access for \$350.
- Option to add extra booth-only registrations for just \$150.

### PLATINUM EXHIBITOR PACKAGE: \$10,000

- Double-sized exhibit booth space (8' x 20').
- Five full-conference registrations and five exhibit-booth-only badges.
- Early selection of exhibit booth location.
- Complimentary conference preregistration mailing list for one-time use up to two weeks prior to the conference.
- Your company logo on the entrance to Family Central and in the slideshow during plenary sessions.
- Priority logo placement on the exhibitor/sponsor section of the website.

### DIAMOND EXHIBITOR PACKAGE: \$6,500

- Double-sized exhibit booth space (8' x 20').
- Three full-conference registrations and three exhibit-booth-only badges.
- Early selection of exhibit booth location.
- The opportunity to purchase the conference preregistration mailing list for \$1,500 (for one-time use up to two weeks prior to the conference).
- Your company logo on the entrance to Family Central and in the slideshow during plenary sessions.
- Priority logo placement on the exhibitor/sponsor section of the website.

### PREMIER EXHIBITOR PACKAGES: \$4,500

- Double-sized exhibit booth space (8' x 20').
- Two full-conference registrations and two exhibit-booth-only badges.
- Early selection of exhibit booth location.
- The opportunity to purchase the conference preregistration mailing list for \$1,500 (for one-time use up to two weeks prior to the conference).
- Priority logo placement on the exhibitor/sponsor section of the website.

### SUPPORTING EXHIBIT PACKAGES: \$2,800

- Single-sized exhibit booth space (8' x 10').
- One full-conference registration and one exhibit-booth-only badge.
- The opportunity to purchase the conference preregistration mailing list for \$1,500 (for one-time use up to two weeks prior to the conference).

## Confirm your participation by December 15 to be included in the conference program.

Visit [www.cof.org](http://www.cof.org) for up-to-date exhibit and sponsorship information for the 2012 Family Philanthropy Conference or contact Laura Larson for more information at 703-879-0705 or [laura.larson@cof.org](mailto:laura.larson@cof.org).

## Important Dates and Deadlines

### Thursday, December 15

- Exhibitor and sponsor contracts and logos due for inclusion in the conference program

### Friday, January 13

- Names of registered exhibitors and sponsors due
- Final payments due for inclusion in the conference program

### Sunday, February 12: 4–8 p.m. and

### Monday, February 13: 8 a.m.–Noon

- Exhibitor Set Up

### Wednesday, February 15: 10 a.m.–5 p.m.

- Exhibitor Tear Down

## EXHIBIT HOURS

Monday, February 13: Noon–5 p.m.

Tuesday, February 14: 8 a.m.–6 p.m.

Wednesday, February 15: 8–10 a.m.



**Council on Foundations**  
2121 Crystal Drive, Suite 700  
Arlington, Va. 22202

“I am consistently impressed by the quality keynote speakers at Council on Foundations conferences.

**The thought-provoking content attracts the type of innovative attendees I want to engage with as an exhibitor.”**

— Justin Block  
Urban Partnership Bank

Exhibit at all three Council conferences and get a **15% DISCOUNT.**

**Contact Laura Larson for details, 703-879-0705 or [laura.larson@cof.org](mailto:laura.larson@cof.org).**

**EXHIBIT AND SPONSORSHIP OPPORTUNITIES INSIDE!**



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