

*Meet the nation's preeminent
family foundation leaders at the*

2013 Family

PHILANTHROPY CONFERENCE

Exhibitor Prospectus



COUNCIL *on* FOUNDATIONS

January 27-29, 2013

Silicon Valley | Fairmont San Jose Hotel

www.cof.org/2013family

YOUR CHANCE TO MEET FAMILY PHILANTHROPISTS

Join us January 27–29, 2013, for the Council on Foundations Family Philanthropy Conference in Silicon Valley, California. Once sprawling with orchards, San Jose now boasts vibrant businesses, loads of culture, and cutting-edge technology. Some consider it the cradle of modern innovation.

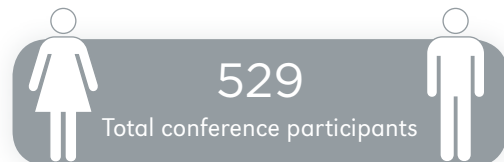
The nation's largest gathering of family philanthropic leaders will make this a truly dynamic environment.

- Engage with foundation executives, trustees, and their dedicated program staff
- Showcase your company, your mission, and your ideas to family foundations
- Maximize your visibility and your opportunity to network with a diverse group of family foundation leaders

Let us be your marketing partners, providing you with a platform to make face-to-face connections and distinguish yourself and your products or services.

WHO ATTENDS?

- More than half of attendees are foundation chief executives or staff members
- Nearly one-quarter are family foundation board members or trustees
- Foundations with assets of more than \$50 million and those with assets of \$10–50 million are represented in equal numbers



Figures are from 2012 Family Philanthropy Conference.

CONTACT LAURA LARSON
at 703-879-0705 or laura.larson@cof.org
to reserve your space.

EXHIBITOR PACKAGES

Here's your chance to discuss your company, its mission, and your ideas with family philanthropy leaders. Exhibitor packages give your organization high visibility in Family Central, the hub for registration, networking, and refreshment breaks. Here's what every package includes:

- Your company logo, contact information, and a 50-word description on the conference website and app, with a link to your website
- Your company name and booth number listed in the printed program every attendee receives
- Discounted rate of \$525 for extra full-conference registrations
- Option to upgrade booth-only registrations to full-conference access for \$450; or you can add booth-only registrations for just \$100
- Complimentary conference preregistration mailing list for one-time use
- One skirted table (6' long), two chairs, and a wastebasket

PLATINUM EXHIBITOR PACKAGE: \$10,000

- Double-sized exhibit booth space (10' x 20')
- Five full-conference registrations and five exhibit-booth-only badges
- Early selection of exhibit booth location
- Company logo on the entrance to Family Central and on-screen recognition at all plenary sessions
- Priority logo placement on the exhibitor-sponsor section of the website
- **New this year:** Platinum exhibitor packages include a dessert refreshment break sponsorship. Sign up early to choose the scheduled break that best fits your schedule.

DIAMOND EXHIBITOR PACKAGE: \$6,500

- Double-sized exhibit booth space (10' x 20')
- Three full-conference registrations and three exhibit-booth-only badges
- Early selection of exhibit booth location
- Company logo on the entrance to Family Central and on-screen recognition at all plenary sessions
- Priority logo placement on the exhibitor-sponsor section of the website

PREMIER EXHIBITOR PACKAGE: \$4,500

- Double-sized exhibit booth space (10' x 20')
- Two full-conference registrations and two exhibit-booth-only badges
- Early selection of exhibit booth location
- Priority logo placement on the exhibitor-sponsor section of the website

SUPPORTING EXHIBITOR PACKAGE: \$2,800

- Standard exhibit booth space (10' x 10')
- One full-conference registration and one exhibit-booth-only badge

"As a first time sponsor, we were incredibly impressed. The Council staff worked closely with us to help us maximize our investment, and we were very pleased with the results."

—Angie Santo-Walter
Director, Events Marketing,
Russell Investments

SPONSORSHIP OPPORTUNITIES

Looking for maximum exposure? Become a conference sponsor as a way to increase your ROI. Each sponsorship includes one full-conference registration plus a 10 percent discount on additional registrations, a complimentary preregistration mailing list for one-time use, and display of your logo on the conference website and app.

TOTE BAGS: \$8,000

(\$7,500 IF COMBINED WITH ANY EXHIBITOR PACKAGE)

Show your support for the conference—and for the environment—by sponsoring recyclable tote bags for all attendees. Proudly display your company name and logo and include a promotional item of your choice.

RELAXATION STATION: \$5,000

(\$4,500 IF COMBINED WITH ANY EXHIBITOR PACKAGE)

Give the gift of a seated back massage at the Relaxation Station in Family Central. Outfit the massage staff with your branded polo shirts, hats, or buttons. Your name and logo on signs around the station will attract visitors. This offering was wildly successful at last year's Family Philanthropy Conference.

SPONSORED BREAKS: \$5,000

(\$4,500 IF COMBINED WITH ANY EXHIBITOR PACKAGE)

Networking and social events in Family Central expose attendees to your company as they mingle over food and drinks. Two after-lunch dessert receptions and a happy hour provide opportunities to welcome attendees and display promotional materials (for non-exhibiting companies). Signs at entrances and food and beverage stations add to the sponsorship impact.

CYBER CAFÉ: \$3,500

(\$3,000 IF COMBINED WITH ANY EXHIBITOR PACKAGE)

Support the Cyber Café in Family Central and provide Internet and printing services for attendees. Your company name and logo will appear as wallpaper on each computer with a link to the website of your choice. Signs at the Cyber Café will also feature your company's name and logo.

SPONSORED SESSIONS: \$2,500

(\$2,000 IF COMBINED WITH ANY EXHIBITOR PACKAGE)

Sponsor a concurrent session for an opportunity to connect your company, brand, or image to a specific issue. The session moderator will acknowledge your sponsorship, and a display of promotional materials and signs with your company's name and logo will be located near the session room.

TOTE BAG INSERT: \$2,500

(\$2,000 IF COMBINED WITH ANY EXHIBITOR PACKAGE)

Include a branded item in the tote bags all attendees receive as they check in. The sponsoring company is responsible for supplying the item (number confirmed in December) and shipping to San Jose by mid-January.



Looking for even greater impact?

Several high-profile events are available, including plenary sessions, off-site sessions, networking events, and session tracks. If you don't see the type of sponsorship package you're looking for, we'll customize one for you. Contact Laura Larson at 703-879-0705 or laura.larson@cof.org.

IMPORTANT DATES AND DEADLINES

RESERVE YOUR SPACE AT WWW.COF.ORG/2013FAMILY

Exhibit and sponsor contracts due:

Wednesday, November 28

Names of registered exhibitor and sponsor staff and all payments due:

Wednesday, December 19

EXHIBITOR SETUP

Friday, January 25
2–6 p.m.

Saturday, January 26
8 a.m.–Noon

EXHIBIT VIEWING HOURS

Saturday, January 26
1–6 p.m.

Sunday, January 27
9 a.m.–6 p.m.

Monday, January 28
9 a.m.–6 p.m.

EXHIBITOR TEAR-DOWN

Monday, January 28
6–7 p.m.

Tuesday, January 29
7 a.m.–Noon

REACH LEADERS FROM THE ENTIRE PHILANTHROPIC COMMUNITY

AT ALL THREE COUNCIL EVENTS AND SAVE 15 PERCENT OFF EACH CONFERENCE!

**FAMILY PHILANTHROPY
CONFERENCE**

January 27–29
Fairmont San Jose Hotel

ANNUAL CONFERENCE

April 7–9
Hilton Chicago

**FALL CONFERENCE FOR
COMMUNITY FOUNDATIONS**

September 23–25
Manchester Grand Hyatt San Diego

You can also meet foundation and grantmaking representatives from across the country in Washington, D.C., at **Foundations on the Hill**, March 19–20, 2013, at the Washington Marriott. This annual event matches foundation representatives with their lawmakers. Visit www.foundationsonthehill.org for details.

For even greater impact with philanthropic leaders, be sure to advertise in the Council's monthly e-newsletter, *Our Philanthropy*. Visit www.cof.org/advertise to find out how you can reach family philanthropists and the leaders of community and independent foundations and corporate giving programs every month.

The Council on Foundations is a national nonprofit association of approximately 1,800 grantmaking foundations and corporations. As a leader in philanthropy, we strive to increase the effectiveness, stewardship, and accountability of our sector while providing our members with the services and support they need for success.

CONTACT LAURA LARSON

at 703-879-0705 or laura.larson@cof.org

for more details.