ADRP 2019
Sponsor & Exhibitor Prospectus
16th Annual ADRP International Conference
Hilton Miami Downtown
Miami, Florida
September 25-27, 2019
About ADRP

Get to know the Association of Donor Relations Professionals

The Association of Donor Relations Professionals (ADRP) is an internationally recognized professional development organization dedicated solely to the advancement of donor relations and stewardship professionals. ADRP membership has grown steadily year after year, with more than 1,800 members throughout the nation and in ten countries outside the US, spanning Australia, Austria, Canada, Costa Rica, Hungary, Mexico, New Zealand, Papua New Guinea, Singapore, and the United Kingdom. ADRP offers a diverse audience in terms of geographical location, experience level, institutional size and industry sector. No other organization provides such broad access to donor relations and stewardship professionals and industry best practices.

About the Conference

Hilton Miami Downtown

Audience Profile

- Diverse group of more than 600 stewardship and donor relations professionals throughout the US and Canada
- Wide range in experience level (35% newcomers, 30% mid-level, and 34% experienced professionals)
- Hails from a wide range of organizations including advocacy organizations (1%), arts (1%), environmental (1%), foundations (5%), healthcare (15%), higher education (63%), social services (2%), and other non-profits (12%)
- Functions within all sizes of offices and with manners of resources (15% large, 20% medium, and 65% small shop)
- Holds influence over a wide variety of contracting and purchasing decisions
Who You’ll Meet at the ADRP Conference

*Experience Levels*

- 0 to 3 years: 35%
- 4 to 8 years: 30%
- 8+ years: 34%
Who You’ll Meet at the ADRP Conference

Institution Type

- Advocacy Organizations - 1%
- Environmental Organizations - 1%
- Healthcare - 15%
- Social Services - 2%
- Arts Organizations - 1%
- Foundations - 5%
- Higher Education - 63%
- Other - 12%

Region

- Canada - 10%
- International - 1%
- Midwest - 19%
- Northeast - 32%
- South - 8%
- Southeast - 13%
- West - 17%
Sponsorship Opportunities

Take advantage of an exceptional marketing opportunity at this premier annual gathering of donor relations and stewardship professionals. This robust conference is full of networking, brainstorming, and professional development opportunities, and will focus on interaction between our ADRP members and you, our sponsors.

The sponsorship advantage:

• High visibility sponsorship activities such as networking receptions, keynote speakers, a mobile app, breaks, meals, and more
• Exhibitor display opportunities to broaden exposure
• Representatives are permitted and encouraged to attend all sessions, meals, and social activities
• Recognition in print, online, and on the mobile app before, during, and after the annual conference
• Sponsors will be personally introduced and thanked at the event
• Extra available opportunities for both exhibitors/sponsors in attendance, and for those who wish to be represented without sending staff

Benefits

• Connect with your best clients and meet promising new prospects
• Showcase your products and services
• Garner goodwill among your target audience by supporting the advancement of their profession
• Raise your profile and stand out from your competition
• Maximize your marketing dollars

Complete the online sponsor and exhibitor form today!
Exhibitor & Sponsor Packages

We are pleased to also discuss customized sponsorship and recognition opportunities that meet your individual needs. Please contact conference@adrp.net for more information.

Note for Sponsors at All Levels:

Exhibitor kits for the conference will be emailed in July 2019
Exhibitor | $1,750 (paid before June 7, 2019) | $2,000 (regular)

Exhibit Hall will be open on Wednesday, September 25, and Thursday, September 26

- Skirted 6’ display table in Exhibit Hall
- Two (2) complimentary registrations for conference sessions and meals ($250 for each additional representative)
- Access to delegate list including mailing and email addresses pre- and post-conference for two (2) mailings
- Company name linked on conference website
- Company name listed on conference signage and screens during meals and breaks
- Conference mobile app recognition

Complete the online sponsor and exhibitor form today!
Bronze Sponsor | $3,500

At the Conference
• Skirted 6’ display table in Exhibit Hall
• Two (2) complimentary registrations for conference sessions and meals ($250 for each additional representative)
• Company logo listed on conference signage and screens during meals and breaks
• Quarter-page advertisement in conference program
• Sponsor complementary registration for a member to attend the International Conference (*different from the existing Blair Scholarship program*)

Pre- and Post-Conference Company Promotion
• Inclusion in one (1) social media announcement
• Company logo linked on conference website
• Conference mobile app recognition
• Access to delegate list including mailing and email addresses pre- and post-conference for two (2) mailings

Complete the [online sponsor and exhibitor form](#) today!
Silver Sponsor | $5,000

**At the Conference**
- Skirted 6’ display table in Exhibit Hall
- Two (2) complimentary registrations for conference sessions and meals ($250 for each additional representative)
- Company logo listed on conference signage and screens during meals and breaks
- Half-page advertisement in conference program
- Sponsor-provided materials on chairs/tables at chosen sponsored engagement opportunity
- Podium recognition

**Pre- and Post-Conference Company Promotion**
- Inclusion in two (2) social media announcements
- Company logo linked on conference website
- Conference mobile app recognition
- Access to delegate list including mailing and email addresses pre- and post-conference for two (2) mailings
- One (1) advertisement in *The Hub*

**Silver sponsors may select one (1) of the following additional sponsorship options at the International Conference**:  
1. Sponsor an awards ceremony  
2. Sponsor morning yoga/wellness  
3. Sponsor the ADRP Connections Lounge  
4. Sponsor the official conference excursion (+$2,500)

*Selection confirmed after sponsorship payment

Complete the [online sponsor and exhibitor form](#) today!
Gold Sponsor | $10,000

At the Conference
- Skirted 6’ display table at your preferred choice in prime location
- Four (4) complimentary registrations for conference sessions and meals ($250 for each additional representative)
- Company logo listed on conference signage and screens during meals and breaks
- Full-page advertisement in conference program
- Sponsor-provided materials on chairs/tables at chosen sponsored engagement opportunity
- Podium recognition
- Recognition at conference meals and events
- Optimal logo placement on all conference materials

Pre- and Post-Conference Company Promotion
- Inclusion in three (3) social media announcements
- Company logo linked on conference website
- Conference mobile app recognition
- Access to delegate list including mailing and email addresses pre- and post-conference for two (2) mailings
- Two (2) advertisements in The Hub

Gold Sponsors may select one (1) of the following exclusive sponsorship options at the International Conference*:
1. Sponsor the Mobile App
2. Sponsor Wi-Fi (your company name as the network connection!)
3. Sponsor the newcomers’ reception
4. Sponsor a meal

*Selection confirmed after sponsorship payment

Complete the online sponsor and exhibitor form today!
Platinum Sponsor | $15,000

At the Conference
• Skirted 6’ display table at your preferred choice in prime location
• Four (4) complimentary registrations for conference sessions and meals ($250 for each additional representative)
• Company logo listed on conference signage and screens during meals and breaks
• Two-page spread (or two full page) advertisement(s) in conference program
• Sponsor-provided materials on chairs/tables at chosen sponsored engagement opportunity
• Podium recognition
• Top logo placement on all conference materials
• Podium opportunity to address attendees (2–3 minutes)
• Co-present a full session/case study with an ADRP member

Pre- and Post-Conference Company Promotion
• Inclusion in four (4) social media announcements
• Company logo, link, and short description on conference website
• Recognition in all/International Conference-related emails
• Conference mobile app recognition
• Access to delegate list including mailing and email addresses pre- and post-conference for two (2) mailings
• Three (3) advertisements in The Hub
• One (1) Spotlight in The Hub
• One (1) sponsor-provided blog post

Platinum Sponsors may select one (1) of the following exclusive sponsorship options at the International Conference*:
1. Sponsor a Keynote
2. Sponsor an exclusive session for a targeted senior-level audience
3. Sponsor the networking reception

*Selection confirmed after sponsorship payment

Complete the online sponsor and exhibitor form today!
Dual-Branded Promotional Item Add-Ons*

Promote your company through these unique offerings in addition to your sponsorship/exhibitor level

Prices are for the sponsorship of the item*:

- Lanyards | $1,500
- USB drives loaded with conference session slides | $2,500
- Notebooks and pens | $2,000
- Tote-bags or other branded attendee gift item | $1,250
- Key Cards (2 per attendee) | $2,500

*Must be paired with a sponsor or exhibitor selection. Sponsors will provide the promotional item for each conference attendee, estimated initially at 650 plus the price of the sponsorship.

All artwork must be approved by ADRP Office

Complete the online sponsor and exhibitor form today!
Thank You for Supporting ADRP!

conference@adrp.net | 1-800-341-0014 | www.adrp.net

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