

CHOOSE YOUR EXPERIENCE

CGGP 2021

CONFERENCE

SPONSOR &
EXHIBITOR
CATALOG



National Association
of **Charitable
Gift Planners**

“CGP appreciates the support of all our sponsors during this past year. Knowing the importance our members and business partners place on our national conference, CGP has created both an in-person experience and a virtual experience for 2021. Providing the best of both worlds allows us to expand our audience and provide greater options for everyone. With benefits for sponsors and exhibitors in both the in-person and virtual settings at a single price point, CGP has increased the value proposition for all our business partners.”

Michael Kenyon
CGP President and CEO

CGP CONFERENCE

CGP Conference is the annual conference hosted by the National Association of Charitable Gift Planners (CGP). CGP Conference is a unique gathering place for individuals committed to the art and science of charitable gift planning. Charities of every size and scope are represented by professionals in all stages of their careers. CGP Conference is the largest annual gathering of gift planning professionals.

This year, CGP is excited to introduce a new, flexible approach to CGP Conference, featuring both in-person and virtual experiences. Attendees can choose the option that fits their personal needs and preferences.

IN-PERSON EXPERIENCE

Getting back to the event you know and love.
Oct. 4-6, Rosen Centre Hotel, Orlando, FL

VIRTUAL EXPERIENCE

A flexible option featuring an equally great experience.
On-demand content released Sept. 1
Live events Sept. 20-24

Don't miss the opportunity to meet with gift planners and personally illustrate how your products and services will help them work smarter.

CONTACT

Richard Ritter, Director of Membership
317.269.6274 ext. 4, r Ritter@charitablegiftplanners.org

TOP REASONS TO SUPPORT CGP CONFERENCE

1

“FACE TIME”

Whether in-person or virtually, engage one-on-one with gift planners during scheduled time in both our in-person and virtual exhibit halls. Over the course of both experiences, connect with professionals who need your services.

2

YOUR MARKET

There is no better conference to reach the target market of charitable gift planning professionals. You'll meet frontline fundraisers and gift planners, most of whom are decision makers. The rest are future decision makers.

3

SHOWCASE SOLUTIONS

We know you have the answers...here is your chance to demonstrate your expertise to our audience. The exhibit hall is known as the “Solutions Center” a place for attendees to come to get their most pressing questions answered.

4

VISIBILITY

Reach more than just attendees! Local council leaders, directors of development, planned-giving directors, high-level managers... they come to the conference with the intention of sharing the experience with their colleagues.

5

DON'T BE LEFT BEHIND

CGP Conference is THE event where leading companies serving the gift planning field showcase their products and services and learn the latest trends in the field, so that those products and services can be adapted to better serve philanthropy.

WHAT WE OFFER

FIND A VARIETY OF OPTIONS TO FIT YOUR GOALS

CUSTOM SPONSORSHIPS AVAILABLE

Let's work together to unlock a unique opportunity for your brand. Contact Richard Ritter at rritter@charitablegiftplanners.org to discuss your business objectives and build a package that will help you achieve your goals.

EXHIBIT BOOTH

\$1,750

A booth in the Solutions Center, also known as the Exhibit Hall, provides the best opportunity to build relationships and make an impact on attendees by sharing your company's products and services.

IN-PERSON BENEFITS

- 10' x 10' exhibit booth including drape, signage, 6' table, two side chairs and wastebasket
- Complimentary conference registration for one person
- Listing as an exhibitor on conference website with link to your website
- Listing in conference mobile app with logo and short description of your organization
- Attendee postal mailing list

VIRTUAL BENEFITS

- Personalized virtual exhibit booth space on virtual conference website to include your company description, logo, website, video, downloadable attachments, and space to chat with attendees
- Designated time for face to face video interaction with attendees

CORPORATE SPONSORSHIP

\$1,500

A corporate sponsorship does not include an exhibit booth, but offers the following.

IN-PERSON BENEFITS

- Complimentary conference registration for one person
- Logo on solutions center entrance sign
- Logo and link on email registration invitations
- Logo and link on conference website and mobile app
- Attendee postal mailing list

VIRTUAL BENEFITS

- Logo and link on sponsor page of virtual conference website

EVENT & AMENITY SPONSORSHIPS

P. 5-8

See page 5-8 for full details of what is included in each event and amenity sponsorship.

EVENT & AMENITY SPONSORSHIPS

EVERY EVENT & AMENITY SPONSORSHIP INCLUDES:

- Complete exhibit booth package (see page 4)
- Full-color logo and link to your website on email registration invitations sent to CGP's 11,500+ contacts
- Brief company profile in print program given to all attendees
- Full-color logo on exhibit hall entrance sign
- Recognition as a sponsor/exhibitor on conference website with link to your website
- Recognition on mobile app with link and map to your location in the Solutions Center (if applicable)
- Recognition on virtual conference website

IN-PERSON & VIRTUAL OPPORTUNITIES

MULTIMEDIA SPONSOR

\$10,000

This sponsor gives attendees access to the tools they need to be successful at conference. Connect attendees through meeting space WiFi, the mobile app and the print program.

IN-PERSON BENEFITS

- Company name featured in wifi access code
- Back cover announcement in print program
- Company has a featured logo and description in the app
- One push notification per day

VIRTUAL BENEFITS

- Featured recognition on virtual conference website homepage
- Attendee email list

EVENT & AMENITY SPONSORSHIPS

IN-PERSON & VIRTUAL OPPORTUNITIES

DAY ONE OPENING PLENARY/RECEPTION

\$6,500

Welcome attendees and set the tone at the first event of CGP Conference 2021.

IN-PERSON BENEFITS

- Company name and logo on signs and table tents during reception
- Cocktail napkins with one color imprint of your company logo used at food and beverage stations
- Email blast invitation sent to attendees on your behalf
- Special recognition at the Opening Dinner
- One promoted post in mobile app prior to reception

VIRTUAL BENEFITS

- Company provides conference opening welcome
- Attendee email list

CLOSING PLENARY

\$5,000

Leave attendees inspired as you preside over the final conference event.

IN-PERSON BENEFITS

- Sponsorship recognition posted during closing plenary
- Company introduction of closing speaker

VIRTUAL BENEFITS

- Company introduction of Thursday closing plenary
- Company name and logo on plenary session card on virtual conference website
- Attendee email list

EVENT & AMENITY SPONSORSHIPS

IN-PERSON & VIRTUAL OPPORTUNITIES

AFFINITY SESSIONS & LUNCHEON SPONSOR

\$5,000

Make a lasting impression during the three in-person affinity sessions and during multiple virtual opportunities.

IN-PERSON BENEFITS

- Sponsorship recognition posted during Affinity Luncheon
- Company name and logo featured on tables and signs in every breakout room
- Mention of your company sponsorship included in script to be read at every group
- Sponsorship covers all three affinity sessions (Tuesday morning, Tuesday lunch, Wednesday morning)

VIRTUAL BENEFITS

- Mention of your company sponsorship included in script to be read at every group
- Company name and logo on affinity session cards on virtual conference website

EDUCATION TRACKS

\$5,000 (4 AVAILABLE)

Get in front of the attendees whose issues are important to your company. The four track titles and two virtual sessions will be determined Summer 2021. We will work with sponsors to decide which specific track they would like to sponsor at that time.

IN-PERSON BENEFITS

- Company name and logo on signs outside each breakout session in your track
- Opportunity for representatives of your company to introduce session speakers in your track (tracks will have 5 sessions)

VIRTUAL BENEFITS

- Opportunity for representatives of your company to introduce at least 2 virtual conference sessions
- Company name and logo on session cards on virtual conference website
- Email list of attendees for sessions

EVENT & AMENITY SPONSORSHIPS

IN-PERSON ONLY OPPORTUNITIES

DAY ONE WELCOME BACK PARTY **\$9,000**

Welcome in-person attendees back at an outdoor celebration.

- Company name and logo on signs and table tents throughout welcome back party
- Company name and logo featured on one free drink ticket given to all attendees
- Special recognition at the Opening Dinner
- One promoted post in mobile app prior to the party

TOTE BAG **\$6,500**

Present your brand on the bags attendees will use during the conference and beyond.

- Company name and logo (one color imprint) on tote bags distributed to all attendees
- Attendee email list

HAND SANITIZER **\$4,000**

Place your brand in every attendee's hands at CGP conference.

- Company name and logo recognition on signs next to hand sanitizer stations throughout the conference space
- Company name and logo recognition on all personal hand sanitizers given to each conference attendee

NAMETAGS **\$8,000**

Be front and center as attendees wear your logo throughout CGP Conference.

- Company name and logo (one color imprint) on name badge holders distributed to all attendees
- Attendee email list

CONFERENCE SCHOLARSHIPS

Sponsor a first-time conference attendee. Includes complimentary conference registration and a one-year CGP membership for the recipient.

\$400 virtual conference scholarship

\$800 full virtual & in-person conference scholarship

Scholarship sponsors receive recognition at the conference, in the printed program, on the mobile app and the conference website.

FROM A SCHOLARSHIP RECIPIENT

“Receiving a scholarship to attend the CGP Conference was the only way I was able to attend and I couldn’t be more grateful for the opportunity. Upon returning, I was able to immediately implement small, yet effective, xutilizing ideas folks shared. It truly was a wonderful experience for me and it wouldn’t have been possible without receiving a scholarship.”

-Austin Lee, Development Officer, Conner Prairie

ADDITIONAL OPTIONS

TOTE BAG INSERT

\$500

Your company's brochure or promotional item will be inserted into tote bags and distributed to all attendees.

Your promotional item may not duplicate items sold as sponsorships. We cannot accept bags or name badge holders.

- Item must easily fit into tote bags measuring 12" high x 12" wide x 4" deep
- Brochure/promotional item must be produced and shipped to the conference at the exhibitor's expense
- All items must be approved by CGP staff

PRINT PROGRAM ADVERTISEMENT

Rates are as follows:

Full-page: \$500

Half-page: \$300

MOBILE APP PUSH NOTIFICATION

\$200

\$200 per notification: Notify mobile app users of a promotion or brief update sent directly to their device's home screen even when the conference app is closed. (Available to sponsors and exhibitors only.)

EVALUATION REDIRECT

\$350

After the CGP Conference concludes, hundreds of attendees provide feedback via an evaluation survey. After attendees complete the survey, they will be redirected to your website.

DO YOU HAVE QUESTIONS ON ANY OF THE SPONSORSHIPS?

Contact Richard Ritter, Director of Membership
317.269.6274 ext. 4, ritter@charitablegiftplanners.org

IMPORTANT DATES AND DEADLINES

April 29 - May 10: Sponsorship Reservation Request forms accepted

May 11 - May 14: Notification of reserved sponsorships

May 17: Open registration for remaining sponsorships & exhibit booths begins

May 28: Deposits due (50% of total fee) for reserved sponsorships

June 18: Cancellations: Last day for 100% of total fee refund (minus 5% processing fee)

June 18: Total balances due for all sponsors & exhibitors

July 30: Last day for 50% of total sponsor/exhibitor fee refund *No refunds after this date

August 9: Copy deadline for printed program

Week of August 9: Exhibitor kits emailed by exhibit decorator

Week of August 9: Virtual exhibit booth instructions released

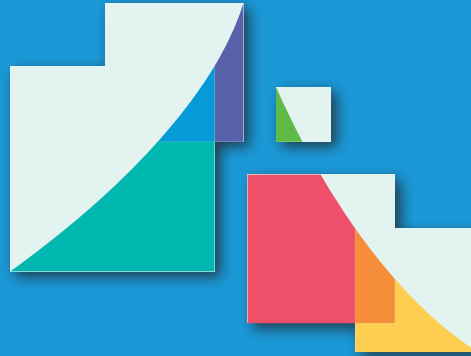
September 1: Virtual booth set-up initial deadline


September 20: Virtual booth set-up final deadline

October 1: Hotel delivery deadline for tote bag inserts

October 4: Exhibit hall setup hours: Noon - 5 p.m. ET

October 6: Exhibit hall tear down hours: 11:30 a.m. - 1:30 p.m. ET



National Association
 **Charitable
Gift Planners**

CGP Conference is hosted by the National Association of Charitable Gift Planners. The National Association of Charitable Gift Planners (CGP) is the leading organization setting standards for charitable gift planners. We bring members together to learn, connect and advocate. We provide education and resources that enrich and advance careers. We connect colleagues at all levels through our national network—including those who defined the field. We exist to serve our distinguished profession and bring to life the art and science of charitable gift planning.

CONTACT: Richard Ritter, Director of Membership
317.269.6274 ext. 4, rritter@charitablegiftplanners.org