

6th Annual Nebraska MarketPlace Conference

February 21-22, 2012

Ramada Inn & Conference Center, Kearney, Nebraska

Hosted by the Center for Rural Affairs, funded in part by a grant from
USDA Rural Development & Our Sponsors



Exhibitor & Sponsorship Opportunities

Financial sponsorships and exhibitors help keep registration costs for participants to a minimum. Sponsorships range from \$500 to \$5,000. Sponsorships include special recognition and benefits in conference publicity efforts before, during and following the conference. Exhibitor space includes one conference registration, draped display area, covered & skirted table, chairs, & trash can.

Booth Exhibits

- 8' tall draped back wall; 3' tall side walls
- 6' covered, skirted table & Two chairs
- 1 complimentary registration
- Listed in conference exhibitor map, on diagram of exhibit area and on exhibitor page of website
- **Booth Set-up:** Tuesday, Feb. 21 from 3PM-8PM. All exhibits **must be set up prior to 7:30 AM Wednesday** when doors open.
- **Exhibit Hours:** Tues., Feb. 21 – 6PM-8PM (optional) & Wed., Feb. 22 – 7:30AM-4:30PM

Booth Pricing

- One booth Early Bird Rate...(thru Jan. 25).... **\$175**
Regular Rate...(Jan. 26-Feb. 6)... **\$250**
- Additional booth..... **\$175**
- Additional Registrations... (thru Jan 25)..... **\$45**
Late registration (Jan.26-Feb.6)..... **\$55**
- Access to electricity..... **\$25**
- *Note: Trade show floor is carpeted: 52 booth maximum will be accepted*
- *Booth placement requests will be available after Jan. 25*

New, "Special" Event Sponsorship Opportunities

Special Activity Sponsorships:

Sponsoring special activities will provide your organization with additional exposure to conference attendees. All sponsorships of special events include signs with your organization's logo displayed as the activity sponsor and announcements by moderators before and in wrap up of

the sponsored activity in addition to the benefits offered by the same priced sponsorship package. *Breaks and the Tuesday social will be in the exhibitor area. Luncheon will be in the general session room.*

Exclusive Youth Day Sponsor (Tuesday)*	\$ 2,500
Snack (2)	\$ 500
Exclusive RZ Bounce Sponsor (Tuesday)***	\$ 1,000
Evening Social (Tuesday)**	\$ 5,000
NE MarketPlace (Wednesday)	(2) \$10,000
Morning Break*** (2)	\$1,000 ea.
Luncheon** (3)	\$5,000 ea.
Afternoon Break*** (3)	\$1,000 ea.

***Youth Day Sponsor** (BIZ IDEA Summit) will have the same recognition as a Partner sponsor with same benefits. **Youth Day Snack Sponsors** will have the same recognition as a Friend sponsor with same benefits.

***** RZ Bounce & Break Sponsors** will have the same recognition as a Supporter sponsor with same benefits.

****Evening Social Sponsor and Luncheon Sponsors** will have the same recognition as Innovator sponsorship level with same benefits.

Additionally, an Evening Social Sponsor will be the Hosting Sponsor and will have an opportunity to share a 5-10 minute presentation about their organization, their products or services and/or their community.

Sponsorship Packages & Benefits

Innovator Sponsor: \$5,000

- Two complimentary registrations to MarketPlace
- **NEW: Exclusive Track Sponsor** – Select between Social Media, Innovation, Marketing, Business Development, Financial OR Round Tables* (3 sessions per track)
 - Logo on Specific Track Session Board displaying three sessions
 - Recognition as Track Sponsor during each of the three session
 - Listing on Agenda as Track Sponsor (printed & electronic) with hotlink
 - Post your banner in room on or near podium**
- One premier exhibit booth location in the RZ Zone
 - Logo on exhibitor map (Print and Electronic) with hotlink
 - Complimentary electricity
- **NEW:** Half page color advertisement printed and inserted into conference folder
- **NEW:** Featured as major event sponsor at least 2 times on NE MarketPlace social media pages (Twitter, Facebook & LinkedIn) with hyperlink to your website where applicable
- Logo recognition on:
 - Event sponsorship webpage with direct web link
 - Large screen PowerPoint slide rotating sponsors continually throughout event
 - **New:** Logo projected on 2012 MarketPlace screen background in general and breakout session rooms
- Plaque of Recognition

"I networked with people that will be an asset to my future needs. Since MarketPlace, I've added a part-time employee."

Melissa Graham, Owner
Missa Sue's Salon & Spa
Laurel, Nebraska

"I have been able to grow my business by 10% due to the concepts and training I learned at MarketPlace."

Kathy Bourque, Owner
The UPS Store
North Platte, Nebraska

Partner Sponsor: \$2,500

- One complimentary registration to MarketPlace
- **NEW:** Sponsorship recognition for one educational session of choice* in:
 - Electronic brochure
 - "Agenda at a Glance"
 - Announcement with introduction of speakers
- **NEW:** Half page color advertisement printed and inserted into conference folder**
- **NEW:** Featured as major event sponsor at least 2 times on NE MarketPlace social media pages (Twitter, Facebook & LinkedIn) with hyperlink to your website where applicable
- Name recognition with listing on
 - Sponsorship webpage with hotlink to your website
 - Large screen PowerPoint rotating throughout event
- Plaque of Recognition

Supporter Sponsor: \$1,000

- One complimentary registration to MarketPlace
- **NEW:** Quarter page color advertisement printed and inserted into conference folder**
- **NEW:** Featured as major event sponsor at least 2 times on NE MarketPlace social media pages (Twitter, Facebook & LinkedIn) with hyperlink to your website where applicable
- Name recognition with listing on
 - Sponsorship webpage with hotlink to your website
 - Large screen PowerPoint rotating throughout event
- Plaque of Recognition

Friend Sponsor: \$500

- One complimentary registration to MarketPlace
- One-Eighth (business card) color advertisement in conference folder**
- Name recognition with listing on
 - Sponsorship webpage with hotlink to your website
 - Large screen PowerPoint rotating throughout event
- Plaque of Recognition

*Based on first-come, first-serve basis

**Sponsor supplies documentation

Exhibitor & Sponsorship Commitment Form

Exhibitor & Sponsorship Information

Please attach a brief paragraph about your organization, your products and services and describe what you will be selling in your booth (used in program to promote your booth or sponsorship).

Organization/Company (as it will appear): _____

Contact Person: _____

Email: _____ Ph: _____

Address: _____

City/St/Zip: _____

Company Ph: _____ Fax: _____

Website: _____

Sponsor Levels (Check One)

Special Event: Indicate Activity _____

Innovator (\$5,000) – 2 comp. registrations

Partner (\$2,500) – 1 comp. registrations

Supporter (\$1,000) – 1 comp. registration

Friend (\$500) – 1 comp. registration

Innovator Level Sponsors receive exhibit space.

Do you plan to exhibit? Yes No

If yes, will you need electricity? Yes No

EXHIBIT BOOTHS: Includes approx. 8'x 10' of space; 1-6' covered & skirted table; 2 chairs; trash; 1 comp. registration. *All breaks and evening social will be in exhibitor area.*

Early Bird Booth registration (thru Jan. 25)..... \$175

Final Deadline: Jan. 26-Feb. 6..... \$250

Will you need electricity? No Yes...add \$ 25

Help Promote MarketPlace to YOUR Customers & Visitors:
A copy of the electronic file of the registration brochure will be emailed to you along with additional information for your company to **post on your website to help promote the event to your customers and visitors.** We appreciate it!

Authorization

The person signing this form is authorized to do so on behalf of the Sponsor/Exhibitor organization and agrees to abide by all requirements, restrictions and obligations outlined in the General Terms and Conditions.

Authorized By: _____

Title: _____

Signature: _____

Date: _____

Contact Instructions

Complete form & mail w/payment to:

Shawna Silvius, MarketPlace Conference Coordinator
PO Box 547 • Nebraska City, NE 68410

Questions? Call: 402-873-4027 • cell: 402-874-0198

Email: shawnnas@cfra.org

Make check payable to: **Center for Rural Affairs**

MarketPlace is an event hosted by the Center for Rural Affairs, brought to you by a grant from the USDA Rural Development and financial our Partnering Sponsors.

The Center for Rural Affairs and the USDA Rural Development are Equal Opportunity Employers, Providers and Lenders.

Expo. Mgmt Use Only: Exhibit Space Assigned: _____

General Terms & Conditions

Payment for sponsorship must be received before benefits will be activated. Invoices may be requested and will be returned electronically with full payment due upon receipt. **Payment for exhibit booth space must be received by Feb. 6 and be submitted with this contract.** Please include comp registrant information on this form. Additional registrants may register using the online registration system or print & return registration form, both accessible at www.cfra.org/marketplace/ne-12. Follow up will include ad specifications for sponsors, photo/press release, display tips and selling limitations, booth map space availability for selection on a first-come, first-serve basis.

Method of Payment

Check enclosed payable to: **Center for Rural Affairs**

Invoice my company: Attn: _____

Comp. Registration Instructions

Please list the complimentary registration(s) you wish to receive with your sponsorship or booth rental below. Additional attendees may register using the electronic registration accessible at www.cfra.org/marketplace/ne-12. *Price is \$45 per person until Jan. 25, then \$55 until February 6.*

Name: _____

Company (if different): _____

Address: _____

City/St/Zip: _____

Email: _____

Phone#: _____

2nd Comp for Innovator/\$5,000 Level Sponsors

Name: _____

Company (if different): _____

Address: _____

City/St/Zip: _____

Email: _____

Phone#: _____