

2012 SPONSOR AND EXHIBITOR PROSPECTUS



14th Annual Conference
October 17-20, 2012

*"Raising Your Game: Scoring Big
in the Grant Profession"*

Hyatt Regency Indianapolis
Indianapolis, IN



What is GPA?

The Grant Professionals Association (formerly American Association of Grant Professionals) is an independent nonprofit membership-driven organization. Founded in 1997 by grant professionals who recognized the need to formalize the profession, GPA maintains a code of ethics, enhances grant developers' relationships with funders and employers, and advances educational opportunities.

Who are GPA Members?

- Grant Writers
- Grant Managers
- Grant Proposal Developers
- Directors of Development
- Grant Administrators
- Grant Makers and Funders
- Executive Directors and Board Members of Public and Private Organizations
- Proposal and Program Evaluators
- Program Development Directors and Specialists
- Independent Consultants
- Grantsmanship Trainers and other service providers

What GPA will do for you!

The GPA 14th Annual Conference & Expo presents a unique opportunity for accessing a national audience of 700+ grant professionals / purchasing decision-makers. Build your client base, increase your company's bottom line plus expand your marketing visibility to influential GPA members through the GPA website, printed materials, e-newsletters and referrals by GPA state and chapter representatives / members.

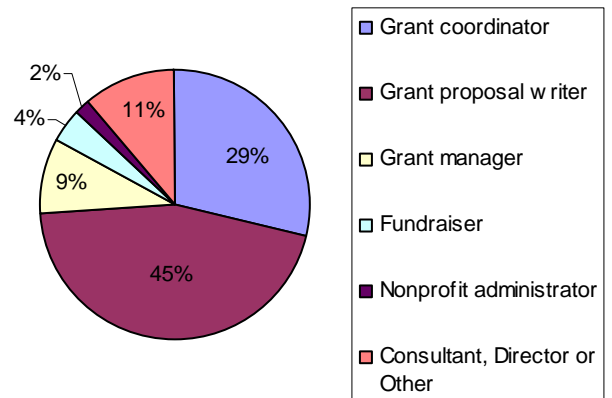
CONFERENCE INFORMATION

About the 2012 GPA Conference

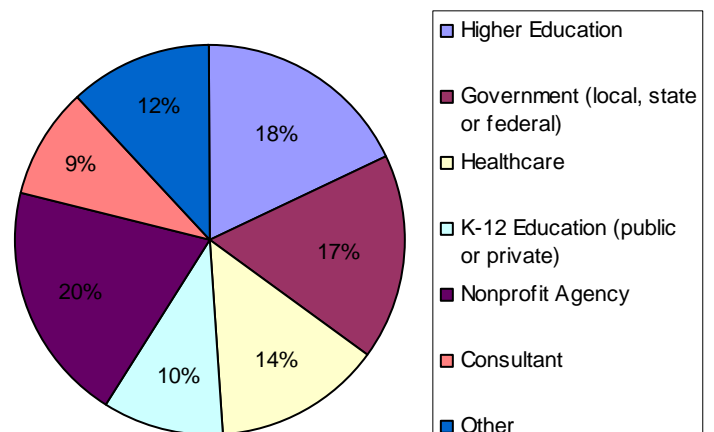
- The GPA Annual National Conference is in its 14th year.
- This year's conference is being held at the **Hyatt Regency Indianapolis** in Indianapolis, IN.
- **60 Workshops** to be scheduled in all professional levels
- **700 attendees** expected.

WHO ATTENDS?

Attendees Primary Job Responsibility



Type of Organization





Important Dates & Deadlines

Friday, July 13th

* **Last day** to cancel exhibit registration and receive partial refund

Friday, August 17th

* **Registration deadline:** For sponsors & exhibitors to be included in the 2012 GPA Conference Program

* **Last day** to submit advertisement artwork for Conference Program

Friday, September 21st

* **Booth Numbers** e-mailed to exhibitors

Monday, October 1st

* **Pre-show attendee list** e-mailed to sponsors (Gold Sponsor and up)

Wednesday, October 17th - GPA ANNUAL CONFERENCE

* **Exhibitor set-up** (11:00am-4:00pm)

Monday, October 29th

* **Post-conference attendee list** e-mailed to sponsors (Gold Sponsor and up) & exhibitors

Schedule At A Glance*

| Wednesday, Oct. 17 | Thursday, Oct. 18 | Friday, Oct. 19 | Saturday, Oct. 20 | Sunday, Oct. 21 |
|--|--|--|---|----------------------------------|
| Registration Open 11:00 am - 6:00 pm | Registration Open 7:00 am - 5:30 pm | Registration Open 7:00 am - 5:30 pm | Registration Open 8:00 am - 12:00 pm | GPC Testing 8:00 am - 6:00 pm |
| Exhibitor Set-up 11:00 am - 4:00 pm | Exhibits Open 7:30 am - 5:00 pm | Exhibits Open 7:30 am - 5:00 pm | Proposal Review 8:00 am - 12:00 pm | |
| Pre-conferences 1:00 pm - 4:00 pm | Opening Session 8:30 am - 10:00 am | Proposal Review 8:00 am - 5:00 pm | Exhibits Open 8:00 am - 12:00 pm | |
| Welcome Reception & Exhibits Open 5:00 pm - 7:00 pm | Proposal Review 10:00 am - 5:00 pm | Workshop Sessions 8:30 am - 10:00 am | Workshop Sessions 9:30 am - 11:15 am | |
| | AM Coffee Break 10:00 am - 10:15 am | AM Coffee Break 10:00 am - 10:15 am | Closing Session 11:30 am - 12:15 pm | |
| | Workshop Sessions 10:15 am - 11:45 am | Workshop Sessions 10:15 am - 11:45 am | Exhibitor Dismantle 12:00 pm | |
| | Luncheon Meeting 12:00 pm - 1:30 pm | Luncheon Meeting 12:00 pm - 1:30 pm | GPC Testing 12:00 pm - 6:00 pm | |
| | Workshop Sessions 1:45 pm - 3:15 pm | Workshop Sessions 1:45 pm - 3:15 pm | | |
| | Afternoon Break 3:15 pm - 3:45 pm | Afternoon Break 3:15 pm - 3:45 pm | | |
| | Workshop Sessions 3:45 pm - 5:15 pm | Workshop Sessions 3:45 pm - 5:15 pm | | |

* Schedule and times subject to change.



Sponsor!

| Benefits | \$20,000 Title Sponsor | \$10,000 Platinum Sponsor | \$5,000 Gold Sponsor | \$3,000 Silver Sponsor | \$1,500 Bronze Sponsor | \$1,000 Copper Sponsor |
|---|------------------------------|---------------------------------|----------------------------|------------------------------|------------------------------|------------------------------|
| Ad in Conference Program | Full page (Inside Cover) | Full Page | Full Page | Half Page | Quarter Page | Business Card |
| Poster in Registration Area | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Included in GPA e-Newsletter | Article (Full Page) | Article (1/2 Page) | Article (1/4 Page) | Listing | Listing | Listing |
| Logo/Link on GPA website until 12/31/12 | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Exhibit Space Furnished (Value \$1,700) | ✓ | ✓ | ✓ | ✓ | | |
| Onsite Signage during General Sessions | ✓ | ✓ | ✓ | ✓ | | |
| Ticket to Welcome Reception | 4 Included | 2 Included | 1 Included | 1 Included | | |
| Ticket to all Seated Meal Functions | 4 Included | 2 Included | 1 Included | 1 Included | | |
| One Year Membership/Renewals | 4 Included | 2 Included | 1 Included | | | |
| Conference Registrations | 4 Included | 2 Included | 1 Included | | | |
| Logo on Conference Bags | Front of Bag | Back of Bag | Back of Bag | | | |
| Time to Address Conference Attendees | 5 Minutes | 3 Minutes | 2 Minutes | | | |
| List of GPA Conference Attendees | Pre/Post | Pre/Post | Pre/Post | | | |
| Flyer Inserts in Conference Bags | ✓ | ✓ | ✓ | | | |
| Logo on Cover of Conference Program | ✓ | ✓ | | | | |
| 90 minute Conference Workshop to discuss how your product would benefit the grants industry | ✓ | ✓ | | | | |
| Logo on all printed GPA Material promoting the Conference | ✓ | | | | | |
| Logo on all Workshop Posters | ✓ | | | | | |
| List of GPA Membership | ✓ | | | | | |

Questions?
 Contact Kelli Romero at GPA:
 (913) 788-3000 or
Membership@GrantProfessionals.org



If you sponsor, did you know?

- Your help will reduce the cost for attendees.
- You will reach organizations and individuals within the grants industry from **across the U.S.**
- Your company's name will be publicized to thousands of individuals who can become familiar with what you offer.

Sponsorship Benefits

- Increase company visibility throughout the conference setting
- Win new product commitments
- Nurture new business
- Introduce attendees and prospects to your latest innovations
- Expand and deepen current customer relationships

Specialty Sponsorships

Receive great exposure through one of these sponsorships...

Educational Sponsor - \$10,000 (Title Sponsorship for Workshops Series)

- Two (2) Conference Registrations
- Logo attached to Workshop Series in conference program book
- Full page ad in conference program book
- Acknowledged as Educational Sponsor during conference
 - Name on each workshop sign attached to Workshop Series
 - Onsite signage during all general sessions (2 ft. x 6 ft.)
 - Poster in registration area (2 ft. x 3 ft.)
 - Time to address conference attendees - 3 minutes
- Company advertisement and link on GPA website until December 31, 2011
- Listing in the GPA e-newsletter

Breakfast Sponsor - \$2,000 & Luncheon Sponsor - \$4,000 (one per meal)

- Half page ad in conference book
- Acknowledged as Breakfast/Lunch Sponsor during conference
 - Predominate Onsite signage during sponsored meal (2 ft. x 3 ft.)
 - Name on sponsor during sponsored meal in registration area
- Company logo and link on GPA website until December 31, 2011
- Listing in the GPA e-newsletter

Internet Café Sponsor - \$3,000

- One (1) ticket to welcome reception
- One (1) ticket to all seated meal functions
- Half page ad in conference book
- Acknowledged as Internet Café Sponsor during conference
 - Poster outside of Internet Café (2 ft. x 3 ft.)
- Name on sponsor list poster in registration area
- Company logo and link on GPA website until December 31, 2011
- Listing in the GPA e-newsletter

Individual Workshop Sponsor - \$500

- Business Card ad in conference book
- Acknowledged as Individual Workshop Sponsor during conference
 - Name on workshop sign during sponsored session (2 ft. x 3 ft.)
 - Name on sponsor list poster in registration area
- Listing in the GPA e-newsletter

Lanyard Sponsor - \$900

- Business Card ad in conference book
- Acknowledged as Lanyard Sponsor during conference
 - Name on sponsor list poster in registration area
- Logo on lanyards that will be given to each attendee.
- Company logo and link on GPA website until December 31, 2012
- Listing in the GPA e-newsletter

Conference Bag Sponsor - \$2,000

- Half page ad in conference book
- Acknowledged as Conference Bag Sponsor during conference
 - Name on sponsor list poster in registration area
- Logo on conference bags that will be given to each attendee.
- Company logo and link on GPA website until December 31, 2012
- Listing in the GPA e-newsletter





Become a 2012 Exhibitor!

ALL INCLUSIVE EXHIBITOR PACKAGE - \$1,700 Exhibit Space Includes:

- Table with draping, two chairs, table tent with exhibitor name
- Two (2) Conference Registrations, valued at \$799 each
- Acknowledgement in printed conference materials
Name listed in conference program book
- Company logo and link on GPA website until December 31, 2012
- Listing in the GPA E-newsletter
- List of GPA conference attendees (post list only)

Exhibitor Schedule at a Glance

| Date | Time | Event |
|----------------------------|--------------------|-----------------------------------|
| Wednesday, October 17th | 11:00 AM - 4:00 PM | Booth Set-Up |
| | 11:00 AM - 6:00 PM | Registration |
| | 5:00 PM - 7:00 PM | Exhibits Open & Welcome Reception |
| Thursday, October 18th | 7:30 AM - 5:00 PM | Exhibits Open |
| Friday, October 19th | 7:30 AM - 5:00 PM | Exhibits Open |
| Saturday, October 20th | 8:00 AM - 12:00 PM | Exhibits Open |

Exhibitors are required to staff their booths during the designated/recommended open hours. Attendees may visit the exhibit area throughout the conference; staffing of an exhibit is optional when workshops are in session.

Advertise!

Conference Program Advertising

Advertisements will be inserted in the final conference program. Full page program advertisers will also be acknowledged on the association's website at www.GrantProfessionals.org and in the post-conference issue of the GPA e-newsletter. Approximately 1,000 of the conference programs will be published and circulated.

- | | | |
|-------------------|--------------|----------|
| • Full Page Ad | 7.5" x 10" | \$500.00 |
| • Half Page Ad | 7.5" x 5" | \$250.00 |
| • Quarter Page Ad | 3.75" x 5" | \$125.00 |
| • Business Card | 3.75" x 2.5" | \$65.00 |

Camera ready artwork due: August 17, 2012

Ad Format

The preferred ad format should be pdf or jpg. Camera-ready, hard copy ads are also accepted.

Submit your ad by Friday, August 17th, 2012

Email Option: Ad can be emailed to Kelli Romero at membership@grantprofessionals.org. Please entitle the email "2012 Conference Program Ad".

Hard Copy ads: Camera-ready, hard copy ads can be delivered to:

GPA
Attn: Kelli Romero
1333 Meadowlark Lane, Ste. 105
Kansas City, KS. 66102

Conference Bag Inserts



Can't be a Sponsor or Exhibitor this year, but you still want to advertise your organization? Why not insert your organization's flyer in our attendee's conference bags?

Conference Bag Inserts - \$1.00 per flyer/bag

Inserts are to be shipped to the Hyatt Regency Indianapolis before Monday, October 15th, 2012. We will be stuffing bags on Tuesday, October 16th.

Contact the GPA National Office for shipping information and final count on attendees.

Conference Hotel Information



Hyatt Regency Indianapolis
One South Capitol Avenue
Indianapolis, IN 46204
888-421-1442

Hyatt Regency Indianapolis, located in Indianapolis, IN will serve as headquarters for the GPA Conference and for housing.

Their telephone number is: 888-421-1442 (state that you are with GPA) or you can register online by clicking [here](#). We have a great conference rate of only \$159.00 per night, plus applicable taxes.

The Hyatt Regency Indianapolis has recently been remodeled. Along with the fantastic conference rate of \$159.00 per night, you also receive FREE internet, a coffee maker, safe and refrigerator in your room!



2012 ANNUAL CONFERENCE and EXHIBITION
 October 17-20, 2012 - Hyatt Regency Indianapolis - Indianapolis, IN



Organization _____

Address _____

City _____ State _____ Zip _____

Reserved by _____ Title _____

Tel _____ Fax _____

E-mail _____ Website _____

EXHIBITOR

_____ All Inclusive Exhibitor @ \$1,700 per booth x _____ # of booths = TOTAL \$ _____

Includes draped table, two chairs, table tent sign; two conference registrations; company logo and link to GPA website.
 Acknowledgement in printed conference materials; name listed in conference book.
 Listing in the GPA e-newsletter, list of GPA conference attendees (post list only).

- Vendor Badges (beyond two) - \$25 Continental Breakfast - \$25 Seated Breakfast - \$35 Luncheons - \$40

ADVERTISING

- Full Page - \$500 Half Page - \$250 Quarter Page - \$125 Business Card - \$65 Tote Bag Inserts - \$1.00 per piece

SPONSORSHIP

- | | | |
|---|---|--|
| <input type="checkbox"/> Title Sponsor - \$20,000 | <input type="checkbox"/> Silver Sponsor - \$3,000 | <input type="checkbox"/> Bronze Sponsor - \$1,500 |
| <input type="checkbox"/> Platinum Sponsor - \$10,000 | <input type="checkbox"/> Internet Café Sponsor - \$3,000 | <input type="checkbox"/> Copper Sponsor - \$1,000 |
| <input type="checkbox"/> Educational Sponsor - \$10,000 | <input type="checkbox"/> Breakfast Sponsor - \$2,000 | <input type="checkbox"/> Lanyard Sponsor - \$900 |
| <input type="checkbox"/> Gold Sponsor - \$5,000 | <input type="checkbox"/> Conference Bag Sponsor - \$2,000 | <input type="checkbox"/> Individual Workshop Sponsor - \$500 |
| <input type="checkbox"/> Lunch Sponsor - \$4,000 | | |

TOTAL \$ _____

Description of product/service to be exhibited—150 words or less. (To be used in conference program) _____

TERMS OF PAYMENT/CANCELLATION -- A non-refundable \$200.00 deposit per exhibit space reserved is due within two weeks of invoice date. Final payment for exhibit space is due **no later than 7/13/12**. Reservations received **after 7/13/12** will require payment in full within two weeks of reservation. Payment **in full** is required prior to exhibit installation. Written cancellations received by GPA show management **after 7/13/12** will be charged the full exhibit space rental fee. Cancellations are not effective until received **IN WRITING** at GPA National Office.

Return application and deposit check payable to: **GPA**, 1333 Meadowlark Lane, Suite 105, Kansas City, KS. 66102, 913-788-3000, fax 913-788-3398, Membership@GrantProfessionals.org.

PAYMENT INFORMATION Method of Payment (✓ Check One)

- Check Payable to **GPA** VISA MasterCard Discover

Amount To Be Charged At Time Of Application
 \$ _____ (U.S. Funds Only)

Credit Card # _____ Exp Date: _____ / _____ CVV _____

Print Cardholder Name _____ Cardholder Phone _____

Cardholder Address _____

Authorized Signature _____ Cardholder Email _____