

Goodwill Industries International Event & Sponsorships 2015 A La Carte Sponsorship Options

Increase your exposure to Goodwill conference attendees by choosing from an assortment of promotional and advertising opportunities through the Conference à la carte sponsorship menu. Opportunities are available as standalone advertising opportunities or as packages.



	COE	Spring	DA*	Summer	GILPS*	Price Per Conference
Print Opportunities						
Exhibits Booklet Color Ad (Full Page)				✓	✓	\$1,000
Promotional Opportunities						
Welcome Reception & Promo item Bag Drop		✓		✓	✓	\$5,000
Digital Opportunities						
1-min commercial at General Session		✓		✓	✓	\$2,500
Exhibitor Webinar Series (15 minute Highlights)				✓	✓	\$1,500
Plasma Screen Static Ads	✓	✓	✓	✓	✓	\$1,000
Plasma Screen Videos	✓	✓	✓	✓	✓	\$2,000
Packaged Opportunities						
Beverage Bar Sponsorship		✓		✓	✓	\$5,000
Cyber Café Sponsorship	✓	✓	✓	✓	✓	\$5,000
Dinner Sponsorship – Finance Staff				✓		\$2,500
Dinner Sponsorship – PR Staff				✓		\$2,500
Dinner Sponsorship – HR or WFD Staff		✓				\$2,500
Dinner Sponsorship – Safety/Loss Prevention Staff					✓	\$2,500
HeadShotLOUNGE™(HSL) Sponsorship:		✓		✓	✓	\$10,000
Vendor-hosted Evening Reception		✓		✓	✓	\$2,500 + F&B*
Mobile App Sponsorship	✓	✓	✓	✓	✓	\$5,000
WIFI Sponsorship	✓	✓	✓	✓	✓	\$5,000

*GILPS – Goodwill Loss Prevention and Safety Conference.

*F&B – Cost of Food and Beverage

2015 A La Carte Sponsorship Descriptions

- 1. Beverage Bar Sponsorship (Package) \$5,000**

Increase your company's brand recognition by sponsoring the conference beverages and bar.

Specific sponsor benefits include:

 1. Digital – 1 Event Plasma Rolling Static Ad
 2. Mobile – Acknowledgement as Beverage/Bar sponsor in mobile schedule
 3. Print – Acknowledgement as Beverage/Bar sponsor via table tents at the buffet tables.

- 2. Cyber Café Sponsorship (Package) \$5,000**

Enjoy extra visibility via sponsorship of the Conference Cyber Café.

Specific sponsor benefits include:

 1. Digital - 1 Event Plasma Rolling Static Ad
 2. Mobile – Acknowledgement as Cyber Cafe sponsor in mobile schedule
 3. Print – Acknowledgement as Cyber Cafe sponsor in printed schedule

- 3. Dinner Sponsorship - Finance Staff (Package) \$2,500**

Connect strategically over dinner with your core target during the conference.

Specific sponsor benefits include:

 1. Mobile – Acknowledgement as Dinner sponsor in mobile schedule
 2. Face to Face - Participation at the dinner
 3. Promo - Ability to leave dinner participants with a promotional item /gift

- 4. Dinner Sponsorship - PR Staff (Package) \$2,500**

Connect strategically over dinner with your core target during the conference.

Specific sponsor benefits include:

 1. Mobile – Acknowledgement as Dinner sponsor in mobile schedule
 2. Face to Face - Participation at the dinner
 3. Promo - Ability to leave dinner participants with a promotional item /gift

- 5. Dinner Sponsorship – HR / Workforce Development Staff (Package) \$2,500**

Connect strategically over dinner with your core target during the conference.

Specific sponsor benefits include:

 1. Mobile – Acknowledgement as Dinner sponsor in mobile schedule
 2. Face to Face - Participation at the dinner
 3. Promo - Ability to leave dinner participants with a promotional item /gift

6. Dinner Sponsorship – Loss Prevention/Safety Staff (Package) \$2,500

Connect strategically over dinner with your core target during the conference.

Specific sponsor benefits include:

4. Mobile – Acknowledgement as Dinner sponsor in mobile schedule
5. Face to Face - Participation at the dinner
6. Promo - Ability to leave dinner participants with a promotional item /gift

7. Exhibits Booklet Color Ad – Full Page \$1,000

Advertise to every event attendee via a full page color ad in the tradeshow exhibits booklet during the conference and tradeshow.

8. Exhibitor Webinar Series Sponsorship (10 –minute Presentations) \$1,500

Introduce your company’s capabilities via a 10-minute presentation to interested Goodwill staff prior to the conference. The Exhibitor Webinar Series enables you to market and demo your company to interested Goodwill member staff in the enterprise, regardless of their attendance at the tradeshow/GILPS or thus extending your exposure beyond the exhibits itself. Webinars will be conducted by business area – IT, Loss Prevention & Safety, Marketing, Operations, New Goods etc. Specific business area groups for webinars are to be determined. 4-5 exhibitors will get the exclusive opportunity to present to interested Goodwill attendees for 10 minute during a 1-hour interactive webinar. A subsequent facilitated Q&A session will follow the webinar. Webinars will be recorded, sent to webinar registrants and available for viewing by any other Goodwill staff visiting the Member Marketplace, an online marketplace on Goodwill intranet. Webinar registration will be marketed by GII however vendors are free to invite their contacts and incentivize contacts to refer colleagues. Email information of attendees will not be shared with exhibitors. An additional sponsor benefit includes:

1. Online – 6 months Member Marketplace Subscription
2. Print – A Quarter page color ad in the Exhibits Booklet

9. HeadShotLOUNGE™ (HSL) Sponsorship (Package) \$10,000

Enjoy extra visibility via sponsorship of the Headshot lounge. The HeadShotLOUNGE™ is an exciting attendee experience allowing attendees to walk away with a beautiful executive portrait. Attendees selecting to get a portrait are treated to a quality makeup session before their photo session. Photos are subtly enhanced. Specific sponsor benefits include:

1. Digital - 1 Event Plasma Rolling Static Ad
2. Mobile – Acknowledgement as Mobile App sponsor in mobile schedule
3. Online - Sponsor mention in 2 emails sent to attendee - immediately with photo and 2 weeks later
4. Print – Acknowledgement as Mobile App sponsor in printed schedule
5. Print – Conference Signage with Sponsor logo
6. Print – Sponsor logo on printed images
7. Promo - HSL™ personnel (camera and make up staff) will wear logo attire.
8. Face to Face – Optional sponsor participation in the operation of the HeadShotLounge.



9. Mobile App Sponsorship (Package)

\$5,000

Advertise to every event attendee via sponsorship of event mobile app used by attendees at the conference.

Specific sponsor benefits include:

1. Digital - Event plasma rolling ads
2. Mobile – Acknowledgement as Mobile App sponsor in mobile schedule
3. Print – Acknowledgement as Mobile App sponsor in printed schedule

10. Plasma Screen Static Ads

\$1,000

Advertise via large screen plasma screens strategically placed at the conference. Your company logo will rotate with other ads throughout the conference.

11. Plasma Screen Commercial Video Ads

\$2,000

Advertise via large screen plasma screens strategically placed at the conference. Your company commercial video will rotate with other video and static ads throughout the conference.

12. Welcome Reception & Promo Item Bag Drop (Package)

\$5,000

Increase your brand awareness by sponsoring the welcome reception of the conference. Additionally have the option to provide a maximum of 300 attendees with a thoughtful gift touting your company name. Hotel staff will lay items in the hotel rooms of event attendees. The hotel bag drop gift must be approved by GII. Specific sponsor benefits include:

1. Digital - 1 Event Plasma Rolling Static Ad
2. Mobile – Acknowledgement as Welcome Reception sponsor in mobile schedule
3. Print – Acknowledgement as Welcome Reception sponsor in printed schedule

13. WIFI Sponsorship (Package)

\$5,000

Advertise to every event attendee via sponsorship of event meeting room WIFI.

Specific sponsor benefits include:

1. Digital - 1 Event Plasma Rolling Static Ad

2. Mobile – Acknowledgement as WIFI sponsor in mobile schedule
3. Print – Acknowledgement as WIFI sponsor in printed schedule

14. Vendor/Sponsor Hosted Reception (Package)

\$2,500 + F&B

Market your company by sponsoring a reception at the conference. At the same enjoy the opportunity to start, build or close your deals in a relaxed atmosphere. The cost of food and beverage served at reception is additional and the responsibility of the sponsor. Specific sponsor benefits include:

4. Digital - 1 Event Plasma Rolling Static Ad
5. Mobile – Acknowledgement as Vendor Hosted Reception sponsor in mobile schedule
6. Print – Acknowledgement as Vendor Hosted Reception sponsor in printed schedule
7. Signage – Displaying your Company and logo as the sponsor of the Reception.

Sponsorship Ad Specifications & Deadlines

Ad Specifications

Video/Commercial

- Any standard video formats - *FLV (Flash Video)*, *AVI (Audio Video Interleave)*, *MOV (Apple's QuickTime)*, or *Power Point*
- Video maximum duration: 60 seconds – 120 seconds
- Sponsor must provide video as a downloadable file or provide video on flash drive or DVD.
 - Entire video must be approved by GII's brand and public relations department.
 - Video must not show any Goodwill logo or infer a relationship to any Goodwill organization unless approved by GII's brand and public relations departments.
 - To accommodate multiple GII approval and subsequent revisions, videos must be created by 15th of the month prior to the conference.

Digital Plasma Ad Slide

- Horizontal Microsoft Power Point Slide
- 1024 x 768 pixels JPG

Logos

- In vector format – Eps format preferred

Print ads for Tradeshow Booklet Ad

- Full page - 10" H x 8"W PDF
- Half page - 5" H x 4"W PDF
- Ad format - PDF

Sponsorship Reservation and Ad Submission Deadlines

To secure sponsorships, email naomi.iheme@goodwill.org before dates listed below. Ads must also be submitted by days listed below before 5:00 PM.

January 30, 2015	COE event sponsorship reservation closes.
March 30, 2015	Spring event sponsorship reservation closes.
May 30, 2015	Delegate Assembly event sponsorship reservation closes.
June 30, 2015	Summer Conference event sponsorship reservation closes.
September 30, 2015	GILPS Conference event sponsorship reservation closes