

# 2016 "Learning That Counts" Prospectus

Sponsors and Learning Lab Exhibitors

October 14, 2016 | Marriott Hotel | 2020 American Blvd East Bloomington, MN

**Don't miss this great opportunity to spotlight your business during the conference!**

## Fast Facts About ATD-GTC

- The Greater Twin Cities Chapter (GTC) is part of the 70,000-strong American Society for Training and Development.
- ATD-GTC is one of the largest, most active chapters in the entire country with over 350 members
- We are the go-to resource to drive business results through training...

## Fast Facts About the 10<sup>th</sup> Conference

- Conference will draw 300 attendees, approximately 90% of whom are from the Twin Cities and the remaining six percent from all over the Midwest.
- Marketing will touch more than 4,000 professionals through a regionally focused, aggressive multi-media campaign.
- We have keynote and workshop presenters who draw crowds all over the country and all over the world.
- Conference attendees specialize in areas that include
  - o Leadership of the training function
  - o Organization development
  - o Career development
  - o Performance improvement
  - o Group facilitation
  - o Training delivery
  - o e-Learning
  - o Instructional design
  - o Sales and marketing



# LEARNING THAT COUNTS Conference

## Day-At-A-Glance

Friday—October 14, 2016

- 7:30 AM Registration
- 8:00 AM Welcome & Introduction
- 8:15 AM Keynote
- 8:45 AM Break
- 9:00 AM Long Session
- 10:30 PM Morning Break Snack
- 12:15 PM Lunch opens for Exhibitors
- 12:30 PM Lunch
- 1:00 PM Learning Lab Opens
- 1:45 PM TCC Talks
- 3:00 PM Learning Lab / Afternoon Break
- 3:45 PM Short Session
- 5:00 PM Networking

Set-up 8:30 AM

Exhibits Open 10:15-3:45 PM

### We are asking all exhibitors to provide a learning activity of some kind-

something that engages visitors and teaches them something helpful for their work. Something that gets visitors interacting with you and forming connections that outlast the few minutes they spend at your booth. solve a problem or show them a professional advantage they can deploy, visitors tend to drop the shy wariness they sometimes bring to the exhibit hall.

### Not sure what kind of learning activity you will provide?

Don't worry; the chapter has volunteers lined up to help you design something that will align with your target market.

Questions? 651.290.6262 [www.ATD-GTC.org](http://www.ATD-GTC.org)





# SPONSORSHIP OPPORTUNITIES

	Exhibitor \$645	Bronze Level \$1,250	Silver Level \$1,750	Gold Level \$3,000	Platinum Level \$4,500
Attendee contact list (one time use after conference)	✓	✓	✓	✓	✓
ATD-GTC LinkedIn access (September 1, 2016 - March 31, 2017)	✓	✓	✓	✓	✓
ATD-GTC Learning Lab Coach	✓	✓	✓	✓	✓
Conference registrations	2	2	2	2	3
Exhibit Booth	Regular	Regular	Regular	Premium	Premium
One individual ATD-GTC membership*		✓	✓	✓	✓
Vendor spotlight article to be featured in Spectrum newsletter**		✓	✓	✓	✓
Linked logo on ATD-GTC conference webpage		✓	✓	✓	✓
Large ad in Spectrum (360 w x 170 h)			1 month	3 months	6 months
ATD-GTC membership list			✓	✓	✓
Logo included on all conference promotion			✓	✓	✓
Bag insert				✓	✓
Attendee mailing list one time use of attendee mailing address post conference	✓	✓	✓	✓	✓

## SPECIALTY SPONSORSHIPS

**\$3,000 Food Sponsor**  
Logo listed on food signage, plus all the benefits of gold-level sponsors (see above).

**\$3,000 Mobile Exclusive Sponsorship**  
Larger banner ad on top of mobile website for duration of conference, plus an optional custom survey for attendees on mobile website

**\$1,750 Bag Sponsor**  
Logo on the bag, plus all the benefits of silver-level sponsors (see above).

**\$1,750 Notebook Sponsor**  
Logo on the notebook, plus all the benefits of silver-level sponsors.

**\$3,000 Networking Sponsorship**  
Recognition in networking promotional materials, plus all the benefits of gold-level sponsors.

## a La CaRTE SPONSORSHIPS

**\$200 Break Sponsor**  
Logo listed on break signage, a la carte offering that can be added to any booth or sponsorship .

**\$125 Lanyard Sponsor**  
Plus the cost to produce for 300 people.

**\$120 Pen or Paper Sponsor**  
Plus the cost to produce for 300 people.

**All Sponsorships also include company logo on item sponsored and company listing in conference program.**

**Questions?** Call 651.290.6262 or E-mail [admin@ATD-GTC.org](mailto:admin@ATD-GTC.org).

\*\* Vendor Spotlight Article to be featured in Spectrum (ATD-GTC's Monthly e- newsletter)  
 ➤ 3 articles featured per issue  
 ➤ Articles must be no longer than 600 words  
 ➤ Please provide a one- to two- sentence biography of yourself to give our readers context for who you are and allow them to contact you if desired

➤ The monthly deadline for writing submissions and advertising is the 1st of the month previous to the month you want to be in print. This option can also be purchased a la carte for \$100.  
 \*\*\* If you are interested in presenting - Call for Proposals is open through April 29, 2016 <https://www.surveymonkey.com/r/FGTDG9H>

**Don't miss this great opportunity to spotlight your business during the conference!**

# SPONSORSHIP FORM

Online Exhibitor Registration  
available at [ATD-GTC.org](http://ATD-GTC.org).



Name \_\_\_\_\_  
 Organization \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_  
 State \_\_\_\_\_  
 Zip \_\_\_\_\_  
 Phone \_\_\_\_\_ Fax \_\_\_\_\_  
 E-mail \_\_\_\_\_  
 Web site \_\_\_\_\_  
 Please send your company description (maximum 150 words) to [admin@ATD-GTC.org](mailto:admin@ATD-GTC.org).



✉ **Mail with payment to:**

ATD-GTC Office  
 PO Box 604  
 Hopkins MN 55343

**Or fax with payment to:**

651.290.2266

## Sponsorships available

- |  |  |
|--|--|
| <input type="checkbox"/> <b>Platinum Level*</b> – \$4,500    | <input type="checkbox"/> <b>Food Sponsor</b> – \$3,000                 |
| <input type="checkbox"/> <b>Gold Level*</b> – \$3,000        | <input type="checkbox"/> <b>Conference Bag</b> – \$1,750               |
| <input type="checkbox"/> <b>Silver Level*</b> – \$1,750      | <input type="checkbox"/> <b>Notebook Sponsor</b> – \$1,500             |
| <input type="checkbox"/> <b>Bronze Level*</b> – \$1,250      | <input type="checkbox"/> <b>Lanyard</b> – \$125 + Cost of Items        |
| <input type="checkbox"/> <b>Pen</b> – \$125 + Cost of Items  | <input type="checkbox"/> <b>Mobile Exclusive Sponsorship</b> – \$2,500 |
| <input type="checkbox"/> <b>Networking Sponsor</b> – \$3,000 |  |

**Break Sponsor** – \$200

**Bag Inserts:** I want to provide bag inserts - \$150 plus 400 inserts  
*Please provide 400 promotion pieces for your company no larger than 8.5"x11" to be delivered to ATD-GTC Office by October 3, 2016. Contact [admin@ATD-GTC.org](mailto:admin@ATD-GTC.org)*

**Door Prize:** I will contribute a door prize  
*(\$50 value minimum – e-mail door prize idea to [admin@ATD-GTC.org](mailto:admin@ATD-GTC.org))*

📞 **Questions?** Call 651.290.6262 or E-mail [admin@ATD-GTC.org](mailto:admin@ATD-GTC.org).

### Important Information:

- **Silver and above Sponsors:** Please supply your web-ready Spectrum advertisement, size 360 px(w) x 170 px(h), to [kristind@astd-tcc.org](mailto:kristind@astd-tcc.org) by September 5, 2016.
- **all Sponsors:** We'll place your logo on [www.ATD-GTC.org](http://www.ATD-GTC.org) with link to your web site on receipt of payment. Please send your logo to [kristind@astd-tcc.org](mailto:kristind@astd-tcc.org)

### Preferred booth locations:

- 1) \_\_\_\_\_
- 2) \_\_\_\_\_
- 3) \_\_\_\_\_

### Booth representatives:

- 1) \_\_\_\_\_
  - 2) \_\_\_\_\_
- For platinum sponsors only:*
- 3) \_\_\_\_\_

### 2 additional booth representative

- \$75 1) \_\_\_\_\_  
 \$300 1) \_\_\_\_\_

### Grand Total

\$ \_\_\_\_\_

### Cancellation Policy:

Written cancellation notice must be received in writing by September 1st in order to receive a 50% refund. No refunds will be given after this date. Refunds will not be provided for additional booth representative registrations.

## Payment

*Payment required to secure sponsorship.*

- Check (made payable to ATD-GTC)  
 Visa     MasterCard     American Express     Discover

Cardholder (print) \_\_\_\_\_

Cardholder Phone \_\_\_\_\_

Card # \_\_\_\_\_ Exp Date \_\_\_\_\_ Security # (required) \_\_\_\_\_

Signature \_\_\_\_\_

(For office use only)	
initials	fin.
date	
CK/CC	
amt.paid	
bal.due	



# ExHIBITOR OPPORTUNITIES

## Exhibit Hours:

October 14, 10:15am-3:45pm

## Set-up Time for Booths:

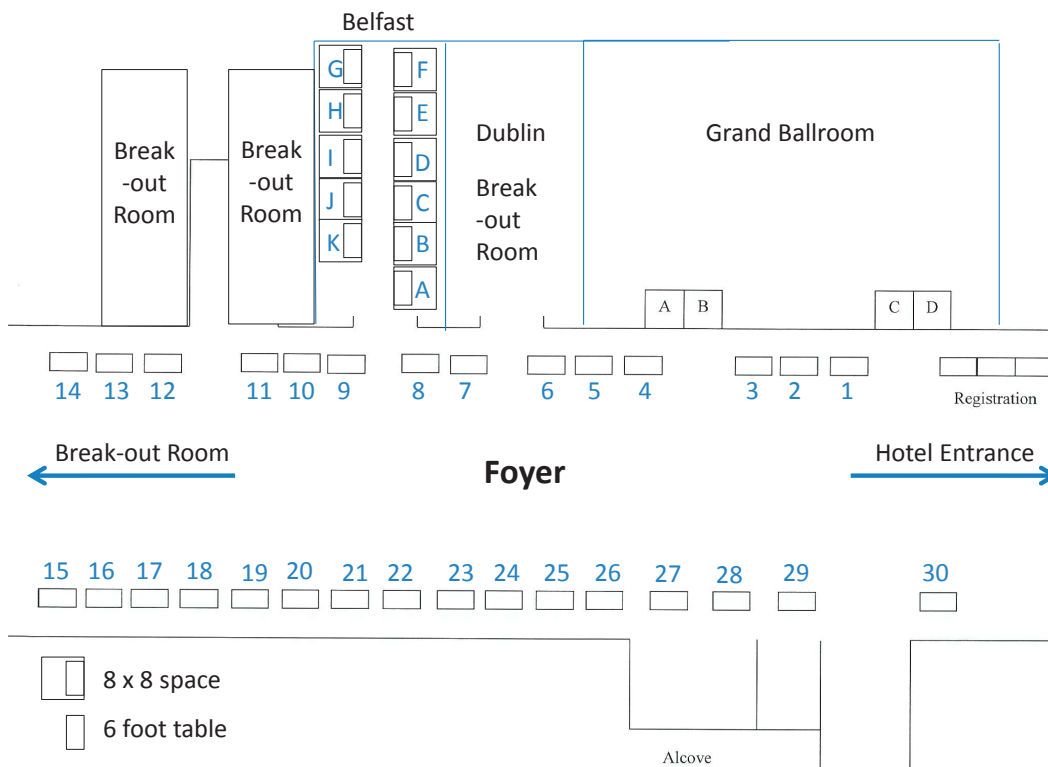
October 14, 8:30am-10:15pm

## Breakdown:

October 14, 3:45-6:00 pm

## ExHIBIT BENEFITS

- One 6' skirted table (no pipe and drape) and two chairs
- Complimentary wireless
- Description of company's services and contact information on
- ATD-GTC website from time of exhibit purchase to 12/31/2016.
- Post-event one time use of mail list (professional mailing address)
- Conference registration and meals for two company representatives



## TaBLE aSSIGNMENT

Tables will be assigned on a "first-come, first-served" basis. Don't lose out by waiting too long. You may indicate a table preference, but we cannot guarantee your selection. All exhibitors will be notified of their space assignments via e-mail. ATD-GTC reserves the right to assign and re-assign space as deemed necessary or appropriate in the best interest of the conference and expo.

## ELECTRICITY

Electricity or any other A/V needs will need to be ordered through the Hotel. Order information will be included in the exhibitor confirmation email.

## USE OF SPaCE

Each company will be assigned its own table. Exhibitors are to arrange materials so as not to obstruct other displays. Surrounding space and aisles must be kept clear.

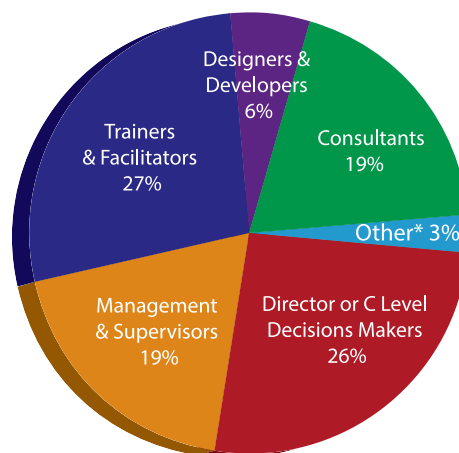
## Llability

It is mutually agreed that ATD-GTC and Marriott shall not be liable to an exhibitor for any damage to or for the loss or destruction of an exhibit or the property of an exhibitor or injuries resulting from any cause. All claims for any such loss, damage or injury are expressly waived by the exhibitor.

## WHO aTTENDS THE CONFERENCE?

More than 350 workplace learning and performance professionals attend the ASTD-TCC Regional Conference. Of these 300+ attendees, more than 90% are from the Twin Cities.

## attendee Breakout:



\*Includes: Professors, Editors, Event Planners, Students, Engineers, Analysts, Coordinators, etc.

# ExHIBITOR FORM

Online Exhibitor Registration  
available at [ATD-GTC.org](http://ATD-GTC.org).



Name \_\_\_\_\_  
 Organization \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_  
 State \_\_\_\_\_  
 Zip \_\_\_\_\_  
 Phone \_\_\_\_\_ Fax \_\_\_\_\_  
 E-mail \_\_\_\_\_  
 Web site \_\_\_\_\_  
 Please send your company description (maximum 150 words) to [admin@ATD-GTC.org](mailto:admin@ATD-GTC.org).



✉ **Mail with payment to:**

ATD-GTC Office  
 PO Box 604  
 Hopkins MN 55343

**Or fax with payment to:**

651.290.2266

Booth Fees (before 8/31/16)		Member	Non-Member	# of Tables	Total
Regular Booth	6 x 7 Feet	<input type="checkbox"/> \$645	<input type="checkbox"/> \$745	x _____	_____
Premium Booth	8 x 8 Feet	<input type="checkbox"/> \$825	<input type="checkbox"/> \$925	x _____	_____

Booth Fees (after 8/31/16)		Member	Non-Member	# of Tables	Total
Regular Booth		<input type="checkbox"/> \$695	<input type="checkbox"/> \$795	x _____	_____
Premium Booth		<input type="checkbox"/> \$875	<input type="checkbox"/> \$975	x _____	_____

## Additional Information

My top 3 booth locations are (see updated map of available booths at [www.ATD-GTC.org](http://www.ATD-GTC.org)):

1) \_\_\_\_\_ 2) \_\_\_\_\_ 3) \_\_\_\_\_

2 free booth representatives (if you are sending an additional representative, register them below):

1) \_\_\_\_\_ 2) \_\_\_\_\_

Additional booth representative (\$75 for Exhibit Area):

\$75 1) \_\_\_\_\_  
 1) \_\_\_\_\_

I will contribute a door prize (\$50 value minimum – e-mail idea to [admin@ATD-GTC.org](mailto:admin@ATD-GTC.org))

\$150 plus 300 inserts. Yes, I want to provide bag inserts Please provide 300 promotion pieces for your company no larger than 8.5"x11" to be delivered to ATD-GTC Office by September 14, 2016. Contact [admin@ATD-GTC.org](mailto:admin@ATD-GTC.org).

**Grand Total:**

\$ \_\_\_\_\_

To become an ATD-GTC member, visit [www.ATD-GTC.org](http://www.ATD-GTC.org) and click on Join. Individual, Student and Corporate memberships are available.

**Cancellation Policy:**

Written cancellation notice must be received in writing by September 1st in order to receive a 50% refund. No refunds will be given after this date. Refunds will not be provided for additional booth representative registrations.

(For office use only)

initials	fin.
date	
CK/CC	
amt.paid	
bal.due	

## Payment *Payment required to secure booth. All fields below are required.*

- Check (made payable to ATD-GTC)  
 Visa     MasterCard     American Express     Discover

Cardholder (print) \_\_\_\_\_

Cardholder Phone \_\_\_\_\_

Card # \_\_\_\_\_ Exp Date \_\_\_\_\_ Security #(required)

Signature \_\_\_\_\_