



Walt Disney World's Contemporary Resort
Lake Buena Vista, Florida
Sunday, September 28
Wednesday, October 1, 2008



NATIONAL CATHOLIC DEVELOPMENT CONFERENCE

86 Front Street | Hempstead, NY 11550

tel. 516.481.6000 | fax. 516.489.9287 | toll free 888.TRY.NCDC (879.6232)

EXHIBITING INFORMATION

Your Booth Fee Includes

- One 10' x 10' exhibit booth, with draping and company name sign. All furnishings and additional decorating items for the show may be acquired from The Expo Group
- Admissions for your company representatives to the Exposition and all Conference sessions
 - NCDC Corporate Partners:** 5 attendee admissions
 - Non-Member Firms:** 2 attendee admissions
 - Any additional staff:** \$275/person
- Complete company listing in the Conference Resource Guide, including contact information and a 50-word description
- One pre-conference and one post-conference list of Conference attendees via e-mail
 - Please note: attendee lists may only be used for Conference mailings a maximum of 3 times*
- A complete set of complimentary function tickets for each included staff member
- 24-hour security

Exposition Schedule

Saturday, September 27

12 p.m. - 5:00 p.m. Registration/Set Up

Sunday, September 28

8:00 a.m. - 11:45 a.m. Registration/Set Up

12:00 p.m. - 3:30 p.m. Exhibit Hall open

Monday, September 29

8:15 a.m. - 6:00 p.m. Exposition Open

4:45 p.m. - 6:00 p.m. Exhibitors' Reception

Tuesday, September 30

8:00 a.m. - 12:00 p.m. Exposition Open

12:00 p.m. - 5:00 p.m. Exposition Breakdown

Wednesday, October 1

Exposition closed/Closing sessions

For the complete Conference schedule, please visit www.ncdc.org

Additional Notes:

- Continental breakfasts, one lunch, and all refreshment breaks will be held in the Exhibit Hall.
- The Exhibit Hall will be closed and secured during luncheons.
- As a courtesy to NCDC, Conference attendees and other exhibitors, and in accordance with the Exhibiting Terms and Conditions, **dismantling of your display will not be permitted prior to the end of the Exposition at 12:00 p.m.** This will result in the loss of your registration privileges for the 2009 Conference.
- As a courtesy to NCDC, if you are planning to take clients out for group activities, we would appreciate if you would kindly schedule this around NCDC events. Thank you.

Decorating Company

The Expo Group will provide the extras you will need in your exhibit booth (furniture, displays, etc.). Please note: the exhibit area is fully carpeted. The Expo Group will send you a decorating kit and order forms for your rental requests shortly.

The Expo Group

1740 Hurd Drive

Irving, TX 75038

800-736-7775

Please ship your display and other booth items to The Expo Group, NOT the Contemporary Resort.

This is the only way to guarantee your materials will be properly deposited in your booth. You may ship as early as 30 days before the Conference. Please include your company name, booth number, and "NCDC" on your shipping labels. Further information will follow in The Expo Group Decorating Kit.

Individual Staff Registration

You will be asked in July to register individual staff members. The number of registrations included with your booth is indicated above. **PLEASE NOTE:** Your original registration was for *company registration only*, not individuals. If you do not send your individual registration form, you will have **NO** staff registered or nametags available when you get to the Conference. Please register your individual staff members on time to help your check-in process at the Conference go smoothly.

TRAVEL

Hotel Information

Rising majestically between the shores of Bay Lake and Seven Seas Lagoon, *Disney's Contemporary* Resort immerses you in a world of modern art and landmark architecture as sleek monorails silently glide through the center of the stunning atrium lobby. You'll enjoy the distinctive style of oversized guest rooms and suites, most with dramatic lakefront or Theme Park views, along with a marina, health club, tennis center and an expansive pool area. For a truly memorable dining experience, the award-winning *California Grill* offers breathtaking views of Cinderella Castle from high atop the hotel. And, you're just a short stroll or monorail ride away from all the sights and sounds of the *Magic Kingdom*® Park and *Epcot*®.

Disney's Contemporary Resort

4600 N. World Drive
Lake Buena Vista, FL 32830

Reservation Deadline: August 26

To reserve a room online through the Disney system, go to www.ncdc.org or call 407-824-3869.

To make dining and tour reservations, call 407-939-4686.

The NCDC block of rooms will sell out quickly.
We encourage you to make your hotel reservations early.

HOSPITALITY SUITES

If your company would like to reserve a hospitality suite during the Conference, you will need to do so through the NCDC office. Reservations will **NOT** be taken directly by the hotel. To reserve a suite or request additional information, please contact NCDC at (516) 481-6000.

MAKE TIME FOR THE MAGIC

Purchase Special Disney Meeting/Convention Theme Park Tickets In Advance

Available only to meeting attendees, their guests and family members, Disney's multi-day and half-day Meeting/Convention tickets are designed to fit any agenda and can't be purchased at the Theme Park gates.

EXTEND YOUR STAY

Once you're here, you'll discover that the *Walt Disney World*® Resort offers more magical experiences than you ever dreamed possible. Don't pass up the chance to add an extra few days before or after your meetings for a spectacular golf or spa getaway or the perfect vacation with family and friends. We'll even extend the same room rates* you received for your meeting to any nights you add to your visit.

*Room Rates are subject to change without notice and are based on availability. Group rates may not be combined with any other discounts or offers.

DINING

Due to the popularity of Disney table service restaurants, dining availability may be limited or not available without advance reservations. Please call 407-WDW-DINE to make reservations up to six months prior to your visit.

Air Travel

NCDC has selected **American Airlines** to be an official carrier of the 2008 Conference and Exposition. To take advantage of special fares, call the AA Meeting Services Desk at **1-800-433-1790** and refer to Authorization Number **A6498AE**. Travel dates are valid September 23 - October 6, 2008.

Continental Airlines is another official carrier of the 2008 Conference and Exposition. Further details are enclosed.

Ground Transportation

If you're arriving by air, Disney's legendary service starts the moment you touch down. There's no need to hassle with your luggage at baggage claim. *Disney's Magical Express* Service is complimentary and exclusively available when you stay at a Disney Resort hotel. Disney will pick you up at Orlando International Airport and retrieve your checked luggage, then take you to your Disney Resort hotel. And when your meeting is over, they'll do it all in reverse.

In order to utilize this service, a *Disney's Magical Express* reservation is required and must be arranged prior to arrival at the airport. To book *Disney's Magical Express* Service, call 407-827-6777 or visit www.disneymeetings.com/magicaexpress for more details.

SPONSORSHIPS

Why Should You Sponsor?

Sponsoring is one of the best ways to increase your company's presence at the NCDC Annual Conference and Exposition. With a wide range of options and prices, sponsoring has real benefits for exhibiting companies:

- **Maximize your exposure** – Build and reinforce name recognition for your company
- **Positive positioning** - Position your company solidly in the minds of our attendees by affiliating your name with the Conference they regard as the best of its kind.
- **Complements exhibiting**- Sponsoring can give you an edge over just exhibiting. The more an attendee hears your company's name, the more likely they are to stop by your booth.
- **Your competitor is doing it** - The company with the extra exposure and positive positioning in the minds of attendees is sure to have an advantage.
- **Increase traffic at your booth** – NCDC attendees make a point of stopping to thank exhibitors!
- **Give back to NCDC**- Show your appreciation of the market we provide by supporting NCDC through sponsorship.

What is included with sponsorships?

Sponsorships perks vary by type of sponsorship, though **all** sponsorships include the following:

- Listing on the sponsors page of the Resource Guide Conference Program, plus a sponsor designation wherever your company's name is mentioned
- Listing on the Grand Entrance to the Exhibit Hall
- Sponsor ribbons for each staff member
- Live link on the exhibitor listing of the NCDC Conference website
- Recognition in Pre-Conference mailings (Subject to print deadlines)

What sponsorship opportunities are available?

NCDC has taken great effort to assure there are a wide range of types of sponsorships and pricing.

Types of sponsorship include:

- Promotional attendee items
- General session and education track sessions
- Technology Classroom sessions
- Donation of grand prize
- Events and meals
- Golf tournament holes and meals

No matter your type of company,
there is sure to be a sponsorship to fit your needs.

To become a sponsor of the 2008 NCDC Annual Conference & Exposition,
complete the Exhibitor Options Form and return to NCDC.

If you have questions about sponsorship, please contact Sr. Georgette Lehmoth, OSF (glehmuth@ncdc.org).

2008 SPONSORSHIP OPTIONS

The following is a list of available sponsorship options. Please note that the inclusions and perks listed are **in addition to the perks** listed on the front of this sheet. These sponsorships are first come, first serve!

Item	Full	Partial	Additional Inclusions/Perks/Notes
Luncheon Table	500	-	Notation on table tents at event, announcement during event, and reserved table (by invitation or open table).
Exhibit Hall Lunch	15,000	1,000	Signage and announcement during event.
Awards Luncheon	15,000	1,000	Signage and announcement during event.
Tracks Direct Marketing Emerging Markets Fundamentals Leadership Development Major Gifts Planned Giving Religious Leadership Supplemental	5,000	1,000	Full sponsorship is for all sessions in track; Partial is for one session. Company name will be listed in sponsored sessions in Resource Guide (in addition to sponsor list) and schedule section of website (all live links). Signage also included.
Continental Breakfasts	8,000	1,000	Signage and announcement during event.
Internet Café	<i>SOLD!</i>		Signage in area in Exhibit Hall with internet access computers for attendees. Homepage on all machines set to your company's website.
Gala Entertainment or Drinks	5,000	-	Notation on tickets for event and announcement during the event.
Tote bags	<i>SOLD!</i>		To be distributed to all attendees. Logo included on face of bag.
Name Tag Holders	<i>SOLD!</i>		To be distributed to all attendees and exhibitors. Logo included on face of tag holder.
Program at a Glance	<i>SOLD!</i>		Exclusive ad on handheld conference schedule distributed to all attendees and exhibitors.
Refreshment Breaks	2,000	750	Signage and announcement during event.
Attendee List	<i>SOLD!</i>		Includes name on cover of photocopied list distributed to all attendees/exhibitors in tote bags.
Notepad	<i>SOLD!</i>		Featuring your logo/artwork, distributed to attendees only.
Tech Classroom Session	2,500	-	See the information under Innovation Station for what this sponsorship includes.
Golf Meals	1,500	-	Signage and announcement at golf tournament.
Wednesday Breakfast Workshops Magical Moments Lumen Awards Tough Talk	1,500	-	Signage, announcement, and reserved table during event. Choice of 3 workshops. Sponsorship also pays for breakfast for participants.
Golf Hole	100	-	Hole signage at event.

DID YOU KNOW...

Sponsoring guarantees additional mentions of your company. For example, by sponsoring an exhibit hall lunch, the average attendee would see your name on the NCDC conference website, on the entrance to the Exhibit Hall, on your booth, in your company Resource Guide listing, on the sponsors page of the Resource Guide, plus on the signs at the lunch. That's **6 times**, before they even stop at your booth! Multiply that by the number of attendees and your investment is surely worthwhile.

INNOVATION STATION TECHNOLOGY CLASSROOM

Looking for a way to showcase your company's knowledge of the latest technological advancements in fundraising?

Become a part of the Innovation Station Technology Classroom!

The Technology Classroom is the place to showcase your goods and services in a classroom setting. Designed to show attendees how technology can improve their fundraising programs, you are the expert in these sessions. These one-hour speaking opportunities in a fully-equipped classroom are completely planned by you and are used as a "soft sell."

Sessions in the Tech Classroom are technology-oriented and include "how-to" information for attendees looking to incorporate technology into various aspects of their fundraising program. The session should be approximately 45 minutes of program and 15 minutes Q & A and information about your company.

Examples of sessions might include: *Conducting a Development Audit; The Importance of Analyzing Your Database; Selecting the Right Fundraising Software; Sampling Web-based Program Offerings; or Incorporating Technology into Direct Mail Production.*

How to use a Technology Classroom sponsorship:

- Invite only your key clients
- Invite attendees to your session when they visit your booth
- Distribute your company literature at the conclusion of your session
- Demonstrate software, videos, etc.
- Position your company as an expert in the program topic



Innovation Station Classroom Sessions are featured on the Program at a Glance, the handheld schedule attendees use throughout the Conference.

Costs

Tech Classroom Sessions are available for \$2,500 per one-hour session. These sessions provide added visibility for your company and an opportunity to showcase your expertise. Your sponsorship includes:

- One-hour session, highlighted on the Program-at-a-Glance
- Classroom and equipment, including computer with internet access, projector, screen, podium and microphone
- Signage outside Tech Classroom
- Inclusion in the Resource Guide as a sponsor

Take this opportunity to reach customers on an individual level!
There are a limited number of sessions. Call today to reserve!

ADVERTISING AND GRAND PRIZES

To reserve Resource Guide ad space, please complete the Exhibitor Options Form and return it to the NCDC office. If you have questions about advertising, contact Ryan Gates Gold (rgold@ncdc.org).

Resource Guide Advertising

The Conference Resource Guide is the main printed program for conference attendees. It is distributed to all attendees and exhibitors. Ads will be placed throughout the book. Artwork specifications are enclosed.

	NCDC Corporate Partner	Non-Member Exhibitor
Full Page Premium Space (Inside Front/Outside Back)	\$800	-
Full Page Ad	\$600	\$650
Half Page Ad	\$500	\$550
Quarter Page Ad	\$400	\$450

RESERVATION and ARTWORK DEADLINE: JULY 1

Tote Bag Advertising

Tote bag ads are included in all attendee bags. Inserts are shipped directly to the Conference site. Cost of production and shipping is the responsibility of the advertiser. Shipping and quantity details will be sent to tote bag advertisers approximately one month prior to the Conference.

	NCDC Corporate Member	Non-Member
Tote bag Ad	\$350	\$400

RESERVATION DEADLINE: SEPTEMBER 1

Grand Prizes

To increase traffic in the exhibit hall and at your booth, NCDC holds a Grand Prize drawing. Other exhibitors may raffle prizes in their booths, but if you donate a Grand Prize, you will be one of a select number of exhibitors to gain extra attention. Here's how it works:

1. Each Grand Prize must have an approximate market value of at least \$500.
2. Exhibiting companies donating Grand Prizes will be listed in alphabetical order in the Conference Resource Guide and Passport.
3. Each conference attendee will receive a Passport requiring him/her to visit a minimum number of booths to be eligible for the Grand Prize Drawings. Attendees then drop their completed passport into the raffle drum in the exhibit hall.

Grand Prize drawings will be drawn in alphabetical order in the exhibit hall on September 30. You may present your firm's prize to the winner. Winners must be present at the time of the drawing.

IDEAS FOR GRAND PRIZES:

- Gift certificate to your company
- A day of service from your company
- Airline tickets
- Big ticket items- TV, golf clubs, camera, etc.
- Travel
- Night on the town
- Rounds of golf

RESERVATION DEADLINE: JULY 31



EXHIBITOR OPTIONS FORM

86 Front Street • Hempstead, NY 11550
(516) 481-6000 • FAX: (516) 489-9287

This form is used to place your order with NDC for any additional exposure options outside of the exhibitor listing in the Resource Guide. For details on a specific item, please refer to the appropriate page of your exhibitor packet.

Sponsorships		
Item	Full	Partial
Awards Luncheon	<input type="checkbox"/> \$15,000	<input type="checkbox"/> \$1,000
Exhibit Hall Lunch	<input type="checkbox"/> \$15,000	<input type="checkbox"/> \$1,000
Continental Breakfasts	<input type="checkbox"/> \$8,000	<input type="checkbox"/> \$1,000
Gala Entertainment	<input type="checkbox"/> \$5,000	-
Gala Drinks	<input type="checkbox"/> \$5,000	-
Tote bags	SOLD!	
Tracks	Full Track	Per session
Direct Marketing	<input type="checkbox"/> \$5,000	<input type="checkbox"/> \$1,000
Fundamentals	<input type="checkbox"/> \$5,000	<input type="checkbox"/> \$1,000
Emerging Markets	<input type="checkbox"/> \$5,000	<input type="checkbox"/> \$1,000
Leadership Development	<input type="checkbox"/> \$5,000	<input type="checkbox"/> \$1,000
Major Gifts	<input type="checkbox"/> \$5,000	<input type="checkbox"/> \$1,000
Planned Giving	<input type="checkbox"/> \$5,000	<input type="checkbox"/> \$1,000
Supplemental	<input type="checkbox"/> \$5,000	<input type="checkbox"/> \$1,000
Religious Leadership	<input type="checkbox"/> \$5,000	<input type="checkbox"/> \$1,000
Name Tag Holders	SOLD!	
Program at a Glance	SOLD!	
Refreshment Breaks	<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$750
Attendee list	SOLD!	
Notepad	SOLD!	
Luncheon Table	<input type="checkbox"/> \$500	
Wednesday Workshops		-
Magical Moments	<input type="checkbox"/> \$1,500	-
Lumen Award Winners	<input type="checkbox"/> \$1,500	-
Tough Talk	<input type="checkbox"/> \$1,500	
<i>Sponsorship Total</i>		

Advertising		
	NCDC Member	Non-Member
Full Page Premium	<input type="checkbox"/> \$800	-
Full Page	<input type="checkbox"/> \$600	<input type="checkbox"/> \$650
Half Page	<input type="checkbox"/> \$500	<input type="checkbox"/> \$550
Quarter Page	<input type="checkbox"/> \$400	<input type="checkbox"/> \$450
Tote bag ad	<input type="checkbox"/> \$350	<input type="checkbox"/> \$400
<i>Advertising Total</i>		

Innovation Station	
Internet Café	SOLD!
Tech Classroom session	\$2,500
<i>Innovation Station Total</i>	

Golf	
Hole Sponsorship	<input type="checkbox"/> \$100
Meal (Breakfast or Lunch)	<input type="checkbox"/> \$1500

TOTAL EXHIBITOR OPTIONS	
Sponsorships	
Advertising	
Innovation Station	
Golf	
GRAND TOTAL	

Grand Prize

Please indicate any items (with brief description and value) your firm is interested in donating for the Grand Prize drawing.

VALUE (MIN. \$500)	ITEM AND DESCRIPTION

Payment

NAME	ORGANIZATION
PHONE	FAX
Please indicate method of payment : <input type="checkbox"/> Check enclosed (Make payable to NDC) <input type="checkbox"/> Visa <input type="checkbox"/> MasterCard <input type="checkbox"/> American Express <input type="checkbox"/> Discover	
CARD NUMBER	SECURITY CODE
EXP. DATE	
NAME ON CARD	
SIGNATURE	