



2010

N **TEN**

Sponsorship
Guide

Not a Member? Join Today!

Only NTEN organizational members can sponsor and exhibit at the NTC.

Join by checking the box on the sponsorship form included in the pocket of this folder, or online at nten.org/join.

NTEN is a vibrant community of nonprofit and technology professionals who believe that good technology helps nonprofit organizations reach their missions and make the world a better place.

We help our members access the tools they need to use technology for their organizations effectively. We offer trainings, news, industry research, and discounts that help our members stay up-to-date with changing technology and put it to work for their causes.

As an NTEN organizational member, you can:

- Be recognized as a supporting member of the nonprofit technology community.
- Be listed in and have full access to the NTEN Member Directory.
- Take advantage of discounts on NTEN events, trainings, products, and services available to your whole staff.
- Post the NTEN Member badge on your website.
- Share knowledge by submitting a newsletter article or participating in NTC agenda planning.
- Join a discussion in our online Affinity Groups to learn what the community is saying and chime in yourself.
- Receive Vendor Satisfaction Reports at no cost, including member exclusive access to the survey data.
- Benefit from additional opportunities for visibility in the NTEN community throughout the year.

Find out more about how you can benefit from NTEN membership at nten.org/providers.

NTEN Sponsorships: Connect with the NTEN Community

NTEN is more than the NTC. We have ways for you to connect with your audience all year long.

NTEN Partner

(5 Available - \$10,000)

Take advantage of our new package deal, exclusive to just 5 partners per year.

- Your logo in rotation on nten.org
- Comped annual organization membership
- 2 Product Spotlight Webinars (see below)
- Combine your webinars with a special discount for NTEN members, for additional promotion by NTEN
- 2 text ads in our monthly Membership Update (6,500+ subscribers)
- 2 graphic ads in NTEN Connect, our monthly e-newsletter (11,000+ subscribers)
- 2 Complimentary NTC registrations
- 25 Complimentary NTEN Organizational memberships to give to clients new to NTEN
- 5% discount on NTC sponsorship (see below)



“What a great community and resource!”

—JANE RIBADENEYRA
NATIONAL LEGAL AID &
DEFENDER ASSOCIATION

Online Nonprofit Technology Conference (ONTC): Managing Technology to Meet Your Mission

On September 16-17, 2009, NTEN, in partnership with Jossey-Bass/Wiley and Learning Times, will host an Online Conference expanding on the content, vision and theme of the recently released NTEN book, *Managing Technology to Meet Your Mission: A Strategic Guide for Nonprofit Leaders*. With an all-star list of presenters and keynote sessions, this interactive and groundbreaking online event will bring together leaders and staff responsible for technology within nonprofit organizations, those looking to further develop their skills, knowledge and understanding of IT performance and technology management. See www.meetyourmission.org/websummit for more information.

ONTC Premium Sponsor

(2 Available - \$10,000)

- Logo and link on conference website including 100-word organization description
- Logo and link in conference email messages and communications (minimum exposure to 75,000+ list)
- Branded event portal offering a special discount for non-NTEN member registrations
- Logo on opening conference slides
- Names & contact information for opt-in attendees
- Pre-conference direct email to all attendees (administered and approved by NTEN)
- 1 Product Spotlight Webinar
- 1 Meet the CIO or Tech Leader spot on the agenda

ONTC Supporting Sponsor

\$5,000

- Logo and link on conference website
- Logo and link in conference email messages and communications (minimum exposure to 75,000+ list)
- Branded event portal or a special discount code for non-NTEN member registrations
- Logo on opening conference slides
- Names & contact information for opt-in attendees
- Pre-conference direct email to all attendees (administered and approved by NTEN)

Ask us about Potential Opportunities for Exhibitors or Outreach Partners.

Become an NTEN Partner and you'll receive a 5% discount on NTC Sponsorship!

Product Spotlight Webinars

\$1,000

NTEN Member organizations can purchase spots in our popular line-up of webinars to deliver case studies, do product demos, or conduct user group research. These 90 minute sessions are easy to deliver and reach a very qualified audience. You provide the content, we provide the platform and the marketing.

Your Product Spotlight Webinar includes:

- Listing on our webinar and event pages
- Email promotion via the Affinity Groups Platform and direct email
- Mention in NTEN's monthly e-Newsletter, NTEN Connect (schedule permitting)
- Contact Information for registrants who opt-in to receive communications from you

More info at <http://nten.org/spotlight-webinars>

Sponsor the NTEN Connect e-Newsletter

Get your company's information out to over 10,000 (quickly growing) nonprofit techies. Our newsletter maintains an open rate over 30%, so you know your ad will actually be seen.

	Text Only	Graphic
Single Placement	\$500	\$1000
3x Placement	\$1425	\$2850
6x Placement	\$2700	\$5400
12x Placement	\$4800	\$9600

Editorial calendar and more info at <http://nten.org/newsletter/advertising>

NTC Sponsorship

More than 1,200 nonprofit staff and providers will convene in Atlanta in April for the 2010 Nonprofit Technology Conference for 3 days of learning, connecting, and changing the world with technology.

The 2009 NTC sold out at 1450 attendees with 90 exhibitors and all major sponsorships full. Don't miss your opportunity!

Join the growing NTEN network. Join the movement of people using technology for social good. Become a sponsor.

Nonprofit Technology Conference April 8-10, 2010, Atlanta

The NTC will feature the annual "Science Fair," the NTC's premier Exhibiting opportunity, a "Day of Service" for local nonprofit organizations, 100 breakout sessions and workshops, a networking party, and opportunities for affinity groups to convene.

Why Sponsor the NTC?

The Nonprofit Technology Conference is the single largest event focusing on nonprofits' use of technology. The NTC will be your best opportunity to connect with senior nonprofit management, technology consultants, and nonprofit staff. We've got sponsorship packages to help you meet your goals and budget. Plus, we're a whole lot more fun than any other event.

Sponsoring the NTC is an effective and exciting way to build your brand and make business deals while simultaneously connecting and supporting the movement of nonprofits using technology for social change.

Your NTC sponsorship gives you the unique opportunity to:

- Reach decision makers with your message.
- Communicate your leadership in the field.
- Show your commitment to the sector and its people.
- Have a good time while you're at it.

NTC Attendees Represent Key Target Markets

53% of attendees said that it helped them to identify software or services that they plan to buy in the future.

38% of attendees have purchasing authority for software and services at their organization.

70% of attendees recommend software in their organization.



"The NTC audience, exactly who we're trying to reach, those with responsibility or management oversight for their nonprofit's technology implementation, strategy or direction."

—BARBARA KELLY
AMMADO INTERNET
SERVICES LTD.

Who Attends the NTC?

More than 1,200 nonprofit focused professionals will connect with colleagues, learn about the issues, share their knowledge with others, and, of course, have a grand time. Take a look at the make-up of the 2009 NTC.

2009 NTC Demographics

1,452 Attendees 30% growth over 2008

61.7% Nonprofit Staff 37% Leadership

Attendees Have Purchasing Power

In the next year, NTC attendees said they will consider purchasing:

43% Content Management System (CMS)

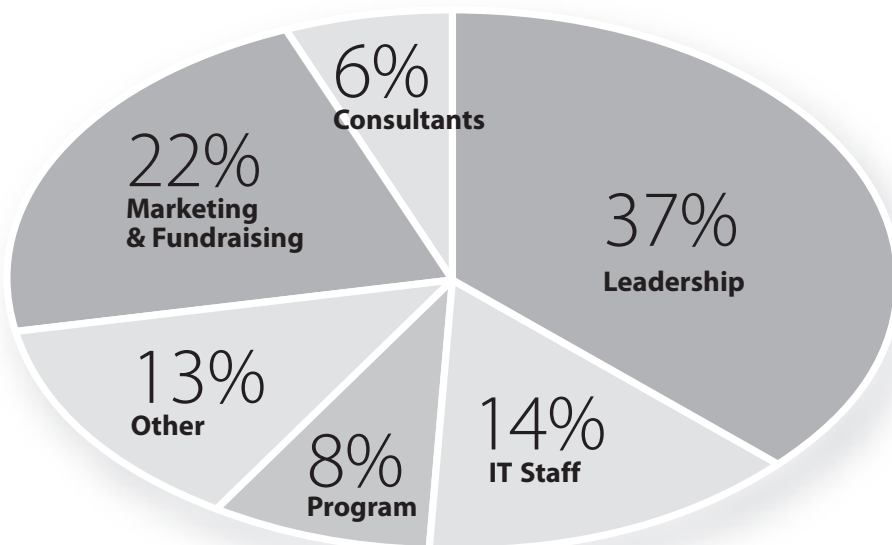
40% Customer Resource Management (CRM)

27% Fundraising Database

38% Bulk Email

28% Teleconference Services

2009 Attendees by Job Function



Exhibiting at the NTC? Check out our Exhibitor's Guide on Page 17.

Yes. We are **THE place to be. The NTC sold out last year when many events saw double-digit drops in attendance.**

Premium Sponsorship Opportunities

These packages provide sponsors with broad visibility before and during the conference. The NTC conference website, conference program book, session materials, and signage highlight our premier sponsors.

Please note the number of Diamond, Platinum, Gold, and Silver sponsorships is limited, so please reserve your spot early. Discounts available for multiple-year reservations.

Diamond Sponsorship

(2 Available) – \$25,000

- 5 complimentary conference registrations
- Upgrade to Double Premium booth spot at the Science Fair (20' wide x 10' deep)
- Evening reception sponsorship, including signs, on-screen logo, handouts, drink tickets with your logo, an NTEN welcome, and your 5 minute presentation from the podium
- 1 Product Spotlight session
- Pre-conference postal mailing list for opt-in attendees
- Post-conference email to ALL attendees (administered by NTEN)
- 2 NTEN Connect e-newsletter ads (projected 17,000 recipients)
- Inclusion in NTC Press Releases
- Logo on conference tote bag
- Logo on all general conference signs
- Logo on conference program book and plenary screens
- Logo and link in conference email messages
- Tote bag insert
- 1 Standard Exhibit space throughout entire conference
- Full-page ad in conference program book
- Logo and mention in conference newsletter that all attendees receive daily

Platinum Sponsorship

(3 Available) – \$15,000

- 4 complimentary conference registrations
- Upgrade to Double Premium booth spot at the Science Fair (20' wide x 10' deep)
- 1 Product Spotlight session
- Pre-conference postal mailing list for opt-in attendees
- Post-conference email to ALL attendees (administered by NTEN)



Questions?

**Ready to book
your sponsorship
or exhibit?**

CONTACT:

**Holly Ross, Executive
Director, NTEN
1220 SW Morrison St.
#1305, Portland,
Oregon, 97205
email: holly@nten.org
phone: 415.397.9000**

- 2 NTEN monthly member update ads (projected 8,000 recipients)
- Logo on conference tote bag
- Logo on all general conference signs
- Logo on conference program book and plenary screens
- Logo and link in conference email messages
- Tote bag insert
- 1 Standard Exhibit space throughout entire conference
- Full-page ad in conference program book
- Logo and mention in conference newsletter that all attendees receive daily

Gold Sponsorship

(4 Available) – \$10,000

- 3 complimentary conference registrations
- Post-conference email to opt-in attendees (administered by NTEN)
- 2 NTEN monthly member update ads (projected 8,000 recipients)
- Logo on conference tote bag
- Logo on all general conference signs
- Logo on conference program book and plenary screens
- Logo and link in conference email messages
- Tote bag insert
- 1 Standard Exhibit space throughout entire conference
- Full-page ad in conference program book
- Logo and mention in conference newsletter that all attendees receive daily

We sold out of every major sponsorship last year. Reserve your spot today! Multiple-year discounts available.

Silver Sponsorship

(6 Available) – \$ 7,500

- 2 complimentary conference registrations
- Logo on all general conference signs
- Logo on conference program book and plenary screens
- Logo and link in conference email messages
- Tote bag insert
- 1 Tabletop Exhibit space throughout entire conference
- Full-page ad in conference program book
- Logo and mention in conference newsletter that all attendees receive daily

Multi-year Sponsorships

Support the Nonprofit Technology Conference beyond 2010 at a discounted rate! Add a 2011 NTC Sponsorship now to receive a 5% discount. A 10% discount will be given on advanced purchase of 2012 NTC Sponsorship. Just indicate your advanced purchases on the enclosed forms.

A La Carte Sponsorship Opportunities

A la carte sponsorships allow you to reach specific NTC audiences through targeted outreach. Please note that numbers are limited.



“We had more traffic in the first couple of hours than we usually have in days at other events.”

—TRACY JONES,
MOONFIRE CORPORATION

Conference Program Book

(EXCLUSIVE Opportunity) – \$7,500

The conference program book is the one thing that no NTC attendee is ever without. Your sponsorship of the conference program book includes:

- 2 complimentary conference registrations
- 1 complimentary Science Fair exhibit registration
- Tote bag insert
- Text link on the conference website
- Full-color back cover ad

Conference USB Drive

(EXCLUSIVE Opportunity) – \$12,000

Every attendee will receive a 256 MB USB thumb drive with the conference handouts and materials pre-loaded. This helpful item will certainly be used long after the conference is over. Your sponsorship includes:

- 2 complimentary conference registrations
- 1 complimentary Science Fair exhibit registration
- Logo imprint on USB drive
- 1 PDF file pre-loaded on USB drive
- Custom printed insert in drive packaging
- Tote bag insert
- Text link on the conference website
- Full-page conference program book ad

COMBINED Conference Program Book and USB Drive

(EXCLUSIVE Opportunity) – \$17,000

Sponsor both the conference program book and USB drive for a special price and receive all the benefits of both sponsorships.

Wireless Internet

(EXCLUSIVE Opportunity) – \$20,000

Each day, attendees will enjoy free wireless Internet access throughout the conference space. Hundreds of attendees will get online throughout the day. Your sponsorship includes:

- 2 complimentary conference registrations
- 1 complimentary Science Fair exhibit registration
- Splash page with your content to load at time of each connection

- Text link on the conference website
- Logo in conference program
- Logo on plenary screens (Wireless Access Provided By You)
- Mention in the conference newsletter
- Full-page ad in the conference program book
- Logo on plenary screens (Wireless Access Provided By You)

Conference Cyber-Café

(4 available) Single: \$3,000 / EXCLUSIVE (All Four): \$10,000

Who can resist checking email? The conference Cyber-Café will be located near the conference ballroom, a central gathering spot for all conference attendees. The Café will have installed laptops for attendees to connect to the Internet.

Your sponsorship includes:

- 1 complimentary conference registration per segment sponsored
- Table at Cyber-Café with company materials
- Logo on Cyber-Café banner
- Logo on signage throughout Cyber-Café area
- Text link on the conference website
- Mention in the conference newsletter
- Full-page ad in the conference program book

Secure your sponsorship opportunity. Fill out the enclosed forms today!

Awards Luncheon

(EXCLUSIVE Opportunity) – \$6,000

The closing luncheon is one of the few times when all the conference attendees are in one place. We take this time to honor and highlight the good work of the folks in the NTEN community. Your sponsorship will support this unusually fun ceremony and allows you to present an award of your choice from the podium.

- 2 complimentary conference registrations
- 1 complimentary Science Fair exhibit registration
- Presentation of award from podium (developed in collaboration with NTEN)
- Logo on on-site signage
- Logo on screen
- Handouts on tables
- Text link on the conference website
- Mention in the conference newsletter
- Full-page ad in the conference program book



“The NTC Science Fair is the best opportunity of any conference to engage a target audience of motivated nonprofit professionals to not only show your wares, but to receive invaluable honest feedback in how you might serve the nonprofit community better.

—MEGHAN NESBIT,
SALESFORCE.COM FOUNDATION

NTC After-Party (4 available)

Single: \$6,000 / EXCLUSIVE (All Four): \$20,000

Each year, we make the most of our time together with an amazing party. Live entertainment, food, and drink will keep your guests happy. The evening event is a highlight of every NTC, and a topic of conversation long after the event is over.

Your sponsorship includes:

- 1 complimentary conference registration per segment sponsored
- 1 complimentary Science Fair exhibit registration per segment sponsored
- Sponsor name in widely-publicized event title
- Logo on all drink tickets and party decorations
- Ample on-site signage at after-party venue
- Welcome from podium
- Highly visible recognition in conference program book
- Handouts at tables
- Logo and link on conference website
- Logo and mention in conference newsletter
- Full-page ad in the conference program book

Ignite Reception

(EXCLUSIVE Opportunity) – \$5,000

At the 2009 NTC, we held our first Ignite Presentations, which are energetic and inspired responses to the question, ‘If you had 5 minutes, what would you tell the nonprofit technology community?’ They were so popular that we have dedicated a reception to them on opening night, post Science Fair. We’ll have an open call for applications, and as the sponsor, you’ll act as host of this fine reception.

- Your 5 minute opening presentation from the podium (recommended Ignite-style!)
- Logo on plenary screen before and in-between Ignite presentations
- On-site signage at venue
- Handouts at tables
- Text link on the conference website
- Logo and mention in conference newsletter
- Full-page ad in the conference program book

Day of Service

(EXCLUSIVE Opportunity) – \$10,000

The NTC kicks off on Thursday with what we refer to as the Day of Service. Show your goodwill by sponsoring the day’s activities and having your name associated with this NTC tradition of giving back to our host community. Be a part of connecting NTC attendees to a variety of service projects with local organizations.

- 2 complimentary conference registrations
- 1 complimentary Science Fair exhibit registration
- On-site signage at venue
- Logo and link on conference website
- Recognition in conference program book

- Handouts at tables
- Logo and mention in conference newsletter
- Full-page ad in the conference program book
- Lots of goodwill

Name Badges

(EXCLUSIVE Opportunity) – \$7,500

One of the most seen items in the conference will be the name badges around every attendee's neck. Your one-color logo will be imprinted on the name badge holder in the color of your choice.

- 1 complimentary conference registration
- Text link on the conference website
- Full-page ad in the conference program book OR a tote bag insert

The NTC Member Lounge

(EXCLUSIVE Opportunity) – \$5,000

An oasis of networking, the NTC Member Lounge will be THE place to hang out when attendees are not in a session. Centrally located, the lounge will feature fun and comfortable nooks for networking with all-day refreshments. The lounge will be outfitted with the game "Rock Band!" Now NTC Attendees can de-stress during breaks and after NTC official hours by rocking out, all thanks to you. We can work with you to customize the amenities to meet your needs and interests. Your sponsorship includes:

- 1 complimentary conference registration
- 1 complimentary Science Fair exhibit registration
- Recognition in conference program
- On-site signage at venue
- Logo and link on conference website
- Handouts at tables
- Mention in conference newsletter
- Full-page ad in the conference program book

Room Keys

(EXCLUSIVE Opportunity) – \$5,000

Welcome attendees as they check in to the hotel with customized full color room keys with your logo.

- 1 complimentary conference registration
- Recognition in conference welcome letter
- Text link on the conference website
- Full-page ad in the conference program book OR a tote bag insert



“NTC Science Fair offered a great group of participants who were actively engaged with the exhibitors. That is rare!”

—DANA SAXON, IMENTOR

Conference Gift – Water Bottles

(EXCLUSIVE Opportunity) – \$8,000

Attendees will love having a water bottle to use throughout the conference. You'll also save the environment thousands of plastic cups when attendees use the water bottle to quench their thirst instead! Imprint your logo on water bottles that conference attendees will carry around even when the NTC is just a memory.

- 1 complimentary conference registration
- Text link on the conference website
- Full-page ad in the conference program book OR a tote bag insert

Ice Cream and Cookie Carts

(2 available) – \$4,000

They say that the way to a person's heart is through their stomach. So take advantage of the NTC breaks to ingratiate yourself with the attendees!

We'll roll out the ice cream and cookie carts at break time and hand out your literature with each yummy treat. Your sponsorship includes:

- 1 complimentary conference registration
- Logo on on-site signage
- Branded napkins and cups
- Handouts on tables and with treats
- Listing on the conference agenda
- Text link on the conference website
- Mention in conference newsletter
- Full-page ad in the conference program book

NTC Daily News (3 Available)

Single issue: \$1,500 / EXCLUSIVE (All Three): \$4,000

Promote your organization on the front page of the conference newsletter, where it's sure to be seen. The newsletter will be delivered daily (Thursday, Friday, Saturday) to the rooms of attendees staying at the conference hotel, is distributed widely at conference events, and is made available to the entire NTEN community on the NTC website. Your sponsorship includes:

- 1 complimentary conference registration
- 2 page grayscale insert in each issue
- Text link on the conference website
- Full-page ad in the conference program book

Luggage Tags

(EXCLUSIVE Opportunity) – \$2,500

Your company will be jet setting in no time when you sponsor the NTC luggage tags. We'll attach these tags to each attendee registration tote bag. Your sponsorship includes:

Your one-color logo will be printed on a tag in the color of your choice.

- 1 complimentary conference registration
- Text link on the conference website
- Full-page ad in the conference program book OR a tote bag insert

Conference Scholarship

Full Scholarship: \$1,500 / Partial Scholarship: \$500

Demonstrate your commitment to helping nonprofits improve their use of technology by sponsoring scholarships for those who would not otherwise be able to attend. Your full scholarship sponsorship will support registration and hotel accommodations for one attendee. Your partial scholarship will cover registration for one attendee. Your sponsorship includes:

- Text link on the conference website
- Mention in conference newsletter
- Full-page ad in the conference program book (full scholarships only)
- A huge thank you at the awards celebration!
- Grateful scholarship attendees and a lot of goodwill

Product Spotlight

(5-10 Available) Nonprofit: \$500/For Profit: \$2,500

A limited number of rooms will be made available during the conference for sponsored sessions. You can conduct a product demo, focus group, or hold an ad hoc session on a topic not covered in the agenda. Your sponsorship includes:

- 1 complimentary conference registration
- Listing in the conference program book
- Text link on the conference web site
- Mention in conference newsletter
- Full-page ad in the conference program book

(Please note that additional AV/IT and catering services for your session are available, but these are not included in the sponsorship price.)

NPTech Spotlight Lunches

(16 Available / limited to 4 in each category)

\$2,500 or \$1,000 with another sponsorship

In response to requests for a non-competing time slot to strut your stuff, we have created NPTech Spotlight Lunches. You will be able to highlight your new project or product during lunch on Friday, April 9 and Saturday, April 10. You can conduct a product demo, present your new service or the latest offering during these 15-minute time slots that will be grouped in the following categories: CMS, CRM, Donor Management, and Email. You will receive two 15-minute spotlight lunch slots. Attendees will be asked to pre-register for these sessions and will receive a box lunch to enjoy during your presentations. Your sponsorship includes:

- 1 complimentary conference registration
- Listing in the conference program book
- Mention in conference newsletter
- Text link on the conference website
- Full-page ad in the conference program book

(Please note that additional AV/IT and catering services for your session are available, but these are not included in the sponsorship price.)



**"I love the
Science Fair.
It's like walking
down NPtechville's
Main Street."**

—2008 ATTENDEE

Hospitality Suites

(6-12 Available) – \$1,500 or \$1,000 with another sponsorship

Looking to hold a get-together at the NTC? Reserve a hospitality suite and we will give you a centrally located room set up to your specifications. You can use the room for public gatherings or invitation-only events – it's up to you!

Hospitality Suites are available in 4 hour blocks, from 9am to 1pm, 1pm to 5pm or 5pm to 9pm on Thursday, Friday, and Saturday. Times are assigned on a first come, first served basis. Please note that food and beverage will need to be arranged by the sponsor directly with the hotel, to be billed separately.

Your sponsorship includes:

- Signage with company logo outside room
- Tote bag insert
- Text link on the conference website

Tote Bag Insert

\$1,000 or \$500 with any other sponsorship/exhibit

Get your message out to every single NTC attendee. We'll stuff a flier, pen, post-it note pad, or any other small promotional item into the conference tote bags that each attendee receives at registration.

Media Partnership

The NTC provides an excellent marketing opportunity for you to show your support of the nonprofit technology community, reach new audiences, expand readership, and increase visibility before, during, and after the conference. In exchange, our media partners will help spread the NTC word and increase the buzz around the conference.

Media Partner Benefits:

- Reach a dynamic, influential audience
- Expand brand recognition via conference marketing efforts
- Identify with NTEN and the Nonprofit Technology Conference

Standard Trade Items (provided by NTEN, subject to availability and deadlines):

- Complimentary conference passes
- Conference registration discount for readers and/or customers
- Logo and link on conference website
- Logo and 50-word company description including URL in the conference program book
- Logo included in onsite signage at event
- Insert in attendee bag and/or literature table distribution
- One 1/2 page full-color ad in conference program book

Contact anna@nten.org for information about media partnerships.

Exhibit at the NTC “Science Fair”

Exhibit your product or company at the NTC “Science Fair,” a one-of-a-kind event. The Science Fair is held only on Day One of the conference. There are NO other competing events scheduled during this time and it is open to the public.

The Science Fair is also the scene of the NTC’s Opening Reception where we welcome attendees over food and drinks. As a result, the Science Fair is one of the most popular conference activities, attended by all. Space is limited and we sell out every year, so please confirm your space at the Science Fair early!

Science Fair Exhibitor Package

- One 10’ wide x 8’ deep dedicated exhibit area
- One 2’ x 6’ skirted table
- 2 chairs
- One power strip
- Wireless high-speed Internet Access
- One 17” flat panel display monitor
- One 11”x17” black and white sign
- Inclusion of contact information and exhibit description in the conference program book
- Inclusion of contact information and exhibit description in the “Science Fair Guide” to be provided to all Science Fair attendees
- Inclusion of contact information and link to Exhibitor website from the conference website, accessible for a minimum of six months from the conference conclusion
- One 1/2 page full-color ad in the conference program book
- One complimentary registration for the 2010 conference, one additional complimentary registration for the Science Fair only. Additional conference registrations can be purchased for the lowest available price

Science Fair Exhibit Upgrades

- **Premium Space:** Choose from among the most high-traffic areas at the NTC for an additional \$500. See map on page 18 for Premium Space locations.
- **Multiple Booths:** Purchase multiple booths and get a 10% discount on each additional booth purchased.

Regular Space

Nonprofits	For Profits
<input type="checkbox"/> \$600 - Budget of less than \$1 Million	<input type="checkbox"/> \$1,300 - Revenues less than \$1 Million
<input type="checkbox"/> \$800 – Budget between \$1 and \$5 Million	<input type="checkbox"/> \$1,600 – Revenues between \$1 and \$5 Million
<input type="checkbox"/> \$1,000 – Budget Budget of more than \$5 Million	<input type="checkbox"/> \$2,100 – Revenues more than \$5 Million
<input type="checkbox"/> \$0 – Included in Sponsorship	<input type="checkbox"/> \$0 – Included in Sponsorship

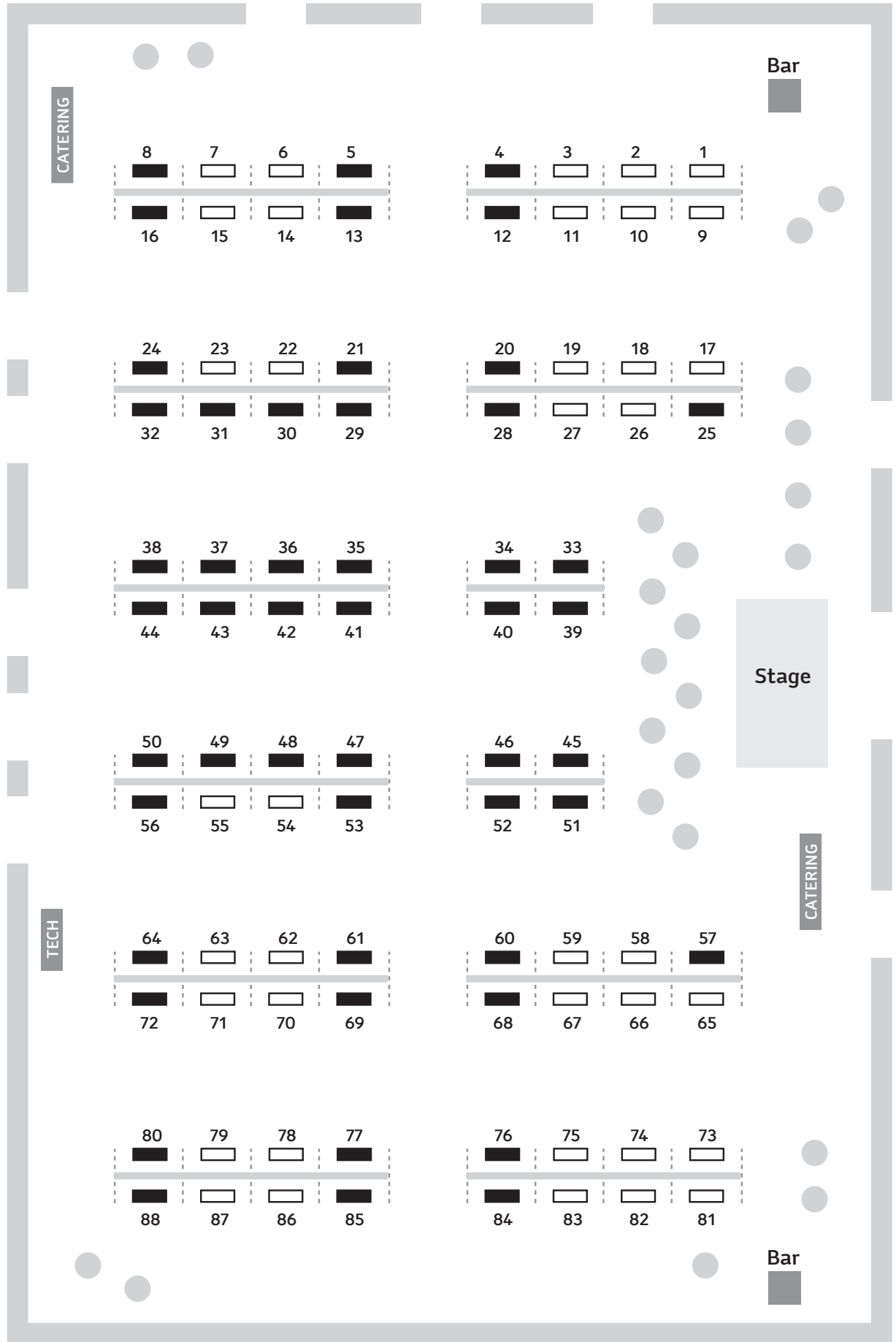
Premium Space

Nonprofits	For Profits
<input type="checkbox"/> \$1,100 - Budget of less than \$1 Million	<input type="checkbox"/> \$1,800 - Revenues less than \$1 Million
<input type="checkbox"/> \$1,300 – Budget between \$1 and \$5 Million	<input type="checkbox"/> \$2,100 – Revenues between \$1 and \$5 Million
<input type="checkbox"/> \$1,500 – Budget Budget of more than \$5 Million	<input type="checkbox"/> \$2,600 – Revenues more than \$5 Million
<input type="checkbox"/> \$500 – Booth included in Sponsorship	<input type="checkbox"/> \$500 – Booth included in Sponsorship

2010 Science Fair Map

= Premium Booth
 = Drape

Pre-Function Lobby



Deadlines

We'll need a few things from you to fulfill our end of the sponsorship bargain. Please review your sponsorship benefits carefully, and supply us with the items we'll need by the date indicated below.

Complimentary Conference Registrations

Some sponsorships include conference registrations. Send the name(s) and contact information of your representative(s) to Anna Richter at anna@nten.org. We'll send you a confirmation email. **Due: February 15, 2010**

Tote Bag Inserts

Diamond, Platinum, Gold, Silver, and Tote Bag Insert sponsors can include a single item in the conference tote bags. We'll follow up with shipping details. **Due: April 5, 2010**

Program Book Advertisements

Program Book ads must be submitted as PDF documents, 5 MB file size limit. Ads must be formatted in CMYK. Exhibitor half page ads must be designed for an 8 1/2" by 5.5" page with 1/4" margins on all sides. Sponsor full page ads should be designed for an 8 1/2" by 11" page with 1/4" margins on all sides. Please see your sponsorship package for details on which ad size is included. **Due: February 19, 2010.** Upload your files at <http://nten.org/ntc/programads>

Logos

Sponsors need to submit logos for use in print and on the web. All logos must be .eps files with resolution of at least 200 pixels. Logo files should be 150 to 200 pixels wide, 5 MB file size limit. **Due: February 1, 2010.** Upload your files at <http://nten.org/ntc/logos>

Product Spotlight Descriptions

If you are sponsoring a session, you'll need to tell us what you're planning to do. Send us a 100-word session description to include in the program materials, and any AV/IT or catering requirements (additional fees may apply). The sooner you get your descriptions to us, the sooner we can add it to the website, and the more people will know about your session.

Due: February 1, 2010. Email to Anna Richter at anna@nten.org

Shipping Other Materials

If you need to send other materials for use at the conference, you're responsible for arranging your own shipping. Due to hotel restrictions, shipping will be handled by an exhibit management company. Shipping details and costs will be sent out at a later date. **Due: April 5, 2010**

Science Fair Registrations

If you'd like to exhibit at the Science Fair, complete the form in the pocket of this booklet and fax to Anna Richter at 415.814.4056. Some exhibitor options include complimentary Science Fair registrations. We'll send you instructions to claim these registrations. **Due: February 15, 2010.**

The Fine Print

Payment in full is due 30 days from receipt of invoice.

Sponsorship opportunities are offered at the sole discretion of NTEN. NTEN reserves the right to cancel any sponsorship arrangement at any time without penalty by giving notice of termination and refunding sponsorship fees. All sponsorships are conditioned on timely receipt of ad copy or other materials in an acceptable format. Late or unusable materials may be omitted without refund, or corrected at an additional charge, at NTEN's sole discretion. Sponsorship fees are non-refundable. For information about our cancellation policy, visit the NTEN website at <http://www.nten.org/conferences-cancellation> or contact Anna Richter at 415.397.9000 or anna@nten.org.

Conference Exhibitor Agreement – Part I

1. Science Fair – The purpose of the Science Fair is to provide 2010 Nonprofit Technology Conference attendees with information about the latest research, tools, and applications of technology in the nonprofit space. Exhibitors are encouraged to embrace and reflect the fun and creative spirit of the Science Fair in their exhibits.

2. Science Fair Site and Time – The Science Fair will be held on Thursday, April 8, 2010 at the Omni Hotel @ CNN Center, Atlanta, GA from 3pm to 8pm, in conjunction with the opening reception. NTEN reserves the right, at its discretion, to change the site, hours, or dates. NTEN will attempt to notify Exhibitor of any changes as far in advance as possible.

4. Exhibit Dimensions and Furnished Equipment –

Each Science Fair space will consist of the following:

- One 10' wide x 8' deep dedicated exhibit area
- One 2' x 6' skirted table and 2 chairs
- One power strip
- Wireless high-speed Internet Access
- One 17" flat panel display monitor
- One 11"x17" black and white sign

3. Exhibit Rates – In return for exhibit space and exhibit promotional services described in this Agreement, fees are as follows (please note that there is no additional fee for exhibiting if it is included in your sponsorship package):



Science Fair Exhibitor Fees

Nonprofits

	NTEN Members	Premium Space
Budget of less than \$1 Million	\$600	\$1,100
Budget between \$1 and \$5 Million	\$800	\$1,300
Budget of more than \$5 Million	\$1,000	\$1,500

For Profits

	NTEN Members	Premium Space
Revenues less than \$1 Million	\$1,300	\$1,800
Revenues between \$1 and \$5 Million	\$1,600	\$2,100
Revenues more than \$5 Million	\$2,100	\$2,600

- Premium Space: Choose from among the highest traffic areas at the NTC for an additional \$500. See map on page 18 for Premium Space locations.
- Multiple Booths: Purchase multiple booths and get a 10% discount on each additional booth purchased.

5. Promotional Services and Other Benefits – Each Science Fair Exhibitor will be provided with the following services and benefits:

- Inclusion of contact information and exhibit description in the conference program book.
- Inclusion of contact information and exhibit description in the Science Fair Guide provided to all Science Fair attendees.
- Inclusion of contact information and link to Exhibitor website from the conference website, accessible for a minimum of six months from the conference conclusion.
- One 1/2 page full color ad in the conference program book.
- One complimentary registration for the 2010 conference, one additional complimentary registration for the Science Fair only. Additional conference registrations can be purchased for the lowest available price.

6. Receipt of Benefits – All information requested of Exhibitor by NTEN to fulfill sponsor benefits must be received by March 1, 2010. This includes, but is not limited to, text for signage and other promotional materials, name and contact information for booth staffers, and for free registrant, and conference book program ad. Exhibitor will receive instructions for submitting this information upon receipt of full payment. Information submitted to NTEN will be considered complete and final. NTEN is not responsible for typographical, grammatical, or other errors in information submitted by Exhibitor.

7. Payment for Space – Full payment must be received by March 1, 2010. In the instance that payment has not been received by that date, Exhibitor forfeits reservation.

8. Cancellation – In the event that the Exhibitor wishes to cancel the exhibit space granted in this Agreement, Exhibitor must send a notice of cancellation in writing to NTEN, c/o Anna Richter. Requests can be submitted via email, fax or mail

to anna@nten.org, 415.814.4056, or 1220 SW Morrison St. #1305, Portland, OR 97205. If Exhibitor cancels by December 31, 2009, 75% of the fee will be refunded. After December 31, 2009, no refunds will be issued.

9. Exhibit Space Allocation – NTEN will attempt to assign exhibit space in the order in which payment in full is received. If Exhibitor’s choice of space is not available, NTEN will attempt to assign what is considered the best remaining available space. NTEN reserves the right, at its sole discretion, to designate exhibit space or make changes in the location, size, layout, arrangement, and display limits of the exhibits. Exhibitor agrees to accept relocation in other exhibit space of comparable area should such a relocation become necessary.

10. Food and Beverage Service – Exhibitors interested in offering any food and/or beverage items, except for small novelty items, as part of their exhibit, must purchase these items from the hotel’s catering department.

11. Shipment, Delivery, and Handling of Exhibit Materials – Each Exhibitor is responsible for making arrangements with the contracted exhibit management company for the handling of its exhibit materials, including receiving, delivery of materials to the Exhibitor’s space, storage of empty cartons during the Science Fair hours, and the pick up and shipment of outbound materials. NTEN assumes no responsibility for the loss or damage of materials shipped directly to the hotel.

12. Exhibit Staffing – The Science Fair will be open for move-in at 12 pm on Thursday, April 8. All exhibits must be in place by 3pm on Thursday, April 8. Dismantling may not begin before 8 pm on Thursday, April 8.

13. Force Majeure – NTEN shall not be held responsible for any loss, damage, or delay due to strikes, walkouts, Acts of God, governmental restrictions, enemy action, civil commotion, unavoidable casualty, or other causes similar or dissimilar, beyond the control of NTEN.

14. No Endorsement – NTEN does not endorse any of the products or services of the Exhibitor. Exhibitor acknowledges and agrees that any representation to the contrary made by the Exhibitor to any third party shall constitute a breach of this Agreement.

15. Agreement to Guidelines – Exhibitor agrees that the exhibiting company, and its employees and agents, will abide by this Agreement and by any amendments that may be put into affect by NTEN. The Exhibitor Agreement must be signed by an official of the exhibiting organization indicating that this Agreement has been read and agreed to, before any space assignment will be made. All matters and questions not covered by this Agreement and all interpretations of this Agreement are subject to final decision by NTEN. All questions should be addressed to Anna Richter, Program Coordinator, at 415.397.9000 or anna@nten.org.

Sponsorship Registration Form



1. Logistics Contact Information

CONTACT PERSON		TITLE
NAME OF COMPANY		
ADDRESS		
CITY	STATE	ZIP
TELEPHONE	FAX	
EMAIL	WEBSITE	

2. NTEN Membership

If you are not already an NTEN Member, please join now to sponsor or exhibit.

Nonprofits	For Profits
<input type="checkbox"/> \$60 - Budget less than \$500,000	<input type="checkbox"/> \$175 - Revenues less than \$500,000
<input type="checkbox"/> \$125 - Budget between \$500,000 and \$2 Million	<input type="checkbox"/> \$275 - Revenues between \$500,000 and \$2 Million
<input type="checkbox"/> \$200 - Budget \$2 Million and \$5 Million	<input type="checkbox"/> \$400 - Revenues between \$2 Million and \$5 Million
<input type="checkbox"/> \$300 - Budget more than \$5 Million	<input type="checkbox"/> \$600 - Revenues more than \$5 Million

Membership Total: \$ _____

3. NTEN Community Sponsorship

- NTEN Partner - (5 Available) \$10,000
- Managing Technology to Meet Your Mission Web Summit - Premium Sponsor \$10,000
- Managing Technology to Meet Your Mission Web Summit - Supporting Sponsor \$5,000
- Product Spotlight Webinar \$1,000
- NTEN Connect e-Newsletter

	Text Only	Graphic
Single Placement	\$500	\$1,000
3x Placement	\$1,425	\$2,850
6x Placement	\$2,700	\$5,400
12x Placement	\$4,800	\$9,600

NTEN Sponsorship Total: \$ _____

Please use these forms to select your sponsorship and membership options. If a Science Fair booth is included in your sponsorship, please complete the Exhibitor Form included in this packet. Fax all pages to Holly Ross at 415.814.4056.

4. Nonprofit Technology Conference Sponsorship Opportunities

Diamond Package (2 Available)	<input type="checkbox"/> \$25,000	
Platinum Package (3 Available)	<input type="checkbox"/> \$15,000	
Gold Package (4 Available)	<input type="checkbox"/> \$10,000	
Silver Package (6 Available)	<input type="checkbox"/> \$7,500	
Conference Program Book	<input type="checkbox"/> \$7,500 (Exclusive)	
Conference USB Drive	<input type="checkbox"/> \$12,000(Exclusive)	
Combined Program Book and USB Drive	<input type="checkbox"/> \$17,000 (Exclusive)	
Wireless Internet	<input type="checkbox"/> \$20,00 (Exclusive)	
Conference Cyber Café (4 Available)	<input type="checkbox"/> \$3,000 (Single)	<input type="checkbox"/> \$10,000 (Exclusive)
Awards Luncheon	<input type="checkbox"/> \$6,000 (Exclusive)	
NTC After-Party (4 Available)	<input type="checkbox"/> \$6,000 (Single)	<input type="checkbox"/> \$20,000 (Exclusive)
Ignite Reception	<input type="checkbox"/> \$5,000 (Exclusive)	
Day of Service	<input type="checkbox"/> \$10,000 (Exclusive)	
Name Badges	<input type="checkbox"/> \$7,500 (Exclusive)	
NTEN Member Lounge	<input type="checkbox"/> \$5,000 (Exclusive)	
Room Keys	<input type="checkbox"/> \$5,000 (Exclusive)	
Conference Gift	<input type="checkbox"/> \$8,000 (Exclusive)	
Ice Cream and Cookie Carts (2 Available)	<input type="checkbox"/> \$3,500	
NTC Daily News (3 Available)	<input type="checkbox"/> \$1,500 (Single)	<input type="checkbox"/> \$4,000 (Exclusive)
Luggage Tags	<input type="checkbox"/> \$2,500 (Exclusive)	
Conference Scholarship	<input type="checkbox"/> \$1,500 (Full)	<input type="checkbox"/> \$500 (Partial)
Product Spotlight	<input type="checkbox"/> \$500 (Nonprofit)	<input type="checkbox"/> \$2,500 (For Profit)
NPTech Spotlight Lunches (16 Available)	<input type="checkbox"/> \$2,500	<input type="checkbox"/> \$1,000 (with other sponsorship)
Hospitality Suites	<input type="checkbox"/> \$1,500	<input type="checkbox"/> \$1,000 (with other sponsorship)
Tote Bag Insert	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$500 (with other sponsorship)

2011 Sponsorship (5% Discount on advance purchase) \$ _____

2012 Sponsorship (10% Discount on advance purchase) \$ _____

Sponsorship Total: \$ _____ Total Due: \$ _____

5. Payment

Payment is due 30 days from submission of this form, no later than March 1, 2010. Please make checks payable to "NTEN", 1220 SW Morrison, Suite #1305, Portland, OR 97205. Your placement is not guaranteed and no benefits will be granted until payment is received in full. **Full Payment is due by March 1, 2010.**

Method of Payment (US funds only): Check (payable to NTEN) Visa MC Amex

CARD NUMBER

EXPIRATION DATE

NAME ON CARD

SIGNATURE

6. Contract Acceptance

Agreed to and accepted by Sponsor:

SIGNATURE

DATE

PRINTED NAME

TITLE

Exhibitor Registration Form



1. Logistics Contact Information

CONTACT PERSON		TITLE	
NAME OF COMPANY			
ADDRESS			
CITY		STATE	ZIP
TELEPHONE		FAX	
EMAIL		WEBSITE	

2. Choice of Science Fair Booth Location (See Page 14 for Map)

1st choice	<input type="text"/>	2nd choice	<input type="text"/>	3rd choice	<input type="text"/>
4th choice	<input type="text"/>	5th choice	<input type="text"/>	6th choice	<input type="text"/>

NTEN will attempt to assign exhibit space in the order in which payment in full is received. If Exhibitor's choice of space is not available, NTEN will attempt to assign what is considered the best remaining available space. NTEN reserves the right, at its sole discretion, to designate exhibit space or make changes in the location, size, layout, arrangement and display limits of the exhibits. Exhibitor agrees to accept relocation in other exhibit space of comparable area should such a relocation become necessary.

3. NTEN Membership

If you are not already an NTEN Member, please join now to sponsor or exhibit.

Nonprofits For Profits

- | | |
|---|---|
| <input type="checkbox"/> \$60 - Budget less than \$500,000 | <input type="checkbox"/> \$175 - Revenues less than \$500,000 |
| <input type="checkbox"/> \$125 - Budget between \$500,000 and \$2 Million | <input type="checkbox"/> \$275 - Revenues between \$500,000 and \$2 Million |
| <input type="checkbox"/> \$200 - Budget \$2 Million and \$5 Million | <input type="checkbox"/> \$400 - Revenues between \$2 Million and \$5 Million |
| <input type="checkbox"/> \$300 - Budget more than \$5 Million | <input type="checkbox"/> \$600 - Revenues more than \$5 Million |

Membership Total: \$ _____

4. Science Fair Exhibitor Rates

Premium Space: Choose from among the most high-traffic areas at the NTC for an additional \$500. See map on page 14 for Premium Space locations.

Multiple Booths: Purchase multiple booths and get a 10% discount on each additional booth purchased.

Regular Space

Nonprofits	For Profits
<input type="checkbox"/> \$600 - Budget of less than \$1 Million	<input type="checkbox"/> \$1,300 - Revenues less than \$1 Million
<input type="checkbox"/> \$800 - Budget between \$1 and \$5 Million	<input type="checkbox"/> \$1,600 - Revenues between \$1 and \$5 Million
<input type="checkbox"/> \$1,000 - Budget Budget of more than \$5 Million	<input type="checkbox"/> \$2,100 - Revenues more than \$5 Million
<input type="checkbox"/> \$0 - Included in Sponsorship	<input type="checkbox"/> \$0 - Included in Sponsorship

Premium Space

Nonprofits	For Profits
<input type="checkbox"/> \$1,100 - Budget of less than \$1 Million	<input type="checkbox"/> \$1,800 - Revenues less than \$1 Million
<input type="checkbox"/> \$1,300 - Budget between \$1 and \$5 Million	<input type="checkbox"/> \$2,100 - Revenues between \$1 and \$5 Million
<input type="checkbox"/> \$1,500 - Budget Budget of more than \$5 Million	<input type="checkbox"/> \$2,600 - Revenues more than \$5 Million
<input type="checkbox"/> \$500 - Booth included in Sponsorship	<input type="checkbox"/> \$500 - Booth included in Sponsorship

Exhibitor Total: \$ _____

Membership Total: \$ _____

Discount Total: \$ _____

Total Due: \$ _____

5. Payment

Payment is due 30 days from submission of this form, no later than March 1, 2010. Please make checks payable to "NTEN", 1220 SW Morrison, Suite #1305, Portland, OR 97205. Your placement is not guaranteed and no benefits will be granted until payment is received in full. **Full Payment is due by March 1, 2010.**

Method of Payment (US funds only): Check (payable to NTEN) Visa MC Amex

CARD NUMBER	EXPIRATION DATE
NAME ON CARD	SIGNATURE

6. Contract Acceptance (Please refer to the Conference Exhibitor Agreement on pages 19-20)

The Exhibitor acknowledges that a duly authorized representative of the Exhibitor has read and understands the provisions of the Agreement and acknowledges and agrees that the Exhibitor will be bound by them. The Exhibitor understands and agrees that this Agreement does not bind NTEN until full payment is received from Exhibitor.

Agreed to and accepted by Exhibitor:

SIGNATURE	DATE
PRINTED NAME	TITLE