

## National Council on Family Relations 79th Annual Conference November 15-18, 2017

Orlando, Florida  
[www.ncfr.org/conference](http://www.ncfr.org/conference)

### NCFR Conference Marketing Opportunities

- Advertising
- Sponsorships
- Exhibit Booths
- Special Events

Great choices for promoting your programs, publications, and products . . .

- 1,100 family professionals from a variety of fields: family science, therapy, family education, sociology, human development, social work
- Exhibit booths in high-traffic common areas
- All sponsors and exhibitors prominently listed in the program booklet and pre-conference messages
- Wednesday Night Exhibits Opening, part of the President's Reception and Special Poster Session
- Select/combine options for more exposure
  - exhibit booth space
  - publications advertising
  - inserts in conference packets
  - affordable sponsorships

# Exhibit Booths

**Commercial booth \$800 (\$900 after July 1)**

**Nonprofit booth \$700 (\$800 after July 1)**

- Package includes 8' x 10' pipe and drape, 6' draped table, 2 chairs, signage
- One complimentary conference registration. Additional staff, \$50 each (exhibits/receptions only).
- To assure listing in the program booklet, sign up by **September 15**.

## Exhibit Overview

### Exhibition Dates

Nov. 15-17 (Wed evening through Friday early afternoon)

### Exhibit Location

Rosen Centre, 9840 International Drive, Orlando, Florida 32819; 407-996-9840

### Installation options

Tuesday, Nov. 14, 3-6pm, or Wednesday, Nov. 15, 1-4pm

### Exhibits Hours

Wednesday, Nov. 15, 6-8:30pm (opening reception)

Thursday, Nov. 16, 10am-3pm

Friday, Nov. 17, 8am-1pm

- Exhibit booths will be located in open, common areas with high attendee traffic.
- All exhibitors are prominently listed in the program booklet and pre-conference messages.
- Wednesday Night Exhibits Opening coincides with President's Reception and Special Poster Session, ensuring great attendance.
- Build exposure for your organization by combining additional options with your exhibit booth space: publications advertising, packet inserts, or affordable sponsorships of sessions and services.

# Advertising

## Conference Packet Inserts

A limited number of packet inserts are available to advertisers and exhibitors. Your printed insert is included in the packet distributed to the expected 1,100 attendees. Just \$300!

Send insert materials to NCFR by October 1, 2017. Size limit is 8.5 x 11 flat or a flyer folded to letter size. Contact us with special requests for multipage documents such as booklets (additional fees may apply).

NCFR also can contract for and manage print production locally (time permitting). Contact Judy Schutz for details; judyschutz@ncfr.org.

## Conference-Daily Email Update

Affordable exposure! Sponsor the daily email during the conference. Ad placement. \$150/day

## Publications Advertising (full color)

Conference Program Booklet and/or NCFR Report (NCFR member magazine-fall issue)

### Distribution and Deadlines

Conference Program Booklet print copies (1,100 distributed at the conference); deadline for camera ready ads is Sept. 15. Report is mailed to members; circulation 3,000. Deadline for ads is July 10, 2017.

### Rate Chart (paid ads)

Applies to both publications (8.5 x 11 trim size)

Size	Dimension	Conf Program	Report
Quarter Page	3.5"w x 4.75"h	\$300	\$300
Half Page	7.25"w x 4.75"h	\$375	\$375
Full Page	7.25"w x 9.5"h	\$575	\$575
Inside Front	7.25"w x 9.5"h	\$625	N/A
Inside Back	7.25"w x 9.5"h	\$625	\$625
Outside Back	7.25"w x 9.5"h	\$675	N/A



# Advertising Sponsorships

(conference services)

## Conference Tote Bags

Handed out at registration, imprinted with your logo, and with your promotional flyer tucked inside. \$3,000\*

*(Limited to publishers, service providers, learning resources vendors; not available to higher ed institutions)*

## Conference Name Badge Holder Sponsor

Name badge, listings in NCFR media. \$2,500\*

*(Limited to publishers, service providers, learning resources vendors; not available to higher ed institutions)*

## "The Gathering Place" Sponsor

Conference hospitality room, open all day for three days plus, providing free WiFi access, session live-streaming, local visitors information, and more. Signage, listings in conference media/website/emails, publications/materials display. \$500

*\*Pricing subject to change based on product cost.*

## Cyber Cafe Sponsor

Four full days. Signage, screen saver, listings in NCFR media. \$500

## Charging Station Sponsor

Four full days. Signage, listings in NCFR media. \$500

## Special Music Series Sponsor

Musical interludes. Includes signage. \$300

## Be creative! Let's find more ways to partner . . .

NCFR will work with you to find additional means to promote your organization. Examples . . .

- Sponsor a refreshment break
- Host a popcorn wagon
- Raffle off a major prize

*To discuss ideas, contact [judyschutz@ncfr.org](mailto:judyschutz@ncfr.org).*

# Conference Sponsorships

(conference host, major sessions, events)

## Conference Host Institution/Organization

Conference Host receives premium positioning and name recognition before, during, and after the conference. Podium greeting, packet insert (brochure, etc), program booklet ad, large sign at registration and events, materials display, listings in all NCFR media (*Report*, website, social media, registrant emails, more). For additional information, contact Judy Schutz.

## Major Session/Event Sponsorships

**Plenary Sponsor.** Daily keynote event. Podium greeting, sign, program booklet ad, listings in all media. \$2,500

**"Families as Catalysts" Sponsor.** Listings in media/messages, sign, program booklet ad. \$1,500

**Newcomers Reception.** Podium greeting, sign, listings in media/messages. \$1,500

**Poster Session Sponsor.** Sponsorship of one of five featured poster sessions; sign, listings. \$1,000

**SNP Sessions Sponsor.** Podium greeting, sign, listings in media and messages. \$1,000

## Special Reception/Workshop Sponsorships

**Legacy Circle Sponsor.** Podium greeting, sign, listings in event program and all media, logo placement, recognition at event. \$2,000

**Affiliate Councils Workshop Sponsor.** Listing, recognition at event, sign. \$250

## Certified Family Life Educator (CFLE) Reception

Gala annual reception that features award presentations and more. Program ad, listings, recognition at event. Participation levels:

- CFLE Host Institution–Major Sponsor, \$1,000
- CFLE Reception Sponsor–Platinum Level, \$500
- CFLE Reception Sponsor–Gold Level, \$250
- CFLE Reception Sponsor–Silver Level, \$100
- CFLE Reception Sponsor–Bronze Level, \$50

## University Receptions

Put your degree program on display at our own "Family College Fair," an energizing event with food, fun, and prizes. \$500

# NCFR Policies

## Liability Insurance

NCFR and the Rosen Centre will not be responsible for the safety of Exhibitor's property. Exhibitor is advised to consult its insurance broker for proper coverage. Exhibitor should not leave valuable items unattended in the exhibit area.

## Hold Harmless Clause

Exhibitor assumes the entire responsibility and hereby agrees to protect, indemnify, defend, and hold the National Council on Family Relations, Rosen Centre and its employees and agents harmless against all claims, losses, and damages to persons or property, governmental charges or fines and attorney fees arising out of or caused by Exhibitor's installation, removal, maintenance, occupancy, or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole negligence of the Rosen Centre, its employees and agents. In addition, Exhibitor acknowledges that the National Council on Family Relations and the Rosen Centre do not maintain insurance covering Exhibitor's property and that it is the sole responsibility of the exhibitor to obtain business interruption and property damage insurance covering such losses by Exhibitor.

**Judy Schutz, Exhibits/Advertising Coordinator**

**888-781-9331**

**[judyschutz@ncfr.org](mailto:judyschutz@ncfr.org)**

**FAX 763-781-9348**

**National Council on Family Relations**

**1201 West River Parkway, Suite 200**

**Minneapolis, MN 55454**

**ADDRESS CHANGE EFFECTIVE JULY 1, 2017**

**National Council on Family Relations**

**661 LaSalle Street, Suite 200**

**St. Paul, Minnesota 55114**

# About NCFR

## Who we are

The National Council on Family Relations is the professional association for those who study, teach about, and educate families. Our members are:

- family researchers
- college faculty who study and teach about families
- educators and outreach professionals who help empower families
- students who want to learn about and do more for families

Scholars and faculty join NCFR from many areas—family science/family studies, sociology, therapy and counseling, human development, education, social work, theology, and more. As a result, NCFR also has become the academic society serving the rapidly emerging transdisciplinary area of Family Science.

## What we do

NCFR supports family research and education through its scholarly journals, annual conference, information resources, webinars, member forums, networking activities, and the Certified Family Life Educator credential.