

2009 Prospectus

Marketing Opportunities

- Over 2,200 retail stores
- Millions of square feet in janitorial contracts
- New goods program
- Thousands of placement and career opportunities
- Employ and manage over 90,000 employees
- Over 10 million meals per year



Goodwill Industries

is all about people working. We are the world's largest nonprofit provider of education, training and career services for people with disabilities. Goodwill also offers services to those that encounter other barriers to employment, such as welfare dependency, homelessness and a lack of education or work experience.

We believe in work. We have witnessed its power to transform lives by building self-confidence, friendship, independence, creativity and trust. Everyone deserves a chance to have these things in life. Goodwill provides that chance.

Goodwill Industries International, Inc.

Make an Impression on Key Decision Makers

Capitalize on your company's investment in exhibit space by extending your marketing beyond the booth!

▼ SCHEDULE OF EVENTS

- Conference of Executives **Chief Executive Officers** Sunday, February 22 -Wednesday, February 25, 2009 Santa Fe, New Mexico
- Spring Learning Event Workforce Development, Public Policy, Human Resources, and Resource **Development Professionals** Sunday, April 26 -Wednesday, April 29, 2009 Washington, District of Columbia
- **Delegate Assembly** Chief Executive Officers, Senior **Executive Staff, and Board Members** Saturday, June 27 -Tuesday, June 30, 2009 Indianapolis, Indiana
- Summer Learning Event Retail, Contracts, Marketing, Business Development, IT, and **Finance Professionals** Sunday, August 9 -Wednesday, August 12, 2009 Grand Rapids, Michigan

Attendee Demographics

Contracts

Director of Contracts Contracts Manager **Director of Commercial Services Director of Industrial Services** Manager of Outsource Enterprises

Marketing and Development

Director of Marketing **Director of Business Development** Vice President of Marketing and Development **Business Development Director**

Workforce Development

Director of Government and **Community Contracts** Director of Workforce Development Vice President of Workforce Development Workforce Development Manager Career Development Specialist

Accounting Manager **Chief Financial Officer Director of Accounting Services** Director of Administration Director of Finance Financial Analyst Financial Controller Vice President of Administration Vice President of Finance Information Technology

Chief Information Officer Director of IT

Information Systems Manager Information Technology Assistant Information Technology Manager

Human Resources Director of Human Resources Executive Vice President of Human Resources Vice President of Organizational Development Vice President of Human Resources and Training Vice President of Employee Services Training Specialist Training Coordinator Human Resources Generalist Organization Compliance Leader Administrative Coordinator Director of Staff Development and Training **Employee Relations Administrator Employment Manager** Human Resources Administrator **Human Resources Assistant Human Resources Specialist Human Resources Recruiter**

Director of Retail Director of Sales **Chief Operating Officer** Area Manager Vice President of Retail Operations **Director of Donor Services** Director of Environmental Business Services Director of Loss Control Director of New Goods **Director of Transportation** District Manager **Retail Coordinator Production Manager** Commercial Account Executive **Corporate Donations Director**

Goodwill Industries International, (GII) markets tradeshow and sponsorship opportunities to organizations that have products and services that may benefit Goodwill members. Each Goodwill organization operates autonomously and makes its own decisions about which products and services it purchases. A vendor's sponsorship or participation in any event does not constitute an endorsement by GII.

PROFILE OF EVENTS

There are four opportunities each year for your company to showcase its products and services to Goodwill Industries decision-makers in person. Two of these opportunities target Chief Executive Officers along with select Goodwill senior management staff and board members. The first one in February is the Conference of Executives (COE), and the second one - the Delegate Assembly - is in June.

The remaining two conferences, called Learning Events, occur in the spring and summer. The Spring Learning Event focusing primarily on growing Goodwill's mission and targets workforce development, human resources, resource development and public policy professionals. The Summer Learning Event focusing primarily on growing Goodwill's business targets retail, contracts, marketing, finance, information technology and business development professionals.

Conferences and learning events give Goodwill professionals the opportunity to network with colleagues, learn from industry leaders, as well as discover and gather information on current and newly available business practices.

ABSENT MARKETING OPPORTUNITIES

Can't make the GII conference? GEt your company's message delivered with one of our Absent Marketing Opportunities! There are several ways you can participate without leaving the office. E-mail us today to set up a time to discuss the best option for your company!

MAKE AN IMPRESSION!

Capitalize on your company's investment in exhibit space by extending your marketing message beyond the booth with one of our sponsorship opportunities, which provide high visibility.

Revenue Sources 2007

Retail sales of donated goods:	\$3.2 billion
Industrial and service contract works (janitorial, food service, laundry, etc.):	\$624 million
Employment and training programs / grants:	\$474 million
Public support (direct and indirect monetary contributions):	\$65 million
Notable Numbers from 2007	
People served through employment and training programs:	1,113,823
People receiving job placement services:	706,836
People placed in competitive employment:	140,287
Salaries and wages earned by people served who are placed in competitive employment:	\$2 billion
Revenue generated by Goodwill Industries organizations:	\$3.2 billion
Percent of revenues spent directly on programs:	84%
Total number of donors (includes repeat donors):	65.4 million

LEARNING LOUNGE

The Learning Lounge is THE place to meet with Goodwill executives in a relaxed atmosphere. Located adjacent to the cyber café, this is where CEOs will connect with one another, grab a snack, attend live demos, or hold impromptu meetings, so make your corporate message visible to them throughout the conference! Benefits include advertisement and materials in the conference binder, a six-foot table inside the learning lounge, and signage.

COST: \$5,000 FOR THE ENTIRE CONFERENCE OR \$2,000 EACH DAY

CYBER CAFÉ

The Cyber Café gives conference attendees a place to check e-mail, surf the Internet and network with colleagues in a unique business environment. Quickly becoming one of our conference's most popular services, the Cyber Café allows you to maximize visibility and networking opportunities. As the sponsor, your benefits include advertisement or corporate materials in the conference binder, a 6-foot skirted table in the Café, and signage.

COST: \$5,000 FOR THE ENTIRE CONFERENCE OR \$2,000 EACH DAY

KEYNOTE SPEAKER

Associate your company with a conference headliner by sponsoring a keynote speaker. This sponsorship provides visibility before the entire audience and aligns your company with the educational portion of the program. Sponsor benefits include advertisement and your corporate materials in the conference binder, podium recognition, and the opportunity to introduce the featured speaker. Several keynote sponsorships are available at each event.

COST: \$5,000

SPONSOR FOR A DAY

Our attendees won't be able to take more than a couple of steps without seeing or hearing your corporate message for one entire day at any of our three learning events. This sponsorship includes signage throughout the meeting space, voice announcements, your printed and electronic messages in various conference materials and website and full-page ad in the conference program. COST: \$10,000

CONFERENCE BAG SPONSOR

Your company's welcome message can appear on tote bags handed to all registered attendees when they arrive at the conference. This opportunity is guaranteed to give your company extensive exposure, as attendees carry their tote bags throughout the conference.

COST: \$5,000 FOR ALL LEARNING EVENTS OR \$2,500 FOR EACH EVENT

ATTENDEE DROP BAG

Put your company's name and promotional materials in the hands of all attendees even before their days start! You choose the date, provide us with your company's promotional item to be distributed, and we'll take care of the rest. Take advantage of this great marketing opportunity that will have attendees talking about your company even before the start of the conference. Attendee Drop Bag opportunities are available at all GII events, but are limited to one sponsor per day, per event. Interested in this promotional opportunity? Need ideas? Contact us for suggestions!

COST: \$1,500

BREAKOUT SESSIONS

Invest in the future of Goodwill by underwriting a breakout session. This sponsorship aligns your company with the conference's educational agenda and supports the delivery of high quality programming for Goodwill CEOs and emerging leaders. Benefits include program recognition, your company's logo outside the room, and electronic message displayed in the room prior to the beginning of the session.

COST: \$1,500

POCKET-SIZED CONFERENCE AT-A-GLANCE

Want conference attendees to view your company's logo or message everyday, several times a day? The Ata- Glance program is a foldable, pocket sized quick reference that all attendees refer to when looking for their next session throughout the entire event. This handy guide will be distributed upon check-in and will feature your information prominently on the front and back covers.

COST: \$1,500

WELCOME RECEPTION

The highlight of any GII event, this prestigious sponsorship is a great opportunity to present your company's logo and message to our attendees in a relaxed, networking atmosphere. As the reception's sponsor, you'll receive a full-page advertisement or corporate materials in the conference binder, podium recognition at the event, and a 6-foot table inside the Cyber Café for one day.

COST: \$5.000

CONFERENCE BINDER/LEARNING JOURNAL

The conference binder/learning journal helps attendees stay on track and feature frequently referenced information including speaker outlines, session handouts, attendee roster, and much more! Your logo and full-page advertisement in the binder or journal will surely get your corporate message across to everyone!

COST: \$2,000

MEMOIRS OF A CEO LUNCHEON

Market your products and services to all our attendees by sponsoring the Memoirs of a CEO Luncheon during any of our learning events. Deliver your corporate message during the first part of the lunch and introduce the panel of CEOs who'll then take the stage to answer questions from the audience based on their reflections experiences during their years as a Goodwill CEO. The panel's insightful comments will serve to motivate, inspire, and energize our attendees so that once they return to their daily duties at their own Goodwill agencies, will be able to look back and remember how their collective strengths help change and shape the lives of each client they touch in their own communities. Be a part of this exciting and reflective time!

COST: \$5,000

WEBINAR SERIES

Would you like your corporate message delivered to your prospects in a relaxed - and yet - effective atmosphere to your prospects and targeted audience? Then, sponsoring a series of Goodwill Webinars is the marketing opportunity for

COST: \$500 PER SERIES

BADGE HOLDERS/WALLETS

How would you like to have hundreds of walking billboards at Goodwill events? Attendees could be promoting your company during events and thereafter, since their badge holders are actually travel wallets. They'll want to take them home to use at work and on the weekends! Your company's logo (and tag line, depending on space) will be prominently displayed on the front of the badge holder/wallet for everyone to see. This is a great opportunity to gain immediate name recognition with our attendees.

COST: \$7,500 FOR ALL EVENTS OR \$2,500 PER EVENT

VENDOR RESOURCE CENTER

Face-to-face marketing is always best, but since you can't visit your current or potential customers every month or 24/7, make sure they don't forget you or your company by joining the GII's Vendor Resource Center. The Vendor Resource Center (VRC) is Goodwill's online vendor directory and usually one of the first places our members visit whenever looking for a specific product or service. Membership in the VRC also allows you promote your company to our members via e-mail every month through the monthly promotions program, where you design a promotional flyer and we e-mail it to our members. Make sure you brand your company and its products on a monthly basis by participating often.

COST: \$400 PER YEAR

TRADESHOW

A full day of exhibits with plenty of time to conduct product demo right in your booth! Attendees will be coming and going into sessions all day but will be sure to return to the show floor for breaks, refreshments, and of course lunch. Don't just tell everyone how great your product or service is - show Goodwill professionals how it can benefit them. Sign up today to network with Goodwill professionals from across North America at one of our tradeshows in 2009. Each exhibit space includes a 6' skirted table, two folding chairs, one wastebasket and a black/white 7" x 44" ID sign. All booths come fully carpeted and include an 8' drapery back wall and 36" drapery side rails.

COST: \$1,000

ALL-AROUND MARKETING PACKAGE

You understand the benefits of exhibiting. You also realize that marketing your products and services is a 365-day job. How can you reach your target audience with your latest promotions and updates without breaking the bank and with a modest amount of effort? Get yourself The All-Around Marketing Package! This package includes one tradeshow booth at the learning event of your choice so you can showcase your product and services to our members in person, and a full year membership to the Vendor Resource Center where you can promote your latest offerings every month through a monthly promotional flyer. Talk about having your cake and eating it too!

COST: \$1,300

THE FOLLOWING SPONSORSHIPS ARE AVAILABLE AT THE DELEGATE ASSEMBLY CONFERENCE ONLY

GII RECOGNITION BANQUET (EDGAR J. HELMS AWARD FOR STAFF AND GRADUATE STAFF AND VOLUNTEER AWARDS)

The GII Recognition Awards Banquet honors winners of Legacy Volunteer Awards. Legacy awards are named after noted figures in Goodwill's history and honor the timeless values that carry Goodwill's work into the future. Volunteer awards highlight the dedicated individuals who serve as an extension of Goodwill staffs. Sponsorship of this event puts your company center stage with some of the finest individuals and programs in the network. Formerly a luncheon, this event has been elevated to an evening affair to give more prominence to award winners. As the luncheon's sponsor, you'll receive a full-page advertisement in the conference program, podium recognition at the event, and a 6-foot table inside the Cyber Café for two davs.

COST: \$10,000 PER AWARD

SHINING STARS CEREMONY (GRADUATE OF THE YEAR AND ACHIEVER OF THE YEAR)

Goodwill's premier awards event is the perfect opportunity to showcase your business before an audience of the network's movers and shakers. This banquet is traditionally the most well attended event at the conference and showcases dramatic and moving video presentations about our Graduate and Achiever of the Year. Sponsorship at this event links you with one of the most well respected nonprofits in the world. As the luncheon's sponsor, you'll receive a full-page advertisement in the conference program, podium recognition at the event, and a 6-foot table inside the Cyber Café for two

COST: \$10,000 PER AWARD

21ST CENTURY INITIATIVE LUNCH (TECHNOLOGY CONNECTIONS AND BUSINESS PARTNER AWARDS)

Goodwill's 21st Century Initiative is a guiding document for the movement and a statement of our goal to serve 20 million individuals worldwide by the year 2020. The luncheon highlights innovation in the areas of business partnership, global outreach, technology connections, stewardship excellence, and workplace skills. (Also recognized at this banquet are the winners of GII's "Good for Families" awards sponsored by the Annie E. Casey Foundation and Northwestern Mutual.) As the luncheon's sponsor, you'll receive a full-page advertisement in the conference program, podium recognition at the event, and a 6-foot table inside the Cyber Café for two davs.

COST: \$10,000 PER AWARD

Events at a Glance

WHAT	Conference of Executives	Spring Learning Event	Delegate Assembly	Summer Learning Event
WHO	Chief Executive Officers	Workforce Development, Human Resources, Public Policy, and Resource Development	CEOs, Board Members, and Senior Management Staff	Retail, Marketing, Contracts, IT, Finance, and Business Development
WHEN	February 22-25, 2009	April 26-29, 2009	June 27-30, 2009	August 9-12, 2009
WHERE	Santa Fe, New Mexico	Washington, District of Columbia	Indianapolis, Indiana	Grand Rapids, Michigan

TERMS AND CONDITIONS

Exhibit Application

GII will consider applications from organi ations that present in a tasteful manner informational materials consistent with GII s vision, mission and purpose In order to maintain balance and diversity in the exhibit hall, GII may limit the number of exhibitors who seek to exhibit certain products and services Complete product service description must be provided to GII with exhibit space application GII, in its sole discretion, reserves the right to re ect at any time any application to exhibit for any reason, even with prior acceptance or previous GII participation in exhibitions

Exhibit Confirmation

Once GII receives your registration, an email will be sent within seven 7 days confirming that we received your application , which will include payment information and instructions for picking up your badge at the GII registration desk for that particular event If no e-mail is received within seven 7 days, please contact the tradeshow coordinator

Booth Requirements

All booths must be in full compliance with the show and exhibit guidelines All displays and or fixtures must fit within the exhibitor s booth without impeding visibility of booths on either side of the exhibitor

Default

Any exhibitor failing to occupy booth space for which the exhibitor has contracted will be held liable for such space at the full rental price

Cancellations

Exhibit space that has been confirmed in writing may be cancelled by written notice to GII without cost to the exhibitor if received at least 5 days prior to the event date Cancellations received less than 5 days prior to the event date will be assessed a li uidated damages cancellation fee e ual to 50 of the value of the total exhibit fees If any exhibit is cancelled by GII without cause, all payments for such exhibit space will be refunded in full All approved refunds will be issued at the close of the event

Use of Goodwill Logo

GIIs name and its logo Smiling G are trademarked, and their use is expressly prohibited without prior written consent

Security/Risk of Loss

Exhibitors shall assume all risk of loss or damage of any kind to their individual display, its contents, personal belongings of its exhibit staff, rental items, etc

Floor Plan

A floor plan will be distributed to exhibitors at least two weeks prior to event

Tradeshow Raffle

Send conference attendees back home with a gift they II never forget courtesy of your company. This is a great opportunity for you to promote a new product or simply choose something from the list of popular raf fle items, such as portable electronics e uipment, gift cards, tickets to sought-out events, etc. Small items are best, since the winner usually travels with the gift basket home by airplane.

2008 Exhibitor List

3z.net, a PCD Company Acme Fixtures Company <u>Alliance</u> International Registrar

All-Pac Distributing

Anchor Packaging Company ArtCraft Company

Avery Denison

Balcon Enterprises, Inc.
Baltimore Display Industries

Benefits Consulting Group

BMC C & M Mills

C&K System

Chem-Tainer Industries

CVS/Caremark
Denny's Restaurants

DM Merchandising
Dura-Kleen / Euro-Ware

ePlus Technology FCE Benefits First Step Fund

Gallant Greetings

Garmentex International

GettingHired GoodTrak

Goodwill Gear Grand & Benedicts

Granite Bay Sales

Hangers Unlimited

Health & Welfare Benefit Sys.

In-Store Radio

InterDyn LANAC Technology

Itech Retail

Jacobs Trading Company

Jamar Wholesale Jerry Mabe

Kole Imports

Lynn Roberts International
Midwest Label & Tag Company

Monsoon Monster Mutual of America

National Charity Services

Nets to Ladders

NISH

Oak, Inc. ORBIS Corp.

PassPort Marketing

PC America

RACO Industries

ShopGoodwill.com

Southern Textile Recycling Star Ride KidsSupport2020

Stromberg / Paychex Tebo Store Fixtures Ticket to Work Program

Vanguard

Virtual Watchdog, Inc. Waste Management Wilson Marketing

2009 Events and Sponsorships Application

The information below will be used in the official conference program. Please fill out your organization's information as you would like it to be displayed. Please type or print as legibly as possible.

Step 1: Exhibiting Company Information Organization Name: Address: Country: Zip Code: City: State: Telephone: Fax: Web Site: E-mail: Step 2: Exhibiting and Sponsorship Selections ☐ Conference of Executives □ Delegate Assembly □ Spring Event ☐ Summer Event Cyber Cafe ☐ Summer Event □ Delegate Assembly Learning Lounge ☐ Conference of Executives □ Spring Event Keynote Speaker □ Conference of Executives □ Delegate Assembly ☐ Spring Event ☐ Summer Event Sponsor for a Day ☐ Conference of Executives ☐ Delegate Assembly ☐ Spring Event ☐ Summer Event Welcome Reception ☐ Conference of Executives ☐ Delegate Assembly □ Spring Event ☐ Summer Event Binder/Learning Journal ☐ Conference of Executives ☐ Delegate Assembly □ Spring Event Summer Event Attendee Drop Bag ☐ Conference of Executives □ Delegate Assembly □ Spring Event ☐ Summer Event Pocket-Sized At-a-Glance ☐ Summer Event ☐ Conference of Executives □ Delegate Assembly □ Spring Event **Breakout Session** □ Conference of Executives ☐ Delegate Assembly □ Spring Event ☐ Summer Event Ad in Conference Program ☐ Conference of Executives ☐ Delegate Assembly □ Spring Event ☐ Summer Event Tradeshow □ Spring Event ☐ Summer Event All-Around Marketing □ Spring Event ☐ Summer Event Conference Bag □ Spring Event □ Summer Event Registration Bag Insert ☐ Spring Event □ Summer Event □ All Events Badge Holders/Wallets ☐ One Event Memoirs of a CEO Luncheon □ Summer Event Vendor Resource Center ☐ One-Year Membership Delegate Assembly ☐ Shining Stars Awards Ceremony □ 21st Century Initiative Luncheon ☐ GII Recognition Awards Banquet ☐ I want to sponsor a Webinar Series ☐ I want to sponsor something else! Please call me to discuss. Step 3: Payment Information Please fax completed application along with payment information to (240) 238-9804, or e-mail it to member.purchasing@goodwill.org Payment Method: Visa Amex MasterCard Please Invoice Me Credit Card Number: **Expiration Date:** Cardholder Name: Total Payment Amount: Billing Address:

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(75 Words Maximum)

Tell us about your products and services

From the following list of categories, please select the types of products and/or services you offer Goodwills:

Artificial Flowers	Mannequins
Assessments	Mailing Programs
Bags	Marketing & Promotional Items
Balers	Mattresses and/or Pillows
CDs, DVDs and Tapes	Merchandising Tags
Certifications	New Goods Sales
Communications	Not for Profit Software
Compliance-Related (EPA, OSHA, Etc.)	Office Furniture & Supplies
Containers (Boxes, Totes, Hampers)	Onsite Drug Testing Kits
Contracting Software (Inventory Tracking,	Overstock Furniture & Household Products
Productivity, Square-Fottage Analysis)	Packaging Equipment & Supplies
Credit Card Processing	Paper Supplies
Currency Systems	Point of Sale Systems
Custodial Chemicals	Pre-Employment Assessment & Screening
Custodial Equipment & Supplies	Pricing Supplies
Decals (Truck, Trailer)	Printing/Mailing Equipment & Supplies
Doors	Repair & Maintenance
E-Learning Programs	Retail Marketing
Electronic Waste	Retail Signage
Employee Benefits Products & Services	Safety Products & Equipment
Employee Incentive & Recognition	Scheduling Systems
Employee Training	Seasonal Decorations
Employment Opportunities	Shopping Baskets and Carts
Employment Search Products	Signage Supplies (Sign Holders, DYI Kits,
Employment Training	Graphics & Lettering)
Fixtures (Displays, Racks, Counters, Shelving)	Size Dividers
Food Service Products	Skills & Readiness Curriculum
Freight	Socks and Hosiery
Fringe Benefits Administration	Store Design & Construction
Fundraising Programs and Development	☐ Time & Attendance
Gift Bags and Wrapping	Telecommunication
Groundskeeping Equipment & Supplies	☐ Textile Overstock
Hangers & Equipment	Unemployment & Benefits Insurance
Household Cleaning Products	☐ Vehicle Donation Programs
Industrial Equipment Purchase & Rental	☐ Vehicle Purchase & Rental
Laundry Products	☐ Vending Machines
Lighting	Waste Management and/or Recycling
Loss Prevention & Security	Wireless Products & Equipment
Kitchen, Bath & General Housewares	Workman's Comp Program
Other	