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## 2017 SPONSORSHIP AND EXHIBITOR PROSPECTUS

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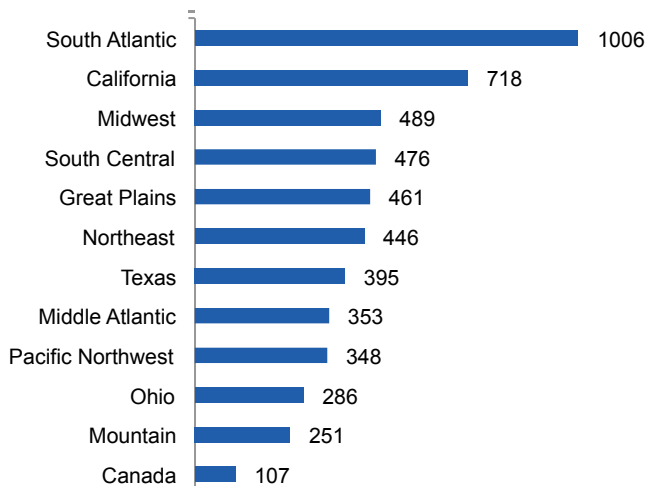
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# ABOUT GOODWILL®

Goodwill works to enhance the dignity and quality of life of individuals and families by strengthening communities, eliminating barriers to opportunity and helping people in need reach their full potential through learning and the power of work.



## Number of Goodwill Locations by Region



## Goodwill has:

- 163 member organizations
- 5,336 Goodwill locations (North America)
- 128,864 employees
- 37,320,681 people served



## Goodwill is:

- The second largest nonprofit organization in the United States.
- Number 23 of America's top 25 inspiring companies (Forbes).
- One of the nation's top five most valuable and recognized nonprofit brands (Cone LLC).

# ABOUT GOODWILL EVENTS

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Goodwill Industries International (GII) holds five conferences annually, bringing together hundreds of Goodwill professionals from across the United States and Canada who seek to improve their operations, lobby for government support and advance the Goodwill mission.

## Goodwill conferences:

- **INFORM** – Sessions, workshops, roundtable discussions
  - **ENGAGE** – Local Goodwill tours, town halls, meet-ups, exhibits
  - **RECOGNIZE** – Awards banquets and receptions
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## PROFILE OF EVENTS

### Annual Meeting of the Conference of Executives (COE)

200 attendees  
C-Level and Executive Development Program (EDP) Participants  
February 19 – 21, 2017  
Marriott Columbus, Columbus, GA

### Spring Conference (Spring)

450 attendees  
Mission Advancement, Resource Development, and Human Resources professionals  
April 23 – 26, 2017  
Royal Sonesta Houston, Houston, TX

### Delegate Assembly (DA)

400 attendees  
C-Level and Board Members  
June 25 – 27, 2017  
Galt House, Louisville, KY

### Summer Conference (Summer)

450 attendees  
Business Development, Contracts, Ecommerce, Finance, IT, Sustainability, Marketing, Resource Development and Retail professionals  
July 30 – August 2, 2017  
The Westin Charlotte, Charlotte, NC

### Goodwill Industries® Loss Prevention and Safety (GILPS) Conference

120 attendees  
Loss Prevention, Safety, IT Security, Human Resources and Risk Management professionals  
November 11 – 14, 2017  
Disney Coronado Springs, Orlando, FL

# WHY SPONSOR OR EXHIBIT?

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## BUILD RELATIONSHIPS AND MARKET YOUR ORGANIZATION

Participate in valuable networking opportunities that allow you to personally introduce yourself to potential customers, build upon your standing relationships, demonstrate industry innovations and distribute samples of your products.

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## ALIGN WITH THE GOODWILL BRAND

Form a bond with the second largest nonprofit organization in the United States (Forbes) and one of the nation's top-five most valuable and recognized nonprofit brands (Cone LLC). Goodwill was also ranked by Enso as the [#1 brand](#) doing the most good in the world, and was the only nonprofit brand rated in *Forbes'* 20 most inspiring companies for three consecutive years. Aligning with such a powerful brand and household name allows your organization to expand its sales revenue and reach audiences it may otherwise leave untapped.



## CHANGE LIVES

Partner with Goodwill and help improve the lives of people in the communities where you live and work. Goodwill generates opportunities for people to achieve economic stability and build strong families and vibrant communities by offering job training, employment placement services and other community-based programs. By working with Goodwill, you help create jobs.

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# SPONSOR GOODWILL EVENTS

## BENEFITS OF SPONSORSHIP

Sponsoring companies have the special privilege of participating in Goodwill C-level events.

Sponsors may bring up to four staff members to maximize networking opportunities with conference attendees

Sponsors participate in entertainment events, banquets, and local Goodwill facility tours.

Advertising such as webinars, gamification and logo placements are included within most packages.

## TYPES OF SPONSORSHIPS

- Annual sponsorship
- Event sponsorship
- Speaker sponsorship
- GII event scholarship sponsorship

## SPONSORSHIP PROCESSING

Sponsorships are reserved on a first-come, first-served basis.

Annual sponsorship payments may be made in three installments or all at once. Event, speaker and scholarship sponsorship payments are due in full once reserved.

Cancellations to reserved sponsorships must be received in writing 7 days prior to sponsor reservation deadlines. No refunds or cancellations will be permitted beyond this time frame.

## YEAR 2016 SPONSORS



# ANNUAL SPONSORSHIPS



Annual sponsorships offer year-long benefits and provide the highest level of exposure for organizations seeking to work with Goodwill and its 163 community-based members. Annual sponsorship packages vary depending on sponsorship level.

## ANNUAL SPONSORSHIPS BENEFITS INCLUDE:

### Diamond Level (\$100,000)

- VIP participation at 5 GII events
- Speaking engagements at C-level events
- General session commercials
- Keynote sponsorship
- Double booths
- Business area exclusivity
- High-visibility promotional items at events

### Platinum Level (\$50,000)

- VIP participation at 5 GII events
- Speaking engagements at C-level events
- General session commercials
- Welcome Reception sponsorship
- Double booths
- Exhibits luncheon sponsorship

### Gold (\$30,000)

- VIP participation at 5 GII events
- Speaking engagement
- General session commercials

### Silver (\$20,000)

- VIP participation at 5 GII events
- Speaking engagement (subject matter panel participation)

### Bronze (\$10,000)

- VIP participation at 5 GII events

[View full annual sponsorship proposal.](#)

[View annual sponsorship draft contract.](#)

## SPONSORSHIP CONFIRMATION

Confirmations of annual sponsorships are subject to a GII internal committee vetting process, and sponsorship terms are guided by a sponsorship contract.

All sponsors must agree to abide by GII sponsorship terms and conditions by reviewing and signing a GII sponsorship agreement. This agreement is not subject to change.

# EVENT SPONSORSHIP

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Event sponsorships are designed for organizations interested in specific event exposure. Opportunities are conference specific and limited in number. More opportunities may become available closer to the event.

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## Annual Meeting of the Conference of Executives

- Hotel key card
- Meeting room
- WebExpress series

## Spring Conference

- Dine-around sponsorship
- Meeting room
- Vendor-hosted reception
- WebExpress series

## Delegate Assembly

- Meeting room
- Hotel key card
- Vendor-hosted reception
- WebExpress series

## Summer Conference

- Meeting room
- Vendor-hosted reception
- Dine-around sponsorship
- WebExpress series

## GILPS

- Dine-around sponsorship
  - Meeting room
  - Vendor-hosted receptions
  - WebExpress series
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## Key Terms

**Dine Around Sponsorship:** Connect strategically over dinner with your core target during the conference. Benefits also include mention in the event mobile app and ability to leave dinner participants with a promotional item/gift.

**Hotel Key Card:** Advertise to attendees via your company logo and key message on the hotel room key cards.

**Meeting Room:** Do you prefer a meeting room format to conduct meetings with 15 or less of your existing or new clients? No problem. Afford your team with the option to meet with your self selected and invited guests. Food, beverage and audio visuals are extra costs.

**Vendor Hosted Reception:** Network informally with attendees by hosting a reception. Food and beverage are extra costs.

**WebExpress Series:** Introduce your company to Goodwill staff and pique their interest to visit your table or contact you via a WebExpress, which will be marketed to all Goodwill organizations.

# SPEAKER SPONSORSHIP

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Speaker sponsorships allow organizations to speak briefly to all conference attendees prior to a keynote speaker. This opportunity allows for full-conference brand exposure and onsite meetings with current and prospective clients.

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## SPEAKER SPONSORSHIP PACKAGE BENEFITS (\$15,000)

### Access Opportunities

- 4 conference registration passes
- Introduction by emcee
- 1- to 2-minute address to general session participants

### Advertising Opportunities

- 12-month subscription Goodwill's Member Marketplace\*
- 1 company logo on conference program
- 1 company logo in event mobile app
- 1 30-minute WebExpress Info session (facilitated by GII)

### Engagement Opportunities

- 1 dedicated meeting room the day of the sponsored general session

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Speaker sponsorships are available as a package at all conferences. Opportunities are conference specific and limited dependent on the number of general sessions per conference. Sponsorship confirmation is subject to approval by keynote speaker's organization.



## EVENT AND SPEAKER SPONSOR RESERVATION DEADLINES

**January 15, 2017**  
Annual Meeting of the  
Conference of Executives

**April 15, 2017**  
Spring Conference

**May 15, 2017**  
Delegate Assembly

**July 15, 2017**  
Summer Conference

**September 30, 2017**  
GILPS Conference



# GII EVENT VENDOR SCHOLARSHIP SPONSORSHIP

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Support a Goodwill staff member with registration, hotel, flight or all three — and gain a great contact! Take advantage of this win-win opportunity to grow your business potential and support Goodwill at the same time.

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## How It Works:

1. A Goodwill staff member seeking support fills out the scholarship application.
2. The sponsor previews the applicant list and self-selects an applicant. The preview list shows Goodwill staff job title, business area and organization.
3. GII matches the applicant with the sponsor.
4. Supported staff members are contractually obligated to meet with sponsors during conference — and the sky is the limit beyond that initial meeting!

## Event Vendor Scholarship sponsorship benefits include:

- Acknowledgement in mobile and print program.
- Mention in key emails to all registrants

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## GII EVENT VENDOR SCHOLARSHIP SPONSORSHIP

### Registration Advocacy Sponsorship

Support Goodwill staff with registration needs

### Hotel Advocacy Sponsorship

Support Goodwill staff with hotel needs

### Airfare Advocacy Sponsorship

Support Goodwill staff with airfare needs

### Full Advocacy Sponsorship

Support Goodwill staff with registration, hotel and airfare needs.



## SPONSOR RESERVATION DEADLINES

**April 15, 2017**  
Spring Conference

**July 15, 2017**  
Summer Conference

**September 30, 2017**  
GILPS Conference

# EXHIBITING AT GOODWILL EVENTS

**Seize the opportunity to showcase your organization exclusively to Goodwill staff at three events.** Of GII's five annual events, three are designed for vendors to exhibit and showcase their products and services to Goodwill staff attendees in booth or tabletop expo formats.

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## Spring Conference Tradeshow

**April 24 – 25, 2017**

Royal Sonesta Houston, Houston, TX

**Focus:** 450 attendees from senior management, mission advancement, resource development and human resources

**Exhibit Type:** 6' x 2' tabletop

**Location:** Hotel foyer

**Networking Time:** 2 days (networking breaks and lunch exhibit only dedicated hours)

**Cost:** \$2,000



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## Summer Conference & Marketplace Tradeshow

**August 1, 2017**

The Westin Charlotte, Charlotte, NC

**Focus:** 450 attendees from business development, retail, ecommerce, finance, IT, sustainability, marketing, contracts, business intelligence, and resource development

**Exhibit Type:** 8' x 10' booth

**Location:** Exhibit hall

**Networking Time:** 1 day, 5 hours (networking breaks and lunch exhibit only dedicated hours)

**Costs:** \$3,000 (Standard), \$3,500 (Premium), \$5,500 (Double), and \$8,500 (Triple)

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## Goodwill Industries Loss Prevention and Safety (GILPS) Tradeshow

**November 13 – 14, 2017**

Disney Coronado Springs, Orlando, FL

**Focus:** 120 attendees from loss prevention, safety, insurance, IT security, human resources, and risk management

**Exhibit Type:** 6' x 2' tabletop

**Location:** Hotel Foyer

**Networking Time:** 2 days (networking breaks and lunch exhibit only dedicated hours)

**Cost:** \$2,000

# EXHIBITING DETAILS

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## BENEFITS OF EXHIBITING

**Generate leads cost effectively** – Take the opportunity to meet with a collection of senior staff from the Goodwill enterprise.

**Target leads efficiently** – Network exclusively with Goodwill staff to meet your specific account management needs.

**Exhibit at a value** – Choose from diversified exhibit packages and exercise the option to co-exhibit with one complementary partner.

**Exhibit with your industry peers** – Pay to play in the exhibit space attended repeatedly by frequent exhibitors.

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## EXHIBIT PACKAGES

- One (1) skirted 6' x 2' table
- Two (2) side chairs
- Two (2) "Exhibit Hall Only" badges for two (2) staff personnel. Additional booth staff pay an extra \$500 fee/person.
- One (1) wastebasket with liner.

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## EXHIBIT FLOOR PLANS

Floor plans will be shared when registration opens for each event.

Exhibitors will have the option to select their booth/tabletop spaces during registration.



## EXHIBIT APPLICATION PROCEDURES

Booth registration must be completed online. All registering organizations will be subject to a review process by GII. Review criteria include:

- Organization must be incorporated in the United States or Canada.
- Organization's records must be verifiable with public tools such as Dun and Bradstreet, LexisNexis or otherwise.

During registration, all exhibitors must upload the following:

- A valid certificate of insurance. See insurance requirements details on the following page.
- Current company logo in jpeg and eps formats.

# EXHIBITING REQUIREMENTS

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## INSURANCE REQUIREMENTS

All certificates will be reviewed for authenticity and coverage periods. Non-compliant organizations will not be able to secure a booth space.

The minimum liability limits required are as follows:

- Comprehensive general liability insurance endorsed to include products and completed operations and contractual liability in a minimum amount of a \$2,000,000 combined single limit.
- All such policies shall specifically state: "Named as additional insured under above policies:" The additional names are: "Goodwill Industries International, Inc."
- The following information may be listed on the Certificate of Insurance:  
Goodwill Industries International  
Attention: CFO  
15810 Indianola Drive  
Rockville, MD 20855
- Each policy shall provide that it may not be canceled or changed without at least 10 days' prior written notice to GII.

# EXHIBIT FACTS

## FREQUENT EXHIBITING ORGANIZATIONS

The following organizations have exhibited at the Goodwill Marketplace Tradeshow multiple times since 2010.

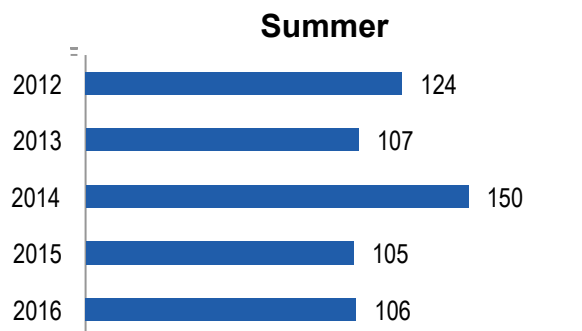
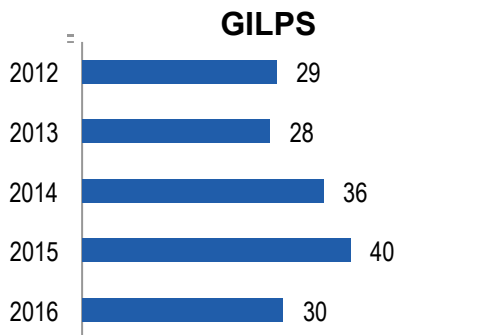
Acme Display Fixture  
 ADP  
 Anchor Packaging  
 Babyking/Petking  
 Balcon Enterprises  
 Berengaria Development  
 The Boon Group  
 Brainshark  
 Ca\$hMateUSA  
 CDW  
 Chem-tainer Industries  
 Cintas Corporation  
 College Hunks Hauling  
 ComSurv  
 Dell Reconnect  
 DollarDays International  
 Dr Pepper Snapple  
 EBay Giving Works  
 FCE Benefit Administrators  
 Global Cash Card  
 Goodwill Finger Lakes  
 Grand and Benedicts  
 Haddad International  
 Hangers Unlimited

Insurance Auto Auctions  
 InterDyn LANAC  
 LP Software  
 Lynn Roberts  
 International  
 Meehan & Company  
 Midwest Label & Tag  
 Mobile Mini, Inc.  
 Mood Media  
 National Charity Svcs  
 Neatoscan, Inc.  
 Office Max  
 ORBIS Corporation  
 Orkin  
 Palay Display Industries  
 PassPort Marketing  
 PCI Waste and Recycling  
 Penske Truck Leasing  
 Profit Solutions Group  
 QuestMark Flooring  
 RACO Industries, LLC  
 Regent Products Corp  
 Republic Services  
 Retail Control Systems



RightPath Resources  
 Royal Basket Trucks  
 Rug Doctor  
 Ryder  
 shopgoodwill.com  
 Sprint  
 Stores Supply Warehouse  
 Sullivan Commercial Supply  
 Summit Group  
 Tabor Storage Solutions  
 TechSoup Global  
 TheThriftShopper.Com  
 Thrift Books, LLC  
 TSYS Merchant Solutions  
 United Container Co.  
 UPS  
 UsedCardboardBoxes

## NUMBER OF EXHIBITORS\*

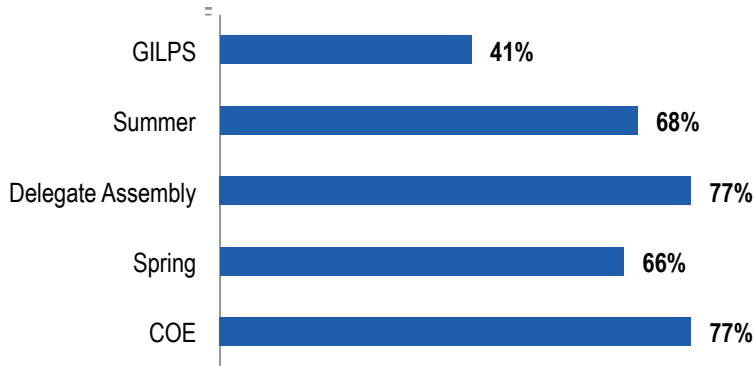


\* Spring Conference is a new exhibiting opportunity, so previous data is not available.

# ATTENDEE STATS

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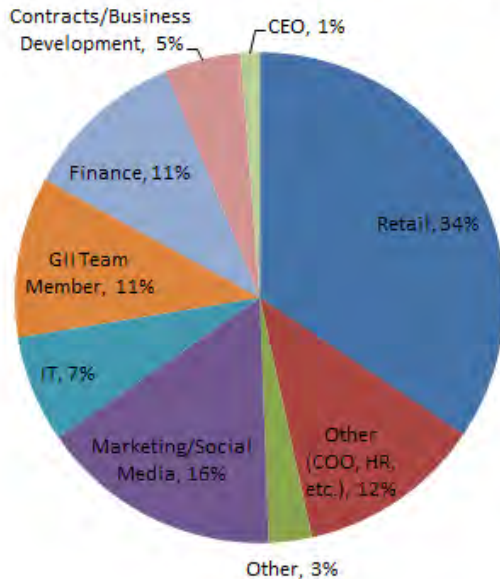
Average Goodwill Engagement per Conference (% of 163 Goodwill organizations)



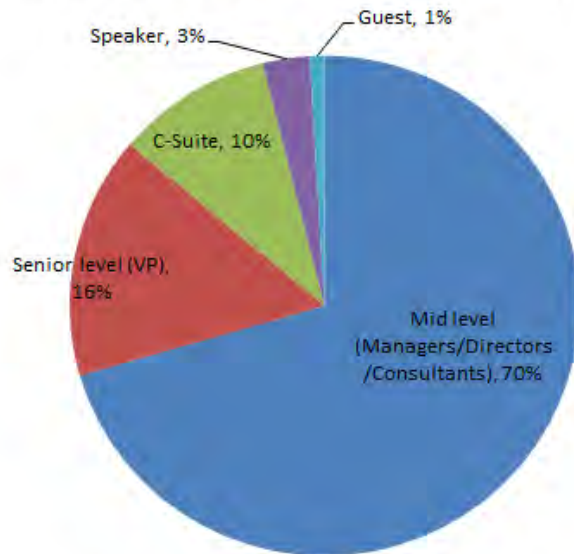

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## GOODWILL STAFF ATTENDEES PROFILE

Tradeshow Attendees by Business Areas



Tradeshow Attendees by Job Titles



# ADVERTISING SPECS & SCHEDULES

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## Video/Commercial

- Any standard video formats – FLV (Flash Video), AVI (Audio Video Interleave), MOV (Apple's QuickTime), or PowerPoint
- Video maximum duration: 60 – 120 seconds
- Sponsor must provide video as a downloadable file or provide video on flash drive or DVD.
  - Entire video must be approved by GII's marketing and public relations departments.
  - Video must not show any Goodwill logo or infer a relationship to any Goodwill organization unless approved by GII's marketing and public relations department.
  - To accommodate multiple GII approvals and subsequent revisions, videos must be submitted by January 15, 2017.

## Digital Plasma Ad Slide

- One to two (1-2) PowerPoint horizontal slides (or) 1024px w x 768px h JPG or PNG file

## Logos

- In vector format – EPS format preferred (and)
- In other format such as JPG or PNG.

## Hotel Key Card

- Key cards are created by PLI Cards for all hotel venues – Ad specifications will be provided prior to events.

## COE, Spring, DA and GILPS Program Booklet Ads

- Full: 4" w x 10.5" h PDF
- Half: 4" w x 5.25" h PDF

## Summer Program and Tradeshow Booklet Ads

- Full: 8" w x 10" h PDF
- Half: 8" w x 5" h PDF
- Quarter: 4" w x 5" h PDF

## Member Marketplace Online Ads

- Site: 184px w x 325px h
- Newsletter: 728px w x 90px h

# EVENT SPONSORSHIP DESCRIPTIONS

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## 1. Tradeshow-Only Program Booklet Ads

Advertise to every event attendee via an ad in the program booklet during the conference.

- Full page (8" w x 10" h) – \$1,000
- Half page (8"w x 5" h) – \$750
- Quarter Page (4"w x 5" h) – \$500

## 2. One-Minute Video at Conference General Session – \$2,500

Advertise to attendees via a one-minute video played during any of the conference's general sessions.

## 3. 30-Minute WebExpress Series Sponsorship – \$1,000

Introduce your company to Goodwill staff and pique their interest to visit your table or contact you via a WebExpress, which will be marketed to all Goodwill organizations.

## 4. One-Year Member Marketplace Subscription – \$500

Enjoy post-conference benefits of being listed on Goodwill's virtual vendor database for a full year. Discounted offer only for all exhibitors. Regular price is \$1,200. Membership includes a listing and weekly promotion exposure.

## 5. Meeting Room – \$2,500

Do you prefer a meeting room format to conduct meetings with 15 or less of your existing or new clients? No problem. Afford your team with the option to meet with your self-selected and invited guests. Food, beverage and audio visuals are extra costs.

## 6. Vendor-Hosted Reception – \$2,500

Network informally with attendees by hosting a reception. Food and beverage are extra costs.

## 7. Dine-Around Sponsorship – \$2,500

Connect strategically over dinner with your core target during the conference. Benefits also include mention in the event mobile app and ability to leave dinner participants with a promotional item/gift.

## 8. Affinity Group Sponsorship – \$3,500

Connect strategically over dinner with a target audience that provides sector skills training and placement in health care, hospitality, information technology, manufacturing/advanced manufacturing, retail, or transportation and logistics during the conference. Benefits also include mention in the event mobile app and ability to leave dinner participants with a promotional item/gift.

## 9. Hotel Key Card – \$2,500

Advertise to attendees via your company logo and key message on the hotel room key cards.



Goodwill Industries International (GII) provides sponsorship, partnership, vendor and tradeshow opportunities to organizations that have goods and services that may benefit Goodwill member organizations. Each Goodwill organization operates independently and makes its own purchasing decisions. An company's affiliation as a sponsor, partner, vendor or tradeshow exhibitor with GII does not imply that GII favors one company over another. Goodwill® and Goodwill Industries® are registered trademarks of Goodwill Industries International, Inc. Other product and company names mentioned herein may be the trademarks of their respective owners.