



CAPITAL  
COACHES  
CONFERENCE

Organized by the ICF Metro DC, Maryland and Greater Richmond Chapters

**2014**

## **Sponsorship & Exhibits Prospectus**



<http://www.capitalcoachesconference.org/>

**June 5, 2014  
Fairview Park Marriott  
3311 Fairview Park Drive  
Falls Church, VA 22042**



Thank you for your interest in the 2014 Capital Coaches Conference (CCC)—Coaching: A Deep Dive to Discovery! We believe in the synergy of our community, and we welcome your support. By becoming a sponsor or exhibitor at the event, you are showing your dedication toward improving the coaching profession as a whole and continuing the high standards of excellence for coaches everywhere. Whether your company is large or small, the CCC represents a superb opportunity to showcase your products or services.

## About the Conference

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The 11th annual Capital Coaches Conference is the Washington DC region's premier educational and networking event for coaching professionals. This year's conference, for the first time, is jointly organized by the International Coach Federation's (ICF) Metro DC, Maryland and Richmond Chapters, and is anticipated to attract more than 500 participants from across the coaching spectrum including:

- Credentialed as well as aspiring coaches;
- Coach educators and training organizations;
- Executives and managers of organizational coaching programs;
- Thought leaders who are eager to share and learn in community.

The growth of coaching in organizations brings with it a growing need to show quantifiable results and that's where you and your company come in.

This Conference will provide the tools, resources, and connections needed to succeed, as coaching continues to evolve and progress.

This year's theme – Coaching: A Deep Dive to Discovery – reflects all aspects of the meeting. From the depth of the sessions topics to the experience levels of the participants to the breadth of the exhibitors who will be attending, 2014 promises to provide an excellent look at coaching – new ideas, in-depth discovery of new topics, inspiring presentations by key note speakers.

## Who Attends

Anyone interested in the power and potential of the coaching profession will find the Capital Coaches Conference to be a valuable source of information, insights and connections. You will meet professionals involved in:

- Coaching (financial, life, work, etc.)
- Leadership development
- Human resources

- Training and development
- Organization development
- Research
- Publishing
- Creating the future of coaching

### Exhibit Schedule

(Preliminary schedule as of December 6, 2013; subject to change)

Wednesday, June 4:	Set-up	5pm – 7pm
Thursday, June 5	Set-up	6:30am – 8:00am
	Exhibit Hours	8:00am – 5:00pm
	Tear Down	5:00pm – 6:00pm

### Key Information:

- Sponsor/exhibitor tables are located in the Tickets Room near where the sessions will take place.
- Any Sponsor or Exhibitor who will be selling books or other products at their table will need to complete the tax information form required by the State of Virginia. The form will be sent to you before the conference.
- Details on the conference will be available at [www.capitalcoachesconference.org](http://www.capitalcoachesconference.org).

### Due Dates:

- All exhibitor and sponsorship forms due no later than Tuesday, April 22, 2014 to take advantage of all the benefits available (e.g. exhibitor listing in conference program).
- Logo, ad copy, and artwork due no later than Tuesday, April 29, 2014. Please send materials in the requested format to [CCCExhibits@conferencemanagers.com](mailto:CCCExhibits@conferencemanagers.com).

### Reservation Deadline:

There is no deadline to reserve a sponsorship or exhibit table. CCC will continue to sell until the space or sponsorships sell out. Potential exhibitors and sponsors are encouraged to submit applications early so they secure their table of choice and to ensure a listing in the conference program. The deadline to be listed in the program is April 29, 2014. Any application received after that date will be processed; however, the company may not be listed in any onsite publications.

**"...months later there is still business activity..."**

*My business partner and I found the 2013 Capital Coaches Conference to be a terrific experience and well worth our time and investment. The audience was very engaged, the conference very well organized and we received a lot of care and attention. Participants were very active at the vendor booths and months later, there is still business activity as a result. We definitely plan on attending this conference in the future.*

*Carl Benscoter  
Senior Vice President  
The Leadership Circle  
(2013 Exhibitor)*



# SPONSORSHIPS

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See the sponsorship benefits chart on page 10 for a review of sponsor recognition levels. Increase your level by adding an exhibit table or advertising. For example: If a company purchases a Morning Networking Break sponsorship for \$800, they will receive Bronze Sponsor benefits. However, by adding a table for \$500, that would bump them up to a Silver level and the benefits that come with that level.

## **Elite Sponsor **SOLD! George Mason University****

**Quantity Available: 1**

**Investment: \$4,000**

- Conference welcome speech opportunity
- Podium and audio visual recognition throughout the conference
- Copy of registrant list in Excel format to include mailing address, and phone number\*
  - \*if authorized by registrant
- Exhibit hall area signage
- See Sponsor Benefits Chart on page 10 for additional information for Platinum Sponsors

## **Key Notes **1 SOLD! Georgetown University / 1 remains****

**Quantity Available: 2**

**Investment: \$3,000 each**

- Podium and audio-visual recognition at one Key Note presentation
- Opportunity to provide introductory remarks at one Key Note presentation
- See Sponsor Benefits Chart on page 7 for additional information for Gold Sponsors

## **Luncheon**

**Quantity Available: 1**

**Investment: \$2,000**

- Podium and audio visual recognition during luncheon
- Table tents with company logo on tables and buffets during lunch
- Exhibit display with (1) exhibitor attendant
- Company "ad" on slides displayed on screens during lunch
- See Sponsor Benefits Chart on page 10 for additional information for Gold Sponsors

## **Power Breakfast**

**Quantity Available: 1**

**Investment: \$2,000**

- Podium and audio visual recognition during breakfast
- Table tents with company logo on tables and buffets during breakfast
- Company "ad" on slides displayed on screens during breakfast
- See Sponsor Benefits Chart on page 10 for additional information for Gold Sponsors

## Morning and Afternoon Networking Breaks

### ***Morning Networking Break***

Quantity Available: 1

Investment: \$800

- 1/4 page program ad
- Recognition on AV screens during event
- Signage on food and beverage stations
- Recognition wherever sponsors are listed in total
- Company logo on conference web site
- 2 months banner advertising on the ICF Metro DC website

### ***Afternoon Networking Break - **SOLD! The Leadership Circle*****

Quantity Available: 1

Investment: \$800

- 1/4 page program ad
- Recognition on AV screens during event
- Signage on food and beverage stations
- Recognition wherever sponsors are listed in total
- Company logo on conference web site
- 2 months banner advertising on the ICF Metro DC website

## Conference Bag

Quantity: 1

Investment: \$1,500

- Opportunity to provide insert in conference bag provided to all full conference attendees
- Company logo to be printed in 1-color
- Conference logo will also share space on bag with sponsor's logo

## Conference Session

Quantity Available: 4

Investment: \$1,000

- Company "ad" or logo on signs in session room
- Ability to introduce sessions and speakers for sponsored session
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## Lanyard - **SOLD! Reflect by GMAC**

Quantity: 1

Investment: \$1,000

- 1 FULL conference registration
- Logo on conference lanyard
- See Silver Sponsor benefits

## Closing Reception

Quantity: 4 maximum

Investment: \$1,000 each

- Recognition on AV screens during event
- Purchase all 4 opportunities for an exclusive sponsorship!
- Signage on food and beverage stations



## Dessert in Exhibit Hall

Quantity Available: 1

Investment: \$800

- Signage at dessert stations in the hall
- Dessert to be served immediately following lunch

## Conference Badge Mailing **SOLD! WIAL-USA**

Quantity Available: 1

Investment: \$300

- Sponsor may include one buck slip (3.5" x 8.5" insert) inside the mailing
- 4-color double sided insert
- Exclusive opportunity
- Recognition wherever sponsors are listed in total
- No other sponsor benefits offered.

## Exhibit Hall Spy Prize

Quantity: € **3 remain**

Investment: \$100

This fun exhibit hall game will send attendees right to your table. Each participating exhibitor will receive a sign to place on their table. This sign will be encoded with a secret message that can only be read while wearing specific glasses. The sign can include your logo or special message designed by you. It will also include a word, that when combined with others will create a sentence. Everyone who completes the sentence will be entered for drawing for a special prize!

- 1 month banner advertising on the ICF Metro DC web site
- Company listing in the conference program
- Recognition wherever sponsors are listed in total
- No other sponsor benefits offered.

"Participating at the ICF Capital Coaches Conference this year was a great success for the Mentor Coaching Group. The exposure to high quality coaches, speakers and vendors, all dedicated to the professionalism of coaching was invaluable to our organization. The venue provided us with the opportunity to interact with 300 professional coaches and market our mentor coaching services with one of the biggest ICF chapters world-wide. We would not miss the opportunity to exhibit again in coming years."

Karen Boskemper, PCC, Mentor Coach – [www.thementorcoachinggroup.com](http://www.thementorcoachinggroup.com)

## SPONSOR THE CCC 2014 KEYNOTE SPEAKERS

### Brené Brown, Ph.D., LMSW – SOLD Georgetown University

Dr. Brené Brown is a research professor at the University of Houston Graduate College of Social Work. She has spent the past twelve years studying vulnerability, courage, worthiness, and shame.

Brené is the author of two #1 *New York Times* Bestsellers; *Daring Greatly: How the Courage to Be Vulnerable Transforms the way we Live, Love, Parent, and Lead* (Gotham, 2012) and *The Gifts of Imperfection* (Hazelden, 2010).

Brené is the CEO and Chief Learning Officer for The Daring Way™, a training and certification program for helping professionals who want to facilitate her work on vulnerability, courage, shame, and worthiness.

Brené's 2010 TEDx Houston talk, *The Power of Vulnerability*, is one of the top ten most viewed TED talks in the world, with over 12 million viewers. Additionally, Brené gave the closing talk at the 2012 TED conference where she talked about shame, courage, and innovation.

Brené lives in Houston with her husband, Steve, and their two children, Ellen and Charlie.



### Chalmers Brothers

Chalmers Brothers is a certified personal/executive coach and best-selling author ("Language and the Pursuit of Happiness: A New Foundation for Designing Your Life, Your Relationships and Your Results.")

He has worked for 29 years in consulting, coaching, training, and speaking, with his current work focusing on: Leadership effectiveness, Corporate culture, Organizational productivity, Teamwork and effective communication, Emotional intelligence, Building healthy, mutually-beneficial relationships, Personal well-being, growth and development

He provides customized training and speaking – ranging from keynotes and half-day courses to year-long "culture change" engagements – to clients large and small, including The Coca-Cola Company, Inc., Vanderbilt University Medical Center, Price Waterhouse Coopers, Dana Corporate, Emerson Human Capital Consulting, and many other. Mr. Brothers will give his first TED talk May 9, 2014 at a TEDx event in Boca Raton, FL. Brothers has a BS in engineering from Worcester Polytechnic Institute and MBA from Louisiana State University. He lives in Naples, FL, has been married for 27 years, and is a proud father of 3 children ages 21, 19, and 17.



# Exhibits

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## Exhibitor Tables - \$500 – 30 AVAILABLE

Exhibit Location: Tickets Hall at Fairview Park Marriott

Table includes

- 6' draped table
- Up to (2) two exhibitor table attendants.
- Purchasers of exhibitor tables will be allowed to exhibit, distribute, and sell materials (books, cards, etc.) directly from their table.
- Listing in Conference Program
- Logo on the conference web site
- Company information on the virtual exhibit hall site available year-round

Exhibitor fee entitles the attendants managing the table to access the following: Keynote presentations, printed program, post-conference registrant list (to include name, company, and phone number if provided by the registrant) and AM and PM breaks. All other items provided to conference registrants are not included.

Conference Feature	Included with Exhibitor Badge
Exhibit Hall	✓
Conference Bag	No
Sessions	No
General Sessions/Key Notes	✓
Lanyard	✓
Printed Program	✓
Breakfast	No
AM Break	✓
PM Break	✓
Lunch	<i>No – but Option to Buy @ \$50</i>
Reception	✓

NOTE: You may be required to complete an additional form which gathers your tax ID, business details, and scope of what you'll be selling, if anything.

## ADDITIONAL PROMOTIONS & OPPORTUNITIES FOR EXHIBITORS

### SHOW SPECIALS

Companies will be given the opportunity to offer discounts on their products during the conference and CCC will promote these specials by listing them on the website and allowing vendors to place flyers near registration.

### NEW PRODUCTS

Companies will be given the opportunity to showcase products during the conference and CCC will promote these new products by listing them on the website and allowing them to place flyers near registration.



# Conference Program Advertisements

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- Advertisement in the conference program can be purchased separately.
- All ads will be Black and White with the exception of the Covers.

Position	Size Specs	Price
Inside Front Cover (4-color)		\$300 - <b>SOLD</b>
Inside Back Cover (4-color)		\$300 - <b>SOLD</b>
Back Cover		\$400 - <b>SOLD</b>
Full-page	7.25" x 10"	\$200
Half-page	6.75" x 4.75"	\$100
Business card	3.5" x 2"	\$75

## IMPORTANT INFORMATION ABOUT ADS:

- All ads for conference program booklet to be submitted in .pdf or .eps format. High resolution files are preferred.
- Banners for website display are 120x120.
- All sponsors and exhibitors should submit small logo for website, preferably in .jpg **and** .eps format for quality control
- All sponsors should submit a large logo in png, pdf, or eps format for quality control; jpg and gif images will also be accepted but quality and resolution on signage cannot be guaranteed. This is for the signage that will be printed and displayed during the conference.
- Deadline for ad submission materials is April 29, 2014.



# Company Recognition Levels

Level	Total \$ Spent (to include table, advertising and sponsorships)	Benefits
Platinum	\$4,000+	<ul style="list-style-type: none"> <li>• Acknowledgement wherever sponsors are recognized</li> <li>• Complimentary exhibitor table with up to two attendants.</li> <li>• A description of your organization in our conference program booklet</li> <li>• Post-conference registrant list sent as Excel document</li> <li>• Company logo displayed on the conference website</li> <li>• Company description in the conference program</li> <li>• Company logo next to your company listing in the program</li> <li>• Six months banner advertising on the ICF Metro DC Chapter website;</li> <li>• Full-page program ad</li> <li>• The opportunity to share two promotional items with conference participants (at company's expense)</li> <li>• (1) complimentary insert in registration bag (non-exclusive)</li> <li>• Extra-large logo recognition on all sponsor signs.</li> <li>• Inclusion in email blast to be sent to all conference registrants pre-show (2x) and post-show (1x)</li> <li>• 2 full conference registrations.</li> </ul>
Gold	\$2,000 – 3,999	<ul style="list-style-type: none"> <li>• Acknowledgment wherever sponsors are recognized</li> <li>• Complimentary exhibitor table with up to two attendants</li> <li>• A description of company in conference program</li> <li>• Company logo next to listing in program</li> <li>• Company logo displayed on the conference website,</li> <li>• Four months banner advertising on the ICF Metro DC Chapter website,</li> <li>• Large logo recognition on all sponsor signs.</li> <li>• Full-page program ad</li> <li>• Inclusion in email blast to be sent to all conference registrants pre-show (2x) and post-show (1x)</li> <li>• 2 FULL conference registrations.</li> </ul>
Silver	\$1,000 – 1,999	<ul style="list-style-type: none"> <li>• 4 months banner advertising on the ICF Metro DC web site</li> <li>• Company listing in the conference program</li> <li>• Company logo next to listing in the conference program</li> <li>• Medium-size logo recognition wherever sponsors are listed in total</li> <li>• Inclusion in email blast to be sent to all conference registrants pre-show (2x) and post-show (1x)</li> <li>• 1/2 page ad in conference program</li> </ul>
Bronze	\$501 – 999	<ul style="list-style-type: none"> <li>• Company description in conference program</li> <li>• Signage at dessert stations in the hall</li> <li>• Company logo displayed on the conference website</li> <li>• 2 months banner advertisements on ICF Metro DC Chapter web</li> </ul>

		site <ul style="list-style-type: none"> <li>• Inclusion in email blast to be sent to all conference registrants pre-show (2x) and post-show (1x)</li> <li>• Small-size logo recognition wherever sponsors are listed in total</li> </ul>
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# Sponsor/Exhibitor Application & Agreement Form:

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DATE: \_\_\_\_\_

SPONSOR/EXHIBITOR: \_\_\_\_\_  
*(Name of individual or organization as you would like it to appear in the conference program booklet.)*

ADDRESS: \_\_\_\_\_

TELEPHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

CONTACT PERSON: \_\_\_\_\_  
*(to receive all information related to the conference)*

E-MAIL: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_

RELATIONSHIP TO ICF:      \_\_\_ Member  
                                       \_\_\_ Supporter

## **SELECT ITEMS**

### **SPONSORSHIPS:**

Item	Price	Qty Available	Select Qty	Total Price
Premium Conference Sponsor	\$4,000	1		
Key Note Sponsor	\$3,000	2		
Luncheon	\$2,000	1		
Power Breakfast	\$2,000	1		
Combined AM & PM Breaks	\$1,500	1		
Morning Break	\$800	1		
Afternoon Break	\$800	1		
Conference Session	\$1,000	1		
Conference Bag	\$1,500	1		

Lanyard	\$1,000	1		
Conference Badge Mailing	\$300	1		
Exhibit Hall Spy Prize	\$100	6		
<b>TOTAL SPONSORSHIP(S)</b>				

## EXHIBIT HALL

Item	Price	Qty Available	Select Qty	Total Price
Tabletop Display	\$500	N/A		
<b>TOTAL EXHIBITS</b>				

## ADVERTISING

Item	Price	Qty Available	Select Qty	Total Price
Inside Front Cover	\$300	1		
Inside Back Cover	\$300	1		
Back Cover	\$400	1		
Full Page	\$200	-		
Half Page	\$100	-		
Business Card	\$75	-		
<b>TOTAL ADVERTISING</b>				

## OTHER:

Additional Full Conference Registrations    Quantity \_\_\_\_\_ x \$300 each = \$ \_\_\_\_\_

## METHOD OF PAYMENT

Total amount to be charged \$ \_\_\_\_\_.

Please charge to:    \_\_\_\_\_ VISA                      \_\_\_\_\_ MasterCard

Credit Card Number: \_\_\_\_\_ Expiry Date  
\_\_\_\_\_

Name on card (print):  
\_\_\_\_\_

Fax to: CCC Exhibits at (703) 964-1246 or Email to: [CCCExhibits@conferencemanagers.com](mailto:CCCExhibits@conferencemanagers.com)

**NOTE: If emailing contract, DO NOT include the credit card number. Fill in the amount authorized and provide signature. You will be contacted for the credit card number separately.**

Enclosed is a check in the amount of \$ \_\_\_\_\_ payable to ICF Metro DC Chapter

Send payment to:    CCC Exhibits Department  
512 Herndon Parkway, Suite D

Herndon, VA 20170

\_\_\_\_\_ Check here if an invoice is required.

### **CANCELLATION POLICY:**

Payment for all exhibit tables and sponsorships are due in full at the time of reservation.

Any exhibitor or sponsor who cancels all purchased booth space or sponsorships on or prior to April 16, 2014 will forfeit and pay to CCC, as liquidated damages, a sum of money equal to 50% of the full price of said exhibitor's exhibit space or sponsorship. Any exhibitor or sponsor who cancels all purchased booth space or sponsorships after April 16, 2014 will forfeit and pay to CCC, as liquidated damages, a sum of money equal to 100% of the full price of said exhibitor's exhibit space or sponsorship. In the event of a default by the exhibitor or sponsor, as set forth in the previous sentence, the exhibitor or sponsor shall forfeit as liquidated damages, the amount set forth above, regardless of whether Show Management enters into a forth lease for the space involved. Cancellation requests must be submitted, in writing, to the Exhibits Manager.

The exception to this cancellation policy is any sponsored item which includes a logo which may already be in production and which order cannot be cancelled with the producing vendor.

### **LOGO RECOGNITION:**

Company agrees to submit company logo to the Exhibits Manager ([CCCexhibits@conferencemanagers.com](mailto:CCCexhibits@conferencemanagers.com)) via email within 1 week of signing this agreement form. If the company changes logo at any point, company will notify Exhibit Manager immediately and send the new logo. Due to production time of certain items, if a logo change occurs, it is not guaranteed that the time can be printed with the new logo. Please check with the Exhibit Manager for individual items' production times.

### **AUTHORIZATION:**

By signing this Agreement, I agree that I have read the above guidelines and agree to abide by the terms and conditions set forth.

Authorized Signature: \_\_\_\_\_

Date: \_\_\_\_\_ Title: \_\_\_\_\_

**Questions? Please contact:**

CCC Exhibits Department

Cathryn Wanders, Exhibit Manager, 703.964.1240 x 26 or  
[CCCExhibits@conferencemanagers.com](mailto:CCCExhibits@conferencemanagers.com)