

# Designing **INNOVATIVE** CONVERSATIONS

September 30-October 1, 2016  
Bethesda North Marriott

# 2016

## EXHIBIT & SPONSORSHIP PROSPECTUS



## Designing Innovative Conversations

September 30-October 1, 2016

Bethesda North Marriott Hotel & Conference Center

5701 Marinelli Road ♦ North Bethesda, Maryland ♦ 20852

# Capital Coaches Conference (CCC): *Designing Innovative Conversations*

You are invited to join a gathering of more than 400 coaching professionals - here in the capital of coaching – Washington, D.C. for the 13<sup>th</sup> annual CCC.

More than 400 professionals from across the coaching spectrum, and across North America, will convene for this singular educational and networking event.

- Leadership coaches
- Business coaches
- Life coaches
- Coach educators and trainers
- HR, OD, and L&D managers
- Thought leaders
- ICF Global and Chapter leaders
- Government and corporate purchasers of coaching services and products
- People in career transition who want to become a coach

As a CCC sponsor or exhibitor, you are showing your dedication to the constant improvement and growth of the coaching profession. This will be your best opportunity in 2016 to personally interact with the influencers, buyers, and users of your products or services

To maximize your time and participation with the attendees, exhibit booths will be located in the main session room as an integral part of the conference.

## **ABOUT THE CONFERENCE**

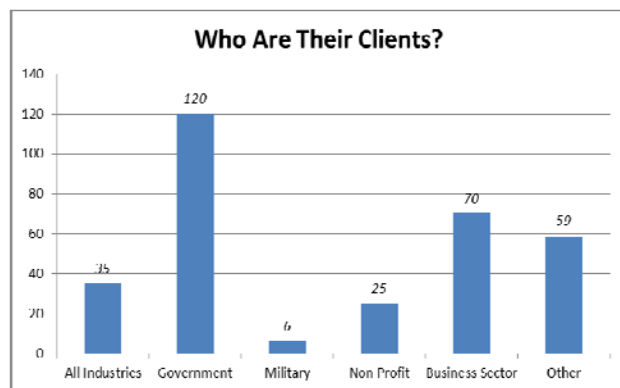
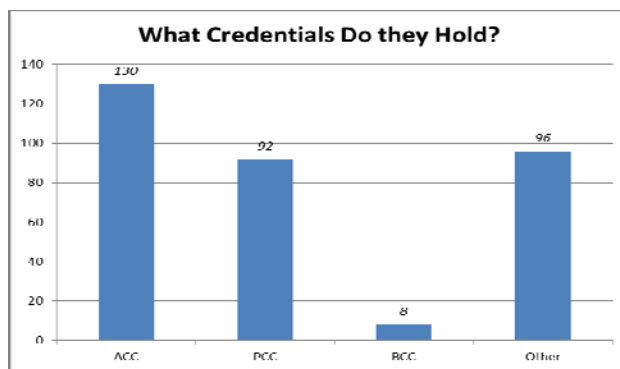
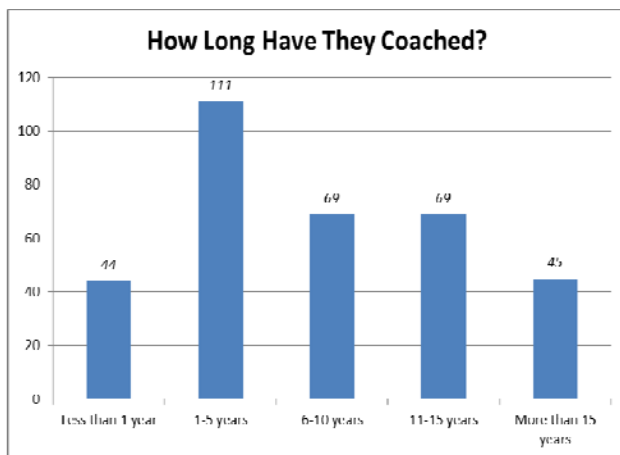
The 13<sup>th</sup> annual CCC is the leading North American conference for coaches and allied professionals who want to explore what is new and next in the field. The conference is organized by the International Coach Federation (ICF) Metro DC Chapter, and supported by ICF Global. With more than 1,000 members, ICF Metro DC is the largest metropolitan ICF chapter in the world.

This year's conference theme – *Designing Innovative Conversations* – invites participants to engage in thought-provoking sessions that ignite innovative thinking and spark transformation. From the boardroom to the classroom, people are increasingly being called upon to stretch, explore, experiment, and design new ways of living and leading. So are coaches and allied professionals. With that in mind, the CCC is sharing new methods, models, and ideas from leaders in the hot-topic areas of Design Thinking, neuroscience, mindfulness, somatics, and more. The CCC creates opportunities for attendees to learn about advances and best practices in coaching, gain new insights into how to enter or take their coaching practice to the next level, and how to bring coaching into an organization to accelerate performance and build stronger leaders for tomorrow.

## ABOUT THE ATTENDEES

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

- Coaching of all kinds
- Leadership Development
- Human Resources
- Training & learning
- Organization Development (OD)
- Coach Education
- Publishing
- Thought Leadership



## SPONSORSHIPS: DIAMOND SPONSOR

### TITLE SPONSOR OF THE CONFERENCE - SOLD

INVESTMENT: \$6,000 (DIAMOND)

Your company is recognized as the key title sponsor of the conference. Your benefits include:

- Podium recognition at the conference
- Your logo displayed on a slide in the session room
- An exhibit table
- List of registrants
- Full page program
- A 6-month banner ad on the IFC Metro DC and CCC websites
- Insert in the registration tote bag
- Logo on all sponsor signs (largest size)
- Email blast to all registrants (pre and post)
- 2 full conference registrations
- Company description in the program
- Company logo on conference website

## SPONSORSHIPS: EDUCATION

### SESSION SCANNING SPONSOR - SOLD

INVESTMENT: \$3,500 (GOLD)

Badges are scanned as attendees enter the session to confirm participation for CCEUs. This creates a great marketing opportunity for your organization. As the Session Scanning Sponsor, you have signage outside each breakout session listing your group's name. Your organization's name will also be on every email sent to participants listing the CCEUs they earned during the conference. This marketing opportunity has stickiness as participants keep records of CCEUs earned for certification renewal every two years.

In addition, you receive:

- Banner advertising on the ICF Metro DC and CCC websites, a full page ad in the conference brochure, 2 free conference registrations, and more.

### EDUCATION SPONSOR - SOLD

INVESTMENT: \$4,000 (PLATINUM)

As an Education Sponsor, you will have an opportunity to design an innovative session that familiarizes participants with your unique method, model, or approach. during one break out session. Introduce the models, frameworks, instruments and instructional theory that put your vision into practice. Our program committee will provide consultation on your program design and submit your program for CCEU credit.

In addition, you receive:

- Conference registrant list in Excel format including mailing address and phone number (as authorized by registrants)
- Complimentary Exhibit Hall tabletop for direct interaction with participants

### KEYNOTE SPONSOR – ONE SOLD, ONE AVAILABLE

INVESTMENT: \$3,000 (GOLD)

#### Warren Berger - SOLD

Our keynote speaker is best-selling author and business journalist **Warren Berger**. Through popular books such as *A More Beautiful Question*, Warren drives innovation by simplifying and bringing trending methodologies such as Design Thinking into the coaching and leadership development realm.

#### Richard Chang

Closing Keynote – Reigniting Your Passion for Coaching

Over time, the job of continually engaging, inspiring, encouraging, and helping others improve their performance can challenge even the most dedicated coaches. How can we, as agents of change, reignite and leverage the passion that originally brought us to coaching? Like our clients, we need more than motivation. We need a plan. Learn how to design a Passion Plan in an engaging, interactive keynote conversation that you will want to continue long after the conference.

As a general session sponsor, you will receive:

- Banner advertising on the ICF Metro DC and CCC websites, a full page ad in our program, 2 free conference registrations, and more.
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## EDUCATIONAL BREAKOUT SESSION - SOLD

QUANTITY: MULTIPLE

INVESTMENT: \$1,000 each (SILVER)

Because participants value educational opportunities and the chance to get much-needed continuing coach education units (CCEUs), they flock to breakout sessions. Sponsoring a session will associate your company with quality educational programming in the minds of 50- 150 participants per session.

- Company advertisement or logo on signs in session room
- Ability to introduce sessions and speakers for sponsored session if you plan to participate in the conference as a registrant or exhibitor

## SPONSORSHIPS: NETWORKING

### POWER BREAKFAST – SOLD

INVESTMENT: \$2,000 EACH (GOLD)

Breakfast is the most important meal of the day – both from a networking and nutritional perspective. Get a jump on the business day as our Power Breakfast Sponsor. Participants will notice your company's name and logo on tables and buffets during breakfast, on audio visual displays, and from thank-you recognition from the podium.

In addition, you receive:

- Banner advertising on the ICF Metro DC and CCC websites, a half page ad in our program, exhibitor table, and much more.

### NETWORKING BREAK

QUANTITY AVAILABLE: 3

INVESTMENT: \$800 EACH (BRONZE)

EXCLUSIVE SPONSORSHIP: \$2,400 (GOLD)

Networking is essential during any conference and coaches are consummate networkers. As a break sponsor, you will receive:

- 1/4 page conference program ad
- Recognition on AV screens during the two-day event
- Signage on any food and beverage stations
- Company logo on conference web site
- 1 month of banner advertising on the ICF Metro DC and CCC websites

### EVENING RECEPTION

QUANTITY: 4 SLOTS OR 1 EXCLUSIVE SPONSORSHIP

INVESTMENT: \$1,000 PER SLOT (SILVER) / \$4,000 EXCLUSIVE SPONSORSHIP (PLATINUM)

After a day of learning, attendees will want to thank you for sponsoring this enjoyable event where they can network with their peers in a relaxed setting. Sponsorship of one slot includes the following:

- Recognition on audio visual screens during event
- Signage on food and beverage stations

Choose the Exclusive Sponsorship and really stand out!

- Conference registrant list in Excel format including mailing address and phone number (as authorized by registrants)
- Complimentary exhibit hall tabletop for direct interaction with participants
- All Platinum Level benefits

### LUNCH SPONSOR

QUANTITY: MULTIPLE

INVESTMENT: \$1000 EACH (SILVER)

Satisfy participants' appetite for food and information by sponsoring lunch in the Exhibit Hall. The Exhibit Area this year is in the main hall, so your company's name will be in the mainstream of conference participants.

- Signage at lunch stations in the hall
- Lunch is served in the exhibit area enabling participants to easily interact with exhibitors

## SPONSORSHIPS: ATTENDEE ESSENTIALS

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## CONFERENCE TOTE BAG

QUANTITY: 1

INVESTMENT: \$1,500 (SILVER)

Conference tote bags with your name and logo are distributed to each participant at registration and accompany the participants throughout the two-day conference. As most coaches use their conference tote bags for business many months after the event, this sponsorship truly has legs.

- Opportunity to provide an insert in conference tote bag provided to all full conference registrants
- Company name and logo printed in 1-color
- Conference logo will be listed on conference tote bag

## EXHIBITS

### EXHIBITOR TABLES - \$550

Exhibit Location: Salons A-E of the Grand Ballroom at the North Bethesda Marriott. The floor plan can be viewed here:

<http://conferencemanagersforms.com/fx/cccl6/>

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

## QUESTIONS?

**Alison Bashian**

**Exhibits & Sponsorship Sales**

703.964.1240 x280 f: 703.964.1246

[Abashian@conferencemanagers.com](mailto:Abashian@conferencemanagers.com)

**Linda Baker**

**Exhibits & Sponsorship Manager**

703.964.1240 x130 f: 703.964.1246

[Lbaker@conferencemanagers.com](mailto:Lbaker@conferencemanagers.com)

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## EXHIBITOR REGISTRATION

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 full conference registrants are not included.

Exhibitor Registration Features	
Conference Feature	Included with Exhibitor Badge
Exhibit Hall	✓
Conference Tote bag	No
Sessions	No
General Sessions/Keynotes	✓
Lanyard	✓
Printed Program	✓
Break	✓
Breakfast	✓
Lunch	✓

## 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.

## EXHIBIT SCHEDULE

(Preliminary schedule as of April 2016; subject to change)

Friday, September 30:	Set-up	5:30am—7:30am
	Exhibit Hours	7:30am – 7:00pm
Saturday, Oct. 1:	Exhibit Hours	7:30am – 12:15pm
	Tear Down	12:15pm – 1:00pm

## KEY EXHIBITING INFORMATION

**Exhibit tabletops will be located in Salons A-E of the Grand Ballroom, the location where meals and Keynote/General Sessions will take place. The Exhibit Hall floorplan is designed to drive booth traffic and encourage networking.**

- 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 Maryland. The form will be sent to you before the conference.
- Details and updates on the conference will be available at [www.capitalcoachesconference.org](http://www.capitalcoachesconference.org)
- The live Exhibit Hall floorplan can be viewed at [www.conferencemanagersforms.com/fx/cc16](http://www.conferencemanagersforms.com/fx/cc16)

### Due Dates:

- All exhibitor and sponsorship forms due no later than **Tuesday, September 1, 2016** 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, September 8, 2016**. Please send materials in the requested format to [Lbaker@conferencemanagers.com](mailto:Lbaker@conferencemanagers.com)

### Reservation Deadline:

Potential exhibitors and sponsors are encouraged to submit applications early so they may secure their table of choice and to ensure a listing in the conference program. The deadline to be listed in the program is September 1, 2016. Any application received after that date will be processed; however, the company may not be listed in any onsite publications.

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## ADVERTISEMENTS

### EXHIBIT HALL SCAVENGER HUNT

QUANTITY: MULTIPLE  
 INVESTMENT: \$100

The Scavenger Hunt Sponsorship is a fun and unique way to promote your company. Each Conference registrant will receive a Scavenger Hunt card containing questions submitted by participating vendors. Attendees will be tasked with visiting all participating exhibitor booths to find answers to the exhibitor questions. Completed Scavenger Hunt Cards with correct answers to all questions will be entered in a drawing to win an **Amazon Tap!** The sponsoring vendor’s name, table number, and question will be printed on the Scavenger Hunt card that each attendee receives with full conference registration. **Your company provides the question that will spark conversation at your booth!**

### CONFERENCE TOTE BAG INSERT

QUANTITY: MULTIPLE  
 INVESTMENT: \$350

Place your message into the hands of all attendees. Conference bags are distributed to all attendees at check-in and offer premium visibility before and after the conference. Your promotional flyer will be included in all attendee bags.

### CONFERENCE PROGRAM ADVERTISEMENT

- 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
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 AND LOGOS:

- 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 or .jpg format as well as in .eps format for best quality and appearance. This increases image clarity on the signage on-site, printed program booklet, and conference website.
- Deadline for ad submission materials is September 8, 2016.



## RECOGNITION LEVELS

Sponsor Benefits	Diamond	Platinum	Gold	Silver	Bronze
	\$6000+	\$4000-5999	\$2000-3999	\$1000-1999	\$501-999
Podium Recognition at Conference	●	●			
AV Recognition	●	●	●	●	●
Exhibitor Table with 2 Attendants	●	●	●		
Excel list of Registrant Contact Information	●	●			
Program Ad (black/white)	Full page	Full page	1/2 page	1/2 page	1/4 page
Banner Advertising on ICF Metro DC and CCC websites (minimum 631px x 397px, no animations/gifs)	6 months	4 months	3 months	2 months	1 month
Insert in Registration Totebag	●	●	●		
Logo Recognition on All Sponsor Signs	Large	Large	Large	Small	Small
Email Blast to Registrants Pre-Show and Post-Show	●	●	●	●	●
2 full conference registrations	●	●	●		
Company description in program	●	●	●	●	●
Company Logo on conference website	●	●	●	●	●

Maximize your sponsorship dollars by choosing the level that meets the desired visibility for your organization: diamond, platinum, gold, bronze, or silver level. Payments made for exhibit tables and advertising do not increase overall sponsorship levels.

## Sponsor/Exhibitor Application & Agreement Form (page 1):

### COMPANY CONTACT INFORMATION

COMPANY: \_\_\_\_\_  
(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 conference information): \_\_\_\_\_

TITLE: \_\_\_\_\_

EMAIL: \_\_\_\_\_

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

### METHOD OF PAYMENT

#### TO PAY BY CREDIT CARD (MC and Visa Only):

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

Credit Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

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

Fax to: CCC Exhibits at (703) 964-1246 PLEASE NOTE: *If emailing contract, DO NOT include the credit card number. Fill in the amount authorized and provide signature. You will be contacted by phone for the credit card number.*

#### TO PAY BY CHECK:

Mail check to: CCC Exhibits Department, 512 Herndon Parkway, Suite D, Herndon, VA 20170

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

Email contract to: [CCCExhibits@conferencemanagers.com](mailto:CCCExhibits@conferencemanagers.com)

PLEASE 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.*

### PAYMENT POLICY

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

### CANCELLATION POLICY

Any exhibitor or sponsor who cancels all purchased booth space or sponsorships on or prior to August 4, 2016 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 August 4, 2016 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: \_\_\_\_\_

Printed Name: \_\_\_\_\_ Date: \_\_\_\_\_

## SELECT ITEMS (PAGE 2)

### SPONSORSHIP

Item	Price	Qty Available	Select Qty	Total Price
Keynote Sponsor	\$3,000	1		
Networking Break	\$800	3		
Evening Reception	\$1,000	4		
Lunch Sponsor	\$1,000			
Conference Tote Bag	\$1,500			
<b>TOTAL SPONSORSHIP(S)</b>				

### EXHIBIT HALL

Item	Price	Select Qty	Total Price	Table #
Tabletop Display	\$550			
<b>TOTAL EXHIBITS</b>				

#### PREFERRED BOOTH SPACE:

Choice 1: \_\_\_\_\_

Choice 2: \_\_\_\_\_

Choice 3: \_\_\_\_\_

### ADVERTISING

Item	Price	Qty Available	Select Qty	Total Price
Inside Back Cover (four color)	\$300	1		
Full Page (black/white)	\$200			
Half Page (black/white)	\$100			
Business Card (black/white)	\$75			
Conference Tote bag Insert	\$350			
Exhibit Hall Scavenger Hunt	\$100			
<b>TOTAL ADVERTISING</b>				

#### OTHER:

Additional Full Conference Registrations Quantity \_\_\_\_\_ x \$400 each = \$ \_\_\_\_\_

**GRAND TOTAL:** \_\_\_\_\_