

SPONSOR, EXHIBITOR, AND ADVERTISING OPPORTUNITIES

The seventeenth meeting of the Capital Coaches Conference
September 22 - 23, 2022
Bethesda North Marriott Hotel & Conference Center



ICF

Metro DC
Charter Chapter



Greetings!

You are invited to join the premier gathering of more than 500 Washington, D.C. Metro Area coaching professionals for the 2022 Capital Coaches Conference on Thursday, September 22 and 23, 2022 at the Bethesda North Marriott Hotel & Conference Center.

As a Capital Coaches Conference sponsor or exhibitor, you show your dedication to the constant improvement and growth of the coaching profession. This will be your best opportunity in 2022 to interact personally with the influencers, buyers, and users of your products or services.

The annual Capital Coaches Conference is the leading North American conference for coaches and complementary professionals who want to explore what is new and next in the field. The conference is organized by the ICF Metro DC Chapter and supported by ICF Global. With more than 1,800 members, ICF Metro DC is the largest metropolitan ICF chapter in the world.

The theme of the 17th annual Capital Coaches Conference is **Coaching Today, Tomorrow and Beyond**. The program will include two dynamic keynote presentations, twenty-four learning workshops over three distinct tracks, and a closing panel on what is next for coaching from government, consulting, business and education perspectives.

We thank you for your interest in investing in the Capital Coaches Conference, and in the growth of the coaching profession, and we are confident that this partnership will yield a great return toward the health of your business!

Sincerely,

Malva Daniel Reid

Malva Daniel Reid, Ph.D., MA, ACC
Conference Co-Chair

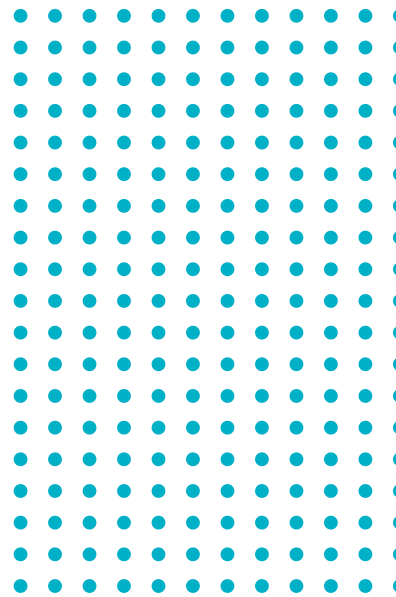
Katie Snyder

Katie Snyder, MBA, JD, MSOD, PCC
Conference Co-Chair

ABOUT THE ATTENDEES

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

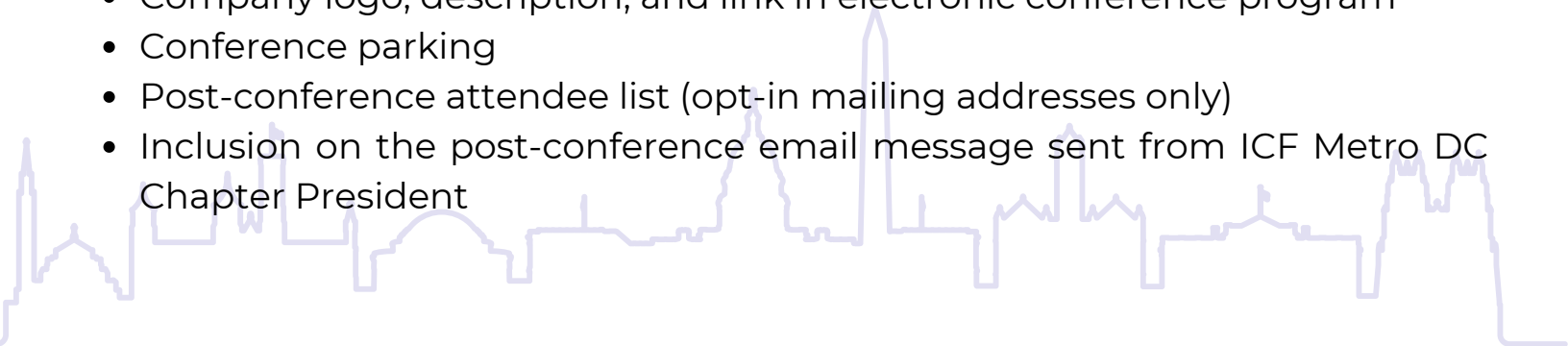
- Coaching of all kinds
- Leadership and Talent Development
- Human Resources
- Training & Learning
- Organizational Development
- Facilitation
- Coach Education
- Assessments
- Human Behavior



BENEFITS OF SPONSORSHIP

Sponsorships of all levels include the following benefits:

- Recognition on screens throughout the conference
- Company logo and link on conference website
- Company logo on sponsor signage at registration and receptions
- Recognition from the podium
- Company logo, description, and link in electronic conference program
- Conference parking
- Post-conference attendee list (opt-in mailing addresses only)
- Inclusion on the post-conference email message sent from ICF Metro DC Chapter President



TITLE SPONSOR

Title Sponsor of the Capital Coaches Conference

Quantity: Exclusive

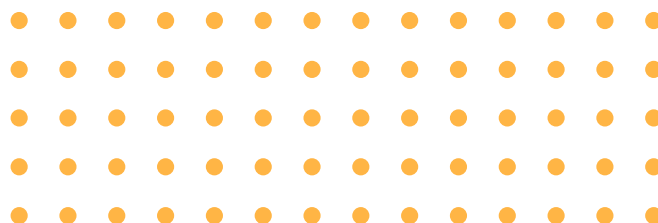
Investment: \$15,000

Your company will be recognized as the exclusive Title Sponsor of the conference.

Your sponsor benefits will include:

- One pre-conference hype event and inclusion in any other pre-conference events
- Opportunity to offer welcome remarks
- Opportunity to program two break-out sessions (AM and PM)
- Two 6' exhibit tables with two exhibitor table attendants per table
- A one-minute commercial played during the conference (video produced by you)
- Your logo displayed on the AV screen in the Main Session Hall as the title sponsor
- Items in the conference bag
- 2 full conference registrations
- 6 invitations to Opening Speaker and Leadership Receptions on Thursday, September 22 and the Closing Conference Reception on Friday, September 23
- Full-color, full-page ad with premium placement in the electronic conference program
- Inclusion in any CCC teaser events
- Inclusion in all CCC promotions and press
- CCC content placed on ICF Metro DC Chapter website will have company name and/or logo with link to company's website

Conference planners are open to discuss other customizable options to meet the Title Sponsor's desired outcomes.



EXPERIENTIAL LEARNING

Closing Panel Sponsor

Quantity: Exclusive

Investment: \$6,000

Your company will be recognized as the Closing Panel Sponsor.

Your sponsor benefits will include:

- Opportunity to address the audience at the start of the Closing Panel
 - Opportunity to moderate the panel discussion
 - 30 second commercial played during the conference (video provided by you)
 - One 6' exhibit table with two exhibitor table attendants
 - 1 full conference registration
 - Full page ad in electronic conference program
 - Item in conference bag
 - 4 Invitations to Opening Speaker and Leadership Reception on Thursday, September 22 and the Closing Conference Reception on Friday, September 23
 - Panel content placed on ICF Metro DC Chapter website will have company name and/or logo with link to company's website
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Keynote Sponsor

Quantity: Two

Investment: \$5,000

Your company will be recognized as a Keynote Sponsor for one of the two Keynote Speaker Opportunities.

Your sponsor benefits will include:

- Opportunity to address the audience and introduce speaker
- 30 second commercial played during the conference (video provided by you)
- One 6' exhibit table with two exhibitor table attendants
- 1 full conference registration
- Full page ad in electronic conference program
- Item in conference bag
- 4 Invitations Opening Speaker and Leadership Receptions on Thursday, September 22 and the Closing Conference Reception Friday, September 23
- Keynote content placed on ICF Metro DC Chapter website will have company name and/or logo with link to company's website

EXPERIENTIAL LEARNING

Breakout Room Sponsor

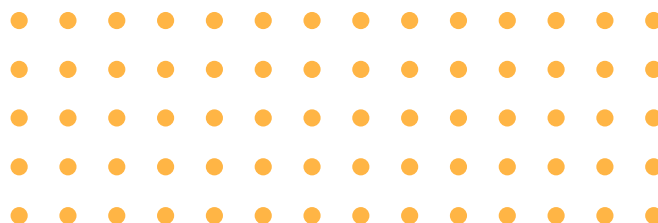
Quantity: Seven

Investment: \$2,500

Participants attend dynamic, interactive breakout sessions. Sponsoring a session room will associate your company with quality educational programming in the minds of up to 50+ participants per session.

Your sponsor benefits will include:

- Opportunity to introduce your company (less than two minutes) and the speakers for each breakout in your room (four sessions)
- Company advertisement or logo on signs in breakout session room for entire conference
- Half-page ad in conference program
- Items may be handed out in your room to participants for each session
- Small display area in room
- Access to breakfast, lunch, and breaks
- 2 invitations to the Closing Conference Reception Friday, September 23



NETWORKING

Opening Speaker and Leadership Reception Sponsor

Thursday, September 22

Quantity: EXCLUSIVE

Investment: \$5,000



The Opening Speaker and Leadership Reception brings together the influencers, Chapter leaders and members for a relaxing evening of mingling that will set the stage for the Conference.

The sponsor may make brief welcoming remarks to guests and network among the crowd. Your company is sure to be remembered long after the party is over.

In addition, your sponsor benefits will include:

- Opportunity to offer welcome remarks during the reception
- Your logo displayed on signage during the reception
- One 6' Exhibit table with two Exhibitor table attendants during Reception and Friday, September 23
- Item in the conference bag
- One full conference registration
- Full page ad in conference program
- Name and logo on event signage
- 6 Invitations to the Opening Speaker and Leadership Reception Thursday, September 22
- 2 invitations to Closing Conference Reception Friday, September 23



NETWORKING

Power Breakfast Sponsor

Quantity: Exclusive

Investment: \$3,500

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 audiovisual displays, and thank-you recognition from the podium.

In addition, your sponsor benefits will include:

- One-minute welcome of the participants
- One 6' Exhibit table with two exhibitor attendees
- One full conference registration
- 2 Invitations to the Opening Speaker and Leadership Reception on Thursday, September 22 and the Closing Conference Reception Friday, September 23
- Half-page ad in conference program
- Signage at event

Lunch Sponsor

Quantity: Exclusive

Investment: \$3,500

Satisfy participants' appetite for food and transformative conversations by sponsoring lunch for hungry attendees. The Exhibit Area this year will be held in Ballroom, so your company's name will be in the mainstream of conference participation.

In addition, your sponsor benefits will include:

- Opportunity to welcome participants to lunch
- Signage at lunch stations in the Main Ballroom
- One 6' Exhibit table with one table attendant
- One full conference registration
- 2 Invitations to the Opening Speaker and Leadership Reception on Thursday, September 22 and the Closing Conference Reception Friday, September 23
- Lunch is served in the exhibit area enabling participants to easily interact with exhibitors
- Item in conference bag
- Full page ad in conference program

NETWORKING

Closing Evening Reception Sponsor

Quantity: Exclusive

Investment: \$5,000

After a day of learning, engaged participants will want to thank you for sponsoring this enjoyable event where they can network with their peers in a relaxed setting.

Your sponsor benefits will include:

- Recognition on audio visual screens during event
- One 6' Exhibit table with two exhibitor attendees
- One full conference registration
- Opportunity to make welcoming remarks during reception
- Item in conference bag
- Signage on all food and beverage stations during the reception
- 4 Invitations to the Opening Speaker and Leadership Reception on Thursday, September 22
- 6 Invitations to the Closing Conference Reception Invitations on Friday, September 23

Networking Breaks Sponsor

Quantity: Two (AM Breaks or PM Breaks)

Investment: \$1,500

Networking is essential during any conference and coaches are consummate networkers. During the break, your company's logo will be on all buffets, so attendees know who is supporting their morning or afternoon re-fuel break.

In addition, your sponsor benefits will include:

- Signage on all food and beverage stations during breaks
- Your logo displaced on AV screens in Main Ballroom
- Recognition from podium
- Company logo and description in conference program
- 2 Invitations to the Closing Conference Reception on Friday, September 23

BRANDING OPPORTUNITIES

Conference Lanyard

Quantity: Exclusive

Investment: Price of 700 dual-colored lanyards with plastic holders

Your logo, boldly displayed on the conference lanyard, will be distributed to all participants along with their name badge at check-in. This exclusive sponsorship offers premium visibility during the entire length of the conference.

Your sponsor benefits will include:

- Company logo with ICF and CCC logos on conference lanyards
- Half-page ad in conference program
- Item in conference bag
- Recognition on AV screens during the conference
- Company logo on conference website and on sponsor signage
- Recognition from the podium
- 2 Invitations to the Opening Speaker and Leadership Reception on Thursday, September 22 and the Closing Conference Reception Friday, September 23

Conference Bag

Quantity: Exclusive

Investment: Price of Conference Bag for 700

Conference bags with your name and logo will be distributed to each participant at registration and accompany the participants throughout the conference. As most coaches use their ICF Metro DC Conference bag for months after the event, this sponsorship truly has legs.

Your sponsor benefits will include:

- Company logo with ICF and CCC logos on conference bag
- Half page ad in conference program
- Item in conference bag
- Recognition on AV screens during the conference
- Company logo on conference website and on sponsor signage
- Recognition from the podium
- 2 Invitations to the Opening Speaker and Leadership Reception on Thursday, September 22 and the Closing Conference Reception Friday, September 23

ADVERTISING AND EXHIBITING

Exhibitor Table

Investment: \$750

Exhibit tables are located in the main ballroom where meals and Keynote/General Sessions will take place. The Exhibit Hall floorplan is designed to drive traffic and encourage networking and active engagement with Exhibitors.

An exhibit table includes:

- One 6' draped table with space for the exhibitor to have up to 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 the conference program
- Logo on the conference web site with link under Exhibitors
- Access to keynote presentations
- Access to all networking breaks
- Access to breakfast
- Access to lunch
- Conference Parking for two vehicles

Exhibitors will also be included on the CCC website with a hyperlink to your website.

Conference Program Advertisement

Investment: Full Page \$450; Half Page \$350

Parties may advertise in the electronic conference program exclusive of any sponsorship, branding, or exhibition agreement.

Advertisers will also be included on the CCC website with a hyperlink to your website.

Ads must meet the specifications detailed on the following page.



SPECIFICATIONS AND DEADLINES

Ad Specifications

All independent and sponsorship-related ads must meet the following specifications.

- Full-color or black and white
 - High-res files in jpg, png, or svg format
 - Full page should have a 5x8 aspect ratio and 1250x2000 px
 - Half page should have a 5x3.875 aspect ratio and 1500x1163 px
 - Submit the ad **and** the url you would like the ad to link to in the electronic program.
-

Logo Specifications

All sponsors and exhibitors must submit logos meeting the following specifications.

- High-res files in jpg, png, or svg format
 - A transparent background is preferred
 - Submit the logo and the url you would like the logo to link to on the conference website.
-

Submit all visual materials via email, as attachments, to sponsorships@eventhousepartners.com. Logos and advertisements are due by August 19, 2022. If submitted sooner, logos will be placed on conference website as received.

All sponsor and exhibitor forms and full payment are due by August 19, 2022 to take advantage of all available benefits. Forms and payments received late may cause some benefits not to be fully delivered. Submit the Sponsor/Exhibitor Application and Agreement Form to Victoria Smith at sponsorships@eventhousepartners.com.

Please direct any other questions or sponsorship inquiries to Victoria Smith.
sponsorships@eventhousepartners.com
202-281-8569



SPONSOR/EXHIBITOR APPLICATION AND AGREEMENT FORM



COMPANY CONTACT INFORMATION

Company: _____
(Name of individual or organization as you would like it to appear in the conference program)

Address: _____

Telephone: _____ Fax: _____

Contact Person (to receive all conference information): _____

Title: _____

Email: _____

PAYMENT

We accept payment by Visa or Mastercard, ACH transfer, or check. Upon receipt of this completed form, we will send an invoice to the contact listed above.

Sponsorship Type: _____

Total amount to be charged: \$_____

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 exhibit table space or sponsorships on or prior to July 1, 2022 will receive a 50% refund if exhibitor's space or sponsorship has been paid. If booth fee has not been paid the exhibitor will pay to ICF Metro DC, as liquidated damages, a sum of money equal to 50% of the full price of the exhibitor's exhibit space or sponsorship. Any exhibitor or sponsor who cancels all purchased exhibit table space or sponsorships after July 1, 2022 will not receive a refund and will pay to ICF Metro DC, as liquidated damages, a sum of money equal to 100% of the full price of the 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 another 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 via email at sponsorships@eventhousepartners.com when submitting 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 item be printed with the new logo. Please check with the Exhibit Manager for individual items' production times.

AUTHORIZATION

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

Authorized signature: _____

Printed Name: _____ Date: _____

SPONSOR/EXHIBITOR ORDER FORM



Sponsorships

ITEM	PRICE	QUANTITY AVAILABLE	SELECT QUANTITY	TOTAL PRICE
TITLE SPONSOR	\$15,000	1		
CLOSING PANEL SPONSOR	\$6,000	1		
KEYNOTE SPONSOR	\$5,000	2		
BREAKOUT ROOM SPONSOR	\$2,500	5		
OPENING SPEAKER/LEADERSHIP RECEPTION SPONSOR	\$5,000	0		
POWER BREAKFAST SPONSOR	\$3,500	1		
LUNCH SPONSOR	\$3,500	0		
CLOSING EVENING RECEPTION SPONSOR	\$5,000	1		
NETWORKING BREAKS SPONSOR	\$1,500	2		
CONFERENCE LANYARD SPONSOR	TBD	0		
CONFERENCE BAG SPONSOR	TBD	0		

Exhibitor Tables

ITEM	PRICE	QUANTITY AVAILABLE	SELECT QUANTITY	TOTAL PRICE
6' DRAPED EXHIBITOR SPACE WITH TWO ATTENDEES	\$750	10		

Conference Program Advertising

ITEM	PRICE	QUANTITY AVAILABLE	SELECT QUANTITY	TOTAL PRICE
FULL PAGE AD	\$450	MULTIPLE		
HALF PAGE AD	\$350	MULTIPLE		

Complete and submit this form with the Sponsor/Exhibitor Application and Agreement Form to Victoria Smith at sponsorships@eventhousepartners.com.