



# **BUILDING RESILIENCE: The Promise & Practice of Community Action**

Community Action Partnership Annual Convention  
August 30 - September 2, 2016  
Austin, Texas

A photograph of the Austin skyline, featuring several tall skyscrapers and modern buildings. The sky is a clear, pale blue. The foreground shows some greenery and a road.

**SPONSORSHIP, EXHIBIT, &  
ADVERTISING OPPORTUNITIES**



## **BUILDING RESILIENCE: The Promise & Practice of Community Action**

2016 Community Action Partnership Annual Convention  
August 30 - September 2

### **SPONSORSHIP, EXHIBIT, & ADVERTISING OPPORTUNITIES**

**Community Action Partnership** is the nonprofit, national membership organization representing the interests of the 1,000+ Community Action Agencies (CAAs) and State Associations across the country that annually helps the 17 million low-income Americans achieve economic security. Whether it's a Head Start program, weatherization, job training, housing, food bank, energy assistance, financial education, or any of the other 40+ distinct programs, Community Action works to make America a better place to live.

## **Community Action Partnership 2016 Annual Convention**

The Community Action Partnership's Annual Convention is the largest gathering of regional, state, and local Community Action Agencies in the United States, drawing more than 1,100 attendees each year. In 2016, we are at the table with more partners than ever before and our network has been in the forefront of program and community development. During this Convention we will come together to showcase our strengths, strategies and achievements and share our very best practices in management, program, and capacity building. There is change ahead of us—for the better—as Community Action evolves, reinvents, and continues to achieve excellence. This year, with the purchase of an exhibit booth, vendors will have an opportunity to join Denise Harlow, CEO of Community Action Partnership at a special “Meet and Greet” reception.

## **Sponsorship Opportunities— Support the Community Action Network**

### **Make the Partnership Connections — Become a Sponsor**

Extend your brand identity and marketing capabilities with a strong visible presence at the Community Action Partnership Annual Convention. Let the Partnership customize a unique sponsorship package for you. Take advantage of the opportunity to tie your brand identity not only to Community Action Partnership but to the educational aspects of this conference.

The Partnership Annual Convention is a capacity-building opportunity unmatched anywhere else. Presented by and for professionals who truly understand the potential of Community Action and the challenges they face, the Convention provides essential up-to-date information, training, technical assistance and access to knowledge not available elsewhere. All Partnership Convention sponsors will be invited to join CEO, Denise Harlow, at a “Meet and Greet” reception.

#### **Platinum Sponsors \$50,000**

- Exhibit Space—Corner booth
- Program Book ad—Full page
- Three complimentary convention registrations
- Company logo/materials/giveaways placed in tote bag
- Placement of company logo on give away item to all attendees
- Logo placement on digital signage screens in Grand Ballroom
- Company logo on selected convention signage
- Company logo on Partnership publications for three months
- Company logo on Partnership website home for one year under sponsors
- Notice in the Gala dinner material
- Ability to place materials at place setting at Gala dinner
- Remarks to the full convention at a plenary session
- Podium recognition by the Partnership CEO
- Marketing & Promotions via Twitter Campaign
- Free table/exhibit at 2017 Winter Conference



**Exhibit Hall**

### Gold Sponsor \$25,000

- Exhibit Space—Standard booth
- Program Book ad—Full page
- Two complimentary convention registrations
- Company logo/materials placed in tote bag
- Logo placement on digital signage screens in Grand Ballroom
- Company logo on selected convention signage
- Company logo on Partnership publications for three months
- Company logo on Partnership website for one year under sponsors
- Notice in the Gala dinner material
- Ability to place materials at place setting at Breakfast
- Remarks to the full convention at a plenary session
- Podium recognition by the Partnership CEO
- Marketing & Promotions via Twitter Campaign
- Free table/exhibit at 2017 Winter Conference

### Copper Sponsor \$5,000

- Exhibit Space—Standard booth
- Program Book ad—quarter page
- Company logo on selected convention signage
- Logo placement on digital signage screens in Grand Ballroom
- Marketing & Promotions via Twitter Campaign
- Podium recognition by the Partnership CEO

### Silver Sponsor \$10,000

- Exhibit Space—Standard booth
- Program Book ad—half page
- One complimentary convention registration
- Company logo/materials placed in tote bag
- Company logo on selected convention signage
- Logo placement on digital signage screens in Grand Ballroom
- Company logo on Partnership publications for three months
- Podium recognition by the Partnership CEO
- Marketing & Promotions via Twitter Campaign
- Free table/exhibit at 2017 Winter Conference



Awards Gala

## Exhibitor Opportunities

The Community Action Partnership Exhibit Hall is a bustling hub of activity where members of the Community Action Network from across the country come to get insight on products, programs, and service that will enhance their efforts to fight poverty on the local and state level. The Exhibit Hall will be information central and you'll want to be on hand to distribute materials, conduct product demonstrations, and meet one-on-one with convention participants.

### Why Should You Join Us? Because You Will be Talking to the Right People

This Convention offers you the chance to discuss your products and services with the actual decision makers from the agencies and organizations in our Network. The Convention attendees administer programs that spend billions of dollars in the fight to reduce poverty in this country. These programs include weatherization, community economic development, housing, transportation, literacy, food programs, Head Start and early childhood, and much more.

### Exhibitor Benefits

- Attend a special "Meet and Greet" reception with the Partnership CEO
- Access to workshops and general sessions, including the opening breakfast
- 2016 Community Action national directory
- Listing in the Annual Convention Program Book and the Partnership website
- All 8 x 10 carpeted exhibit booths include skirted table, two chairs, waste basket and sign

### EXHIBIT HALL HOURS

#### TUESDAY, AUGUST 30

- 8:00 - 10:00 am set-up
- 10:00 am - 6:00 pm open

#### WEDNESDAY, AUGUST 31

- 8:00 am - 5:00 pm open
- 3:30 pm break

#### THURSDAY, SEPTEMBER 1

- 8:00 am - 2:00 pm open

## Advertising

Place an advertisement in our Annual Convention program book to boost your recognition and position your company as a leading vendor and supporter of the Community Action Network. **An additional advertising opportunity for 2016:** display your logo and message on the large screen in the ballroom during all general sessions for only \$350.

## The JW Marriott Austin

Situated in the heart of the city, the new JW Marriott in Austin, TX is just a 15-minute drive from Austin International Airport and near some of the best attractions and entertainment options Austin has to offer – including the Sixth Street Entertainment District, South by Southwest Music Conference and Festival, Austin City Limits Music Festival, University of Texas and the Texas State Capitol. Convention attendees will appreciate the variety of on-site restaurants, extensive state-of-the-art fitness center, outdoor pool and deck and much more!



# COMMUNITY ACTION PARTNERSHIP 2016 ANNUAL CONVENTION

## Registration Form for Sponsors, Advertisers, and Exhibitors

### BUILDING RESILIENCE: THE PROMISE AND PRACTICE OF COMMUNITY ACTION

#### SPONSORSHIP

- ☐ Platinum Level (\$50,000)
- ☐ Gold Level (\$25,000)
- ☐ Silver Level (\$10,000)
- ☐ Copper Level (\$5,000)

Please see descriptions of the different sponsor levels on the previous page.

*Community Action Partnership greatly values all sponsors and corporate or non-profit partners. If you would like to talk with us about sponsorships at an alternative level, please contact Denise Harlow, [धारlow@communityactionpartnership.com](mailto:धारlow@communityactionpartnership.com).*

**TOTAL SPONSORSHIP \$ \_\_\_\_\_**

#### EXHIBITOR

- ☐ 8' X 10' Standard Booth
  - Preferred /Member \$1100
  - Non-member \$1300
- ☐ 8' X 10' Double Booth
  - Preferred /Member \$1800
  - Non-member \$2000
- ☐ 8' X 10' Premium Corner Booth
  - Preferred /Member \$2300
  - Non-member \$2600
- ☐ Large-screen display in the ballroom during general sessions \$350
- ☐ Insert in Convention Tote, flyer or postcard \$500

*Specify Organization for Signage*

**Exhibitor Deadline July 18, 2016**

**TOTAL EXHIBITOR \$ \_\_\_\_\_**

#### PROGRAM BOOK ADVERTISEMENTS

- ☐ Inside Front Cover \$2000
- ☐ Inside Back Cover \$1700
- ☐ Back Cover \$2000
- ☐ Full Page \$1300
- ☐ Half Page \$850
- ☐ Quarter Page \$650
- ☐ COMBO PACKAGE -\$150  
*Combine a booth and any full, half or quarter page ad and receive \$150 discount from the total price.*
- ☐ Large-screen display in the ballroom during general sessions \$350
- ☐ Insert in Convention Tote, flyer or postcard \$500

*Submit ads electronically as press-quality PDFs to Dini Stewart: [dstewart@communityactionpartnership.com](mailto:dstewart@communityactionpartnership.com)*

**Ad Deadline July 18, 2016**

**TOTAL ADVERTISOR \$ \_\_\_\_\_**

#### PAYMENT

- ☐ Enclosed is my check or Purchase Order for \$ \_\_\_\_\_
- ☐ Please charge \$ \_\_\_\_\_ to my Visa/MC/Amex/Discover card (circle one) # \_\_\_\_\_ Expiration \_\_\_\_/\_\_\_\_/\_\_\_\_

Name on card \_\_\_\_\_

Company \_\_\_\_\_

Organization Contact Information: Name \_\_\_\_\_ Email \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Website: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Exhibitor Name(s) and title as they should appear on badge and program book. Please include email address

Organization Name for Listing in Program Book and Signage \_\_\_\_\_

**Organization Description:** Please provide a brief description of your organization for the convention program book (limited to 50 words please)