

October 18-21, 2018  
Hilton Alexandria Mark Center  
Alexandria, Virginia

## **SPONSORSHIP & EXHIBITOR OPPORTUNITIES**

Contact Blake Finger  
[advertising@odnetwork.org](mailto:advertising@odnetwork.org)  
651.288.3423



## About the Conference

The Organization Development Network (OD Network) is the world's largest association of organization development professionals. The 2018 Annual Conference will be a gathering place for nearly 400 leading-edge professionals and key thought-leaders in the OD field. Sponsoring and exhibiting at the Annual Conference is an excellent way to gain visibility and build brand awareness with the OD community and key opinion leaders.

Conference attendees recognize that OD Network events provide outstanding opportunities to **CONNECT** with industry-leading practitioners, **GROW** their knowledge and skills, and learn new ways to positively **IMPACT** the organizations they serve. Your presence as a sponsor or exhibitor will further demonstrate your support for the goals of the OD industry as well as your unique understanding of the field.

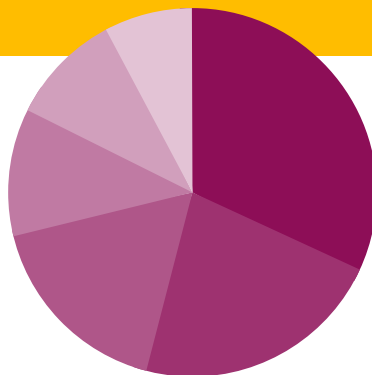
The Annual Conference provides networking opportunities and access to decision-makers who are eager to learn more about cutting-edge products, services, and educational opportunities.

## Who attends the OD Network Conference?

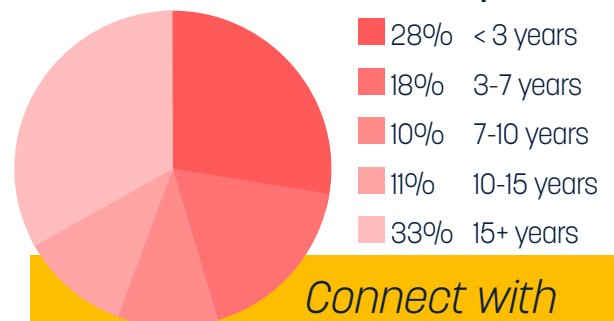
### Most Common Attendee Professional Titles

*Meet the decision makers who will determine the future direction of OD practice – over 75% of conference attendees are decision makers and influencers*

- 32% Director/Manager
- 22% CEO/President
- 17% Consultant
- 11% Student
- 10% Vice President
- 8% Professor



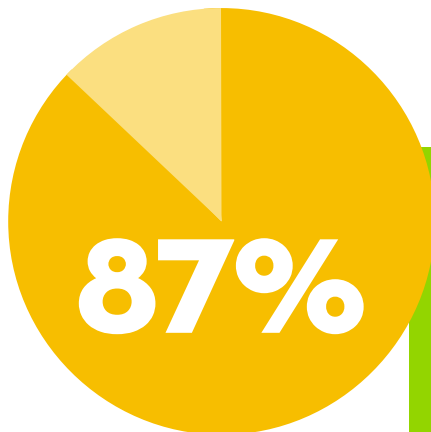
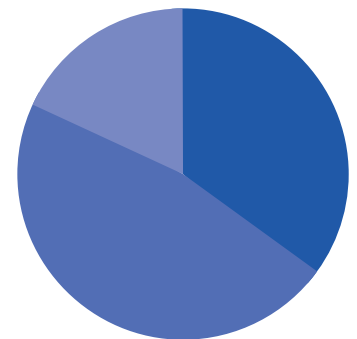
### Years of OD Experience



*Connect with current and future OD practitioners and leaders*

### Area of OD Practice

- 35% Internal Practitioners
- 47% External Practitioners
- 18% Other



*of 2017 conference attendees said they would recommend the OD Network Annual Conference to colleagues.*

## Conference Sponsor Opportunities

Extend your brand identity and marketing reach with a strong visible presence at the 2018 OD Network Annual Conference. Take advantage of the opportunity to tie your brand identity not only to OD Network but to the educational aspects of the conference as well. Sponsoring is an excellent way to gain visibility and build brand awareness with the OD community and key opinion leaders.

Sponsors get unique exposure to OD Network members,

which allows for greater opportunities to build relationships while accelerating the learning and growth of OD practice. OD Network is pleased to offer a range of sponsorship levels to meet any budget. Each sponsorship package is carefully designed to maximize visibility while providing benefits fairly balanced with the level of investment.

Multiple levels of conference sponsorship opportunities are available. All opportunities are first-come, first-served.

### Platinum Sponsor: \$20,000

- Double exhibit table (two 6-foot tables) and preference on booth location
- Three complimentary full-conference registrations and sponsor level distinction on name badges
- Company logo displayed in conference promotional materials and signage
- Company logo on the conference website, with a link to your website
- Verbal recognition at the opening remarks
- Mobile app advertisement\*
- Two mobile app push notifications\*
- Online advertisement on the OD Network website for 6 months\*
- One promotional insert in the attendee bags
- Two sponsored emails to registered attendees\*
- Option to hold a Sponsor Spotlight Presentation (45-minutes)\*
- One of the following exclusive options:
  - **Opening Reception Sponsor:** Opportunity to address attendees (2 minutes) and provide logoed item
  - **Keynote Sponsor:** Opportunity to introduce keynote speaker and place promotional materials in the room
  - **Bag Sponsor:** Company logo on conference attendee registration bags (bag and artwork must be provided by sponsor and approved by OD Network)

### Gold Sponsor: \$12,000

- Double exhibit table (two 6-foot exhibit tables)
- Two complimentary full-conference registrations and sponsor level distinction on name badges
- Company logo displayed in conference promotional materials and signage
- Company logo displayed on the conference website, with a link to your website
- One mobile app push notification\*
- One promotional insert in the attendee bags
- One sponsored email to registered attendees\*
- Option to hold a Sponsor Spotlight Presentation (45-minutes)\*

### Silver Sponsor: \$7,000

- One 6-foot exhibit table
- Two complimentary full-conference registrations and sponsor level distinction on name badges
- Company logo displayed in conference promotional materials and signage
- Company logo displayed on the conference website, with a link to your website
- One promotional insert in the attendee bags
- One sponsored email to registered attendees\*

## \*Deadlines

**June 30, 2018**

**July 15, 2018**

**August 15, 2018**

**September 15, 2018**

**September 30, 2018**

Submit advertisement for OD Network website

Submit mobile app advertisement

Submit content for sponsored email

Submit mobile app push notifications

Submit sponsor spotlight presentation

## Additional Sponsor Opportunities

### Mobile App Sponsor: \$3,500 (1 Available)

Deliver your message directly to attendees' mobile devices throughout the conference.

- Recognition on the splash screen and mobile app web page
- One banner ad in the conference mobile app (must be submitted by July 15)
- Recognition as a conference sponsor on the OD Network website, mobile app, and conference signage

### Sponsor Spotlight Presentation: \$2,500 (Limited Availability)

Position your organization as a thought leader by hosting a 45-minute presentation.

- Recognition as a conference sponsor on the OD Network website, mobile app, and conference signage

### Continental Breakfast Sponsor: \$2,000 (2 Available)

Create a positive impression as you help attendees kick the day off right.

- Opportunity to provide logoed napkins and/or cups
- Recognition on signage next to the breakfast
- Recognition as a conference sponsor on the OD Network website and mobile app

### Lanyard Sponsor: \$2,000 (1 Available)

Expand your visibility as your logo travels with every attendee.

- Company logo imprinted on each attendee lanyard (sponsoring company is responsible for supplying the lanyards)
- Recognition as a conference sponsor on the OD Network website, mobile app, and conference signage

### Coffee Break Sponsor: \$1,500 (2 Available)

Be part of the conversation as attendees recharge and network.

- Opportunity to provide logoed napkins and/or cups
- Company logo on signage at the coffee station
- Recognition as a conference sponsor on the OD Network website and mobile app

### Pen Sponsor: \$1,000 (1 Available)

Make an unforgettable mark with attendees.

- Sponsor to provide logoed pens
- Recognition as a conference sponsor on the OD Network website, mobile app, and conference signage

### Notepad Sponsor: \$1,000 (1 Available)

Enhance your profile as you help conference attendees remember key points.

- Sponsor to provide logoed notepads
- Recognition as a conference sponsor on the OD Network website, mobile app, and conference signage

## Promotional Opportunities

Send a targeted email campaign to conference attendees.

### Pre-Conference Email: \$1,000

Maximize direct contact by sending custom messages directly to attendee inboxes.

- OD Network will send the email on the sponsoring company's behalf. Sponsoring company is responsible for providing the HTML and subject line. Content must be submitted to [communication@odnetwork.org](mailto:communication@odnetwork.org) by **September 1, 2018**.

### Post-Conference Email: \$1,500

Capitalize on the conference buzz by sending custom messages to attendees.

- OD Network will send the email on the sponsoring company's behalf. Sponsoring company is responsible for providing the HTML and subject line. Content must be submitted to [communication@odnetwork.org](mailto:communication@odnetwork.org) by **October 15, 2018**.

Looking for more ways to connect with year-round advertising opportunities?

Contact Blake Finger at [advertising@odnetwork.org](mailto:advertising@odnetwork.org) or 651.288.3423.

## Conference Exhibitor Opportunities

Being a conference exhibitor is an excellent way to reach your target audience face-to-face. The conference is designed to encourage attendees to visit the exhibition hall and the various exhibit booths. Exhibiting will provide the opportunity to demonstrate your products and services directly to our international audience of OD practitioners and thought-leaders.

### EXHIBIT LOCATION

Hilton Alexandria Mark Center  
5000 Seminary Road  
Alexandria, VA 22311

### EXHIBIT TABLE COST

Single Table \$ 1,750  
Double Table \$ 2,750

### EXHIBIT SPACE SPECIFICATIONS

The standard exhibit hall package includes:

- One 6-foot skirted table (no pipe and drape)
- Two full-conference registrations
- Two chairs and one wastebasket
- 100-word description and logo in the annual conference mobile app
- Pre-conference attendee list\*
- Post-conference attendee list\*

\*Attendee lists include the following contact information: full name, job title, company name, and phone number. Email addresses will not be provided.

### ASSIGNMENT OF SPACE

Space assignments will be made considering conference sponsorship and date registration and payment is received. After the initial space assignment, space will be assigned on a first-come, first-served basis. Payment in full is required to reserve exhibit space.

### REGISTRATION

The exhibit booth fee includes two complimentary staff registrations. Representatives are invited to participate in all conference activities, including meals and social events. A form will be sent to your main exhibit contact to submit your representative names in September. At that time, you may also purchase registrations for additional booth representatives for a fee of \$575 each.

## Schedule

### Exhibitor Setup

Friday, October 19 1:00-4:15pm

### Exhibit Hall Hours (subject to change)

Friday, October 19 5:15-7:00pm  
Saturday, October 20 7:00am-6:00pm  
Sunday, October 21 7:00am-1:00pm

### Exhibitor Teardown

Sunday, October 21 1:00-2:00pm

### EXHIBITOR KITS

An exhibitor kit will be emailed to your designated company contact in advance of the conference. This will include shipping information, electricity, and other A/V needs.

### EXHIBITOR DESCRIPTION

All exhibiting companies are allotted a 100-word company description for use in OD Network conference collateral. All descriptions should be sent via email to [advertising@odnetwork.org](mailto:advertising@odnetwork.org) by September 15, 2018.

### PHOTO CONSENT

As part of the OD Network Annual Conference, you may be photographed or recorded on audio and/or video. These items may be used in promoting future conferences or in other marketing related to OD Network. Your attendance at this event implies your consent to be photographed or recorded.

### EXHIBITOR DOOR PRIZE DRAWINGS

Exhibitors have the option to give away door prizes at their booths. Exhibitors are responsible for contacting the winners directly. OD Network is not responsible for any prizes that are won and not collected.

### CANCELLATION POLICY

All sponsor and exhibitor cancellations received by **July 23, 2018** will receive a 50% refund. Cancellations after July 23, 2018 are nonrefundable. Notices of cancellation must be emailed to [advertising@odnetwork.org](mailto:advertising@odnetwork.org).

## Sponsor and Exhibitor Order & Payment Form

Payment in full is required to confirm all sponsorships and exhibit booths.

### COMPANY INFORMATION

Company \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State/Prov \_\_\_\_\_ Postal Code \_\_\_\_\_  
 Country \_\_\_\_\_ Website \_\_\_\_\_  
 Main Contact Name \_\_\_\_\_ Title \_\_\_\_\_  
 Phone \_\_\_\_\_ Email \_\_\_\_\_

### SPONSORSHIP PACKAGES

Platinum: \$20,000     Gold: \$12,000     Silver: \$7,000

### ADDITIONAL SPONSORSHIPS

Mobile App: \$3,500     Sponsor Spotlight Session: \$2,500  
 Continental Breakfast: \$2,000     Lanyard: \$2,000     Coffee Break: \$1,500  
 Pen: \$1,000     Notepad: \$1,000

### PROMOTIONAL EMAILS

Pre-Conference: \$1,000     Post-Conference: \$1,500

### EXHIBITOR BOOTH

Single Table: \$1,750     Double Table: \$2,750

Space assignments will be made based on sponsorship level and the date a contract is received. All applications to exhibit must be accompanied by full payment. *Exhibit space will not be assigned without a signed contract and full payment.*

Please specify any companies that you do **not** wish to be located near. Reasonable efforts will be made to honor your request. \_\_\_\_\_

### COMPANY 100-WORD DESCRIPTION

All exhibiting companies, including platinum, gold and silver sponsors, are allotted a 100-word company description for use in OD Network conference collateral. All descriptions should be sent via email to [advertising@odnetwork.org](mailto:advertising@odnetwork.org) by September 15, 2018.

### PAYMENT INFORMATION

**Total Due \$** \_\_\_\_\_

Check (payable to OD Network)     Visa     MC     AMEX     Discover

Card Number \_\_\_\_\_ Exp Date \_\_\_\_\_ Sec Code \_\_\_\_\_  
 Cardholder Name \_\_\_\_\_  
 Billing Address (if different from above) \_\_\_\_\_  
 City \_\_\_\_\_ State/Prov \_\_\_\_\_ Postal Code \_\_\_\_\_  
 Country \_\_\_\_\_ Cardholder Phone \_\_\_\_\_  
 Signature \_\_\_\_\_

Mail or fax completed form to: OD Network, 1000 Westgate Dr., Suite 252, Saint Paul, MN 55114; Fax 651.290.2266

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*Please do not email forms with credit card information. To protect your data and to comply with PCI standards, the OD Network office will not accept emailed credit card information.*

For any questions, contact Blake Finger at [advertising@odnetwork.org](mailto:advertising@odnetwork.org) or 651.288.3423.

(For office use only)

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date		
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