

2019 OD NETWORK ANNUAL CONFERENCE

SPONSORSHIP
& EXHIBITOR
OPPORTUNITIES

OCTOBER 17 - 20, 2019

The Westin Las Vegas Hotel & Spa • LAS VEGAS, NEVADA



About the Conference

The Organization Development Network (OD Network) is the world's largest association of organization development professionals. The 2019 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.

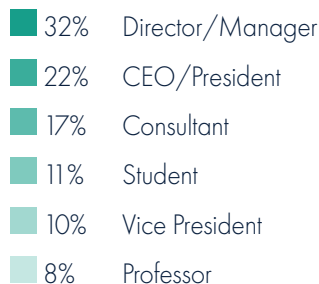
Conference attendees recognize that OD Network events provide outstanding opportunities to **CONNECT** with industry-leading practitioners, **GROW** their knowledge and skills, and learn new ways to positively **IMPACT** the organizations they serve. Your presence as a sponsor or exhibitor will further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

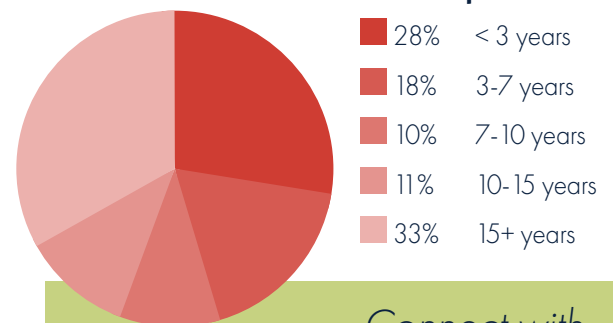
Who attends the OD Network Conference?

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

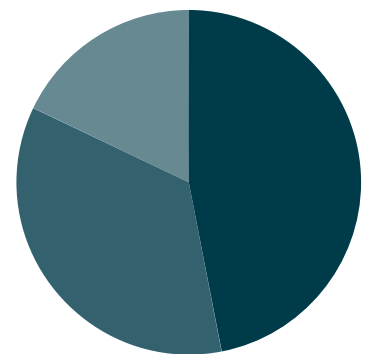


Years of OD Experience



Connect with OD practitioners and scholars

Area of OD Practice



"The OD Network Annual Conference was a great experience for us. In fact, one of the best, including conferences in related fields with 10K+ attendees. We were thrilled to connect and to be able to follow up with so many high-caliber attendees who are key influencers and decision-makers in the OD and change leadership space."

– Peter Demarest, Axiogenics Co-Founder & President

Conference Sponsor Opportunities

Extend your brand identity and marketing reach with a strong visible presence at the 2019 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.

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 28, 2019
July 15, 2019
August 15, 2019
September 16, 2019
September 30, 2019

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

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

Reception Cocktail Sponsor: \$2,000 (1 Available)

- Opportunity to provide custom cocktail
- Recognition on signage at reception
- 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 by **September 2, 2019**.

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 by **October 15, 2019**.

Continental Breakfast Sponsor: \$1,000 (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

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

Wifi Sponsor: \$1,000 (1 Available)

- 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

Coffee Break Sponsor: \$750 (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

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 by September 16, 2019.

Total Due \$ _____

Payment Information

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

Cancellation Policy

All sponsor and exhibitor cancellations received by **July 22, 2019** will receive a 50% refund. Cancellations after July 22, 2019 are nonrefundable. Notices of cancellation must be emailed to advertising@odnetwork.org.

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 or 651.288.3423.

(For office use only)

initials		fin.
date		
CK/CC		
paid		