

xperience¹⁸
sponsor
prospectus

May 6-9, 2018
Orlando, FL

[illegible]

James M. H.

A circular portrait of a middle-aged man with short, light-colored hair, smiling warmly. He is wearing a dark blue suit jacket over a light pink shirt. The background is softly blurred, showing what appears to be an indoor setting with warm lighting.

Xperience 2018

promises to:



Be the largest association and nonprofit technology conference of the year, with more than 2,000 attendees representing leading organizations like American Marketing Association, Girl Scouts of America, and Meals on Wheels America.



Combine four conferences (previously hosted by Abila, Aptify, NimbleUser, and YourMembership) into one unparalleled opportunity. This joint conference will decrease hassles and costs and increase synergy and exposure!



Host attendees who include c-suite leaders, directors, and management professionals. These industry leaders represent a combined 50 million members and constituents, and organize 35,000+ events annually.



Clearly illustrate to you that Community Brands is committed to long-term relationships with our sponsors. We're offering you access to a program that will provide genuine value.

★ **SELL** to highly-qualified buyers

★ **RETAIN** current customers and relationships

★ **PARTNER** with other vendors and the Community Brands team

★ **MARKET** your brand at this must-attend event

★ **LEARN** at the technology training and professional development sessions

★ **ENJOY** the social events and yummy meals – all in sunny Florida

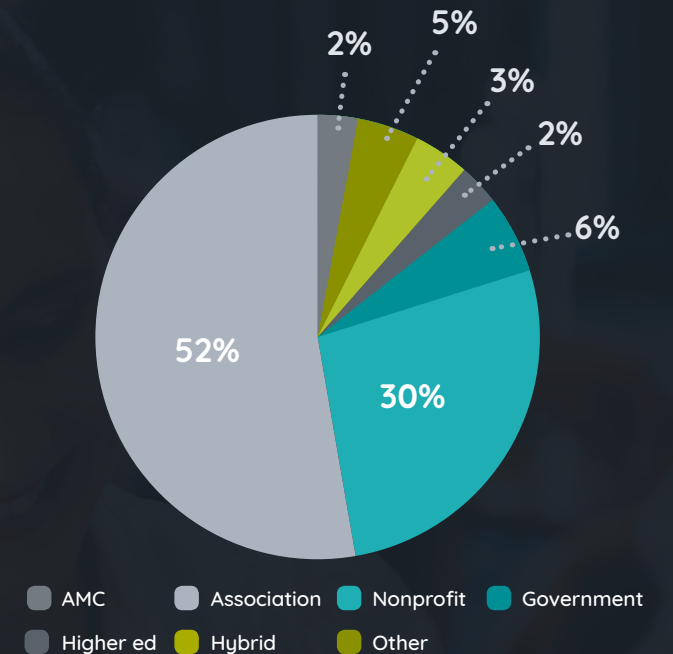
Demographics



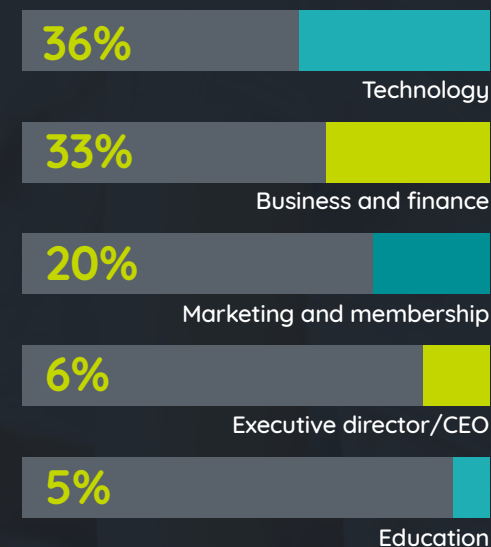
Association & Nonprofit attendees



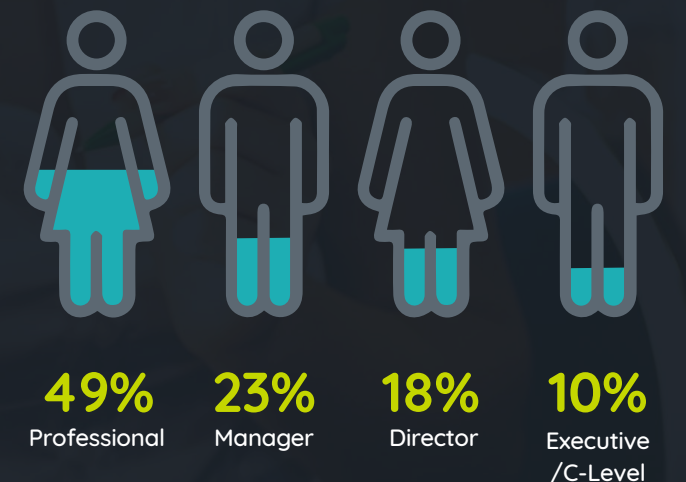
Types of attendee organizations



Job function



Job level



Learn more about our standard and customized packages

Call or email now

Michelle Santee Tupps

727-797-3868 727-644-3868

michelle.santeetupps@communitybrands.com

Or click here to sign up

Sponsorships are filled on a first-come, first-served basis, so contact us today!

Sponsorship opportunities

	Diamond	Platinum	Gold	Silver	Bronze	Xhibit
	\$75,000 exclusive	\$40,000 3 Available	\$20,000 5 Available	\$13,000 9 Available	\$8,000 14 Available	Only \$4,000
Registrations	8 full registrations	6 full registrations	4 full registrations	3 full registrations	2 full registrations	1 full registration
Booth size	10x20 booth	10x20 booth	10x10 booth	10x10 booth	10x10 booth	10x10 booth
Logo listed on Xperience website	★	★	★	★	★	★
Logo listed in the event program	★	★	★	★	★	★
Pre-show attendee email list (of those who opted in during registration)	★	★	★	★	★	★
Logo included on Expo Map	★	★	★	★	★	★
Logo and description included as sponsor in Xperience Mobile App	★	★	★	★	★	
Logo included on Xperience sponsor signage	★	★	★	★	★	
Logo included on sponsor slide in general sessions	★	★	★	★	★	
Sponsored push notification via the Xperience Mobile App	10	6	4	2	1	
Print ad included in the event program	2-page spread	full page	1/2 page	1/4 page		
Marketing collateral included in attendee tote	★	★	★	★		
Banner ad rotation in Xperience Mobile App	★	★	★	★		
Giveaway item included in attendee tote (provided by sponsor)	★	★	★	★		
Track Sponsor: Name on track welcome slide (1 of 18; track selected on a first come, first served basis)	★	★	★	★		
Post-show attendee email list (of those who opted in during registration)	★	★	★			
Upgraded sponsor description listing in the event program	★	★	★			
Sponsor recognition on Community Brands social media platforms	★	★	★			
Exclusive Tickets to Monday VIP Event	4	2	1			
Logo included on conference shirt	★	★	★			
Welcome Reception Sponsor (1 of 4)	★	★				
Opportunity to speak 2-3 minutes at Welcome Reception (1 of 4)	★	★				
Xperience Mobile App video promotion (Video provided by sponsor)	★	★				
Guest blog post	★					
Prominent logo slide on screen at all general sessions	★					
Logo included on hotel keycard	★					
Opportunity to introduce the keynote speaker	★					



Additional items for purchase

Snack Break Sponsor
(1 of 4) - signage displayed at break \$2,500

Product Support Lab
Opportunity to place signage, collateral, and giveaways (1 of 4) \$5,000

Breakfast or Lunch Sponsor
(1 of 5) - Opportunity to leave collateral or giveaways at each seat, and give 2-minute announcement \$5,000

Charging Lounge
Opportunity to place your logo, collateral, and giveaways in our Charging Lounge (1 of 3) \$5,000

Engagement beyond the expo hall

Check out these additional sponsorship benefits!



Demo Lounge

Looking for a place to host a potential client for a 1:1 demonstration outside of the Expo Hall? Join us in the Demo Lounge, where you can have those valuable conversations to convert prospects to clients right onsite!

Mobile Gamification

Your success is important to us, so we actively promote and drive booth attendance via a mobile app gaming competition to increase attendee/ sponsor engagement.

Partner and Sponsor Lounge

This exclusive lounge is only available to our sponsors and exhibitors, so you have a comfortable, quiet space in which to enjoy light refreshments and catch up with fellow exhibitors.

Attendee Community

Get to know attendees before you arrive onsite, with access to our social attendee community. This community is available pre-show, onsite, and post-show to network, share information, and download presentations.

Prizes & Giveaways

Drive booth traffic and participate in our grand prize drawing on stage at the end of the conference where one lucky attendee wins a giveaway of your choice.

Hosting Events & Meetings

Looking for connections and brand recognition outside of the booth? Host your own Hospitality Suite or party (Monday evening only) and create memorable moments with fellow attendees.

Xperience Mobile App

As an exhibiting sponsor, you will get full access to our Xperience Mobile App to engage and network with fellow attendees.

Exhibitor and sponsor agenda

Saturday	Sunday	Monday	Tuesday
May 5	May 6	May 7	May 8
7pm-9pm Partner and Sponsor Welcome Reception	8:30am-9am Breakfast 9am-5pm Partner Rally and Expo Setup 12pm-1pm Lunch 2pm-5pm Roadmap Sessions 7pm-9pm Community Brands Welcome Reception <small>Open to all attendees and sponsors.</small>	8am-9am Breakfast and Expo 10:30am-10:45am Networking Break 11:45am-1:45pm Lunch and Expo 2:45pm-3pm Networking Break	8am-9am Breakfast and Expo 10:30am-10:45am Networking Break 11:45am-1:45pm Lunch and Expo 2:45pm-3pm Networking Break 6:30pm-11pm Community Brands Event

Additional info

Teardown:

Wednesday, May 9, 9am-12pm

Wednesday, May 9

No exhibit hours. Sponsors may continue to network, join us for meals, attend sessions, and schedule meetings with attendees, other exhibitors/sponsors, and Community Brands staff.

Expo hall access

Exhibitors will have access to the Expo floor for additional attendee demos and meetings.

Monday & Tuesday
8:30am-5:30pm

*Exhibit Hall hours are subject to change. We ask that you ensure your booth is staffed during these peak hours; feel free to attend educational sessions, which typically are slower times in the Exhibit Hall.

Venue

Walt Disney World Swan and Dolphin Resort

 1500 Epcot Resorts Blvd., Lake Buena Vista, Florida 32830

The Walt Disney World Swan and Dolphin Resort provides a truly extraordinary backdrop for Xperience 2018. Beautiful tropical landscaping, tranquil waterways and classic art and architecture work together to create a stunning landmark in the midst of one of the most spectacular places on earth. And it doesn't stop there! Stylish lobbies provide guests with a warm and inviting welcome and a distinct sense of arrival. Guest rooms include custom draperies, upgraded technology and of course, all rooms feature the incredibly comfortable Heavenly Bed® so you feel well rested and ready for your next adventure.


Discounted rooms are available at \$249 per night, plus ~19 percent state and resort taxes through Friday, April 6, 2018. Please do not book any rooms outside of the conference block. Reservations can be made online or by phone: 800-227-1500 or 407-934-4000)

Visit the link below to access the hotel reservation portal for the Xperience 2018 conference.

[book your room](#)

*Includes the required \$23 Resort Package fee, which provides guests with unlimited domestic long distance and local calls, complimentary bottled water replenished daily, high speed internet access, unlimited admission to the fitness centers featuring the Westin WORKOUT®, and \$25 off spa services of \$100 or more at The Mandara Spa during each day of your visit. Guestroom folios will reflect the room charge and Resort Package as separate lines items, but the Resort Package has been paid for with your nightly room rate.

 Parking	Self-Parking Fees	Valet Parking Fees
Non-Registered Guest*	\$20 for each exit	\$30 for each exit
Registered Guest **	\$20 + tax per day	\$30 + tax per day
<small>*A non-registered guest is a guest who is visiting the hotel to use the facilities and services, but is not staying overnight. **A registered guest has a room reservation for one or more nights at the hotel.</small>		

 **Airport**
Orlando International Airport – MCO
Hotel direction: 23 miles, SW

only
\$249
per night*



Sponsorship and exhibitor policies

1. Contract

Applicants for sponsorship and/or exhibit space must make their reservation via our website at www.communitybrands.com/2018-conference. The reservation and formal notice of acceptance by Community Brands, with full payment of charges, constitute a contract. Payment is due within 30 days of order. No exhibitor will be allowed to set up unless Community Brands has received payment before the conference begins, unless prior arrangements have been made.

2. Use of Exhibit Space

When in the hall, all demonstrations or other activities must be confined to the limits of the booth and not impede traffic or interfere with other exhibit displays. Exhibitors shall not assign, share, or sublet any space allotted without the written consent of Community Brands. No exhibitor is permitted to show goods other than those manufactured or sold by the organization in the regular course of business. No exhibitor is allowed to make alcohol available to conference attendees from any exhibitor booth. Community Brands will not be held liable for any damages or loss of property that may occur.

3. Exhibit Booth Details

- Exhibitors and sponsors may select their booth in waves according to their level beginning in February.
- All exhibitor spaces will be labeled with the company name and booth number.
- Exhibitor space will include (1) 6' table and (2) chairs.
- Pop-up banners, branded marketing materials, and giveaways are encouraged, but not required.
- Expo Logic will provide electronic lead retrieval software to all exhibitors according to your exhibitor/sponsorship level.

- Each booth will receive complimentary Wi-Fi.
- The exhibitor area is carpeted and includes standard pipe and drape.
- Our sponsor coordinator will provide a detailed exhibitor kit to all exhibitors prior to the conference. The kit will include information regarding shipping and optional booth rental items, including hard-wired internet, electricity, and furniture.

4. Distribution of Circulars or Promotional Material

Unless otherwise indicated as a benefit of a specific sponsorship, distribution of circulars or promotional material may be made only within the booth assigned to the exhibitor presenting the material.

5. Fire Protection

No combustible decoration, such as crepe paper, cardboard, or corrugated paper shall be used at any time. All packing containers, excelsior, and wrapping paper, which must be flameproof, are to be removed from the floor and must not be stored under tables or behind displays. All muslin, velvet, silk, or any other decoration must stand a flameproof test. All materials and fluids that are flammable are to be kept in safety containers. Open flames, butane gas, oxygen tanks, etc., are not permitted without the permission of the hotel and the Fire Prevention Bureau.

6. Sound Devices

No extraordinary sound-making equipment of any kind may be set up or used in exhibit booths without prior approval from Community Brands.

7. Restrictions in Operation of Exhibits

Community Brands reserves the right to restrict exhibits that because of noise, method of operation, materials, or for any other reason, become objectionable, and also to prohibit or even evict any exhibit that in the opinion of the management may detract from the general character of the conference as a whole. This reservation includes persons, things, conduct, printed matter, or anything of a character that management determines is objectionable to the conference, disparagement of Community Brands or other members of the ecosystem, products that are deemed to be in direct competition with a product offered by Community Brands, or reselling services. Abila reserves the right to reject any Reseller of Record changes as a result of this event. In the event of such restriction or eviction, Community Brands is not liable for any refunds, rentals, or other exhibit expenses.

8. Attendee List

Customer lists will not be made available, unless the customer attendee has opted in to receive sponsor/exhibitor promotions during the registration process, per Community Brands contracts with its customers. Access to the email/mailling list and frequency will be made according to your sponsor level.

9. Logo Placement

Sponsor logos will be listed on the conference website, conference program, and conference mobile app in the same order that sponsorships are listed in this sponsor prospectus. Should a sponsor purchase more than one sponsorship, the logo will appear at the highest level of sponsorship purchased, and Community Brands will include text next to the logo indicating the additional sponsorship(s). Exhibitor logos will appear in alphabetical order by company name.

10. Deadlines and Other Details Regarding Sponsor and Exhibitor Materials

Community Brands will contact sponsors and exhibitors closer to the date of the event with checklists, deadlines, and shipping information.

11. Cancellation and Refund Policy

A sponsor's completed exhibitor/sponsor registration constitutes a financial commitment to Community Brands. Sponsorship and exhibitor fees are non-refundable.

12. Hosted Evening Event(s)

Bronze level (or higher) sponsors are encouraged to host an onsite or offsite event Monday, May 7 starting 6:30 p.m. or later. Sponsors are responsible for all costs and liabilities associated with their event(s). There is no additional sponsor fee to schedule event(s).

13. Partner Lounge

Community Brands will reserve and furnish a meeting room (with Wi-Fi) that you may use to optimize your time while on site. No attendees will be permitted in this space.

14. Registration

Your booth staff will have full registrations to Xperience 2018. Quantities may vary per your sponsor level commitment. As such, we encourage you to join in all social functions, meals, and sessions. Tech training and professional development sessions will be offered, and continuing education credits will be proffered for CPE, CAE, and CFRE when appropriate. Sponsors may eat breakfast and lunch 20 minutes before the start of exhibit hours.

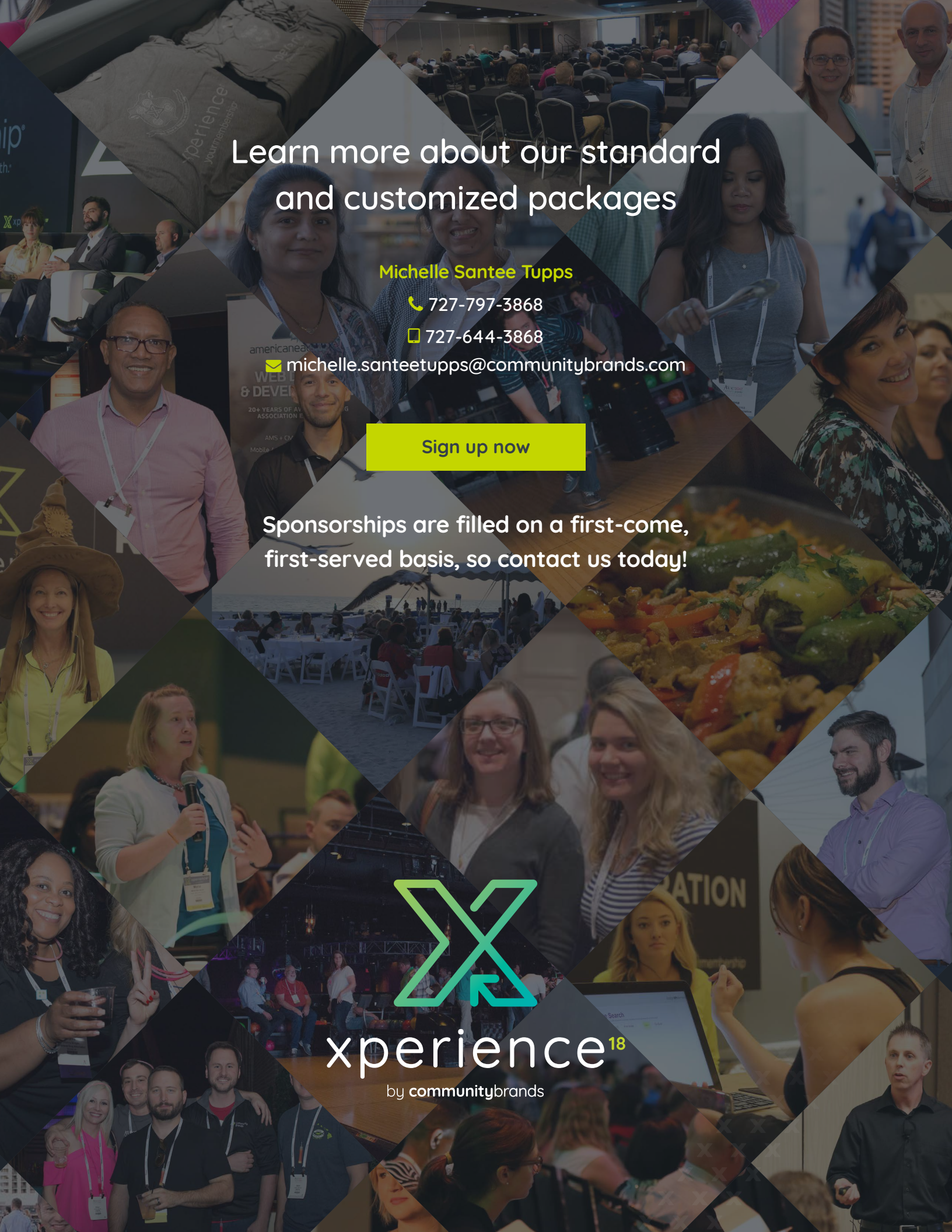
Exhibitors and Sponsors can add a maximum of up to 2 more registrants from their organization (above what their package provides) at the full conference attendee rate of \$900.00 each

15. Committed Exhibit Hours

Community Brands wants to ensure your participation is rewarded with value. Toward that end, we will not have any sessions scheduled or labs open during exhibit hours, so you won't have to compete for attendees' attention.

16. Security

Community Brands is not responsible for any articles left in the Exhibit Hall after closing. Labor to assist in delivery of display materials must be arranged through the Walt Disney World Swan and Dolphin Resort. All work in connection with exhibit erection and dismantling is to be performed by sponsor/exhibitor.



Learn more about our standard
and customized packages

Michelle Santee Tupps

📞 727-797-3868

📠 727-644-3868

✉ michelle.santeetupps@communitybrands.com

Sign up now

Sponsorships are filled on a first-come,
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by communitybrands