



EXHIBITOR PROSPECTUS

2012 NDOA Winter Conference

Wednesday, January 25, 2012
Washington State Convention Center
Seattle, WA

Don't miss this exciting opportunity to showcase your services at the Northwest's largest annual gathering of non-profit fundraisers and development officers!

Northwest Development Officers Association
2150 N 107th Street, Suite 205
Seattle, WA 98133
206-367-8704
www.ndoa.org
conference@ndoa.org

ABOUT NDOA

The Northwest Development Officers Association is a dynamic professional organization of development officers, fundraisers, consultants, non-profit leaders and students. With more than 700 members, NDOA is the largest network of fundraising professionals in the Northwest. We are dedicated to helping our region's philanthropic community generate the resources they need to support their organizations' important work.

The nonprofit sector makes up 12% of Washington State's economy, and continues to grow. A recent member survey found that the majority of NDOA members represent organizations with annual operating budgets of \$1 to \$2.5 million.

By exhibiting at the NDOA Conference you will have personal interaction with more than 300 of the leading development professionals in the Northwest. The exhibition gives conference attendees an opportunity to meet with the leading providers of:

- fundraising counsel and consultant services
- fundraising software
- event venues
- design, printing and mailing of fundraising collateral
- marketing services for nonprofits
- educational programs in development
- grant funders
- event caterers
- website designers

NDOA supports your exhibit investment in a variety of ways:

- Timely and relevant educational programming will draw 300-400 qualified attendees.
- Continental breakfast is served in the exhibit area.
- Morning refreshment break held in exhibit area.
- Exhibitors receive two passes to the lunch, where they can network with attendees at their table.
- Afternoon networking session in exhibit area with dessert and door prize drawing. Drawing tickets are earned from visiting exhibitors; exhibitors are encouraged to provide a door prize!
- 1/8-page company listing and description of services in conference program book.
- Projection of your company logo on screen during the exhibit hours.
- Company listing and website link on NDOA website from date of exhibitor registration until 2 weeks following conference.
- Pre-registration list of conference attendees and excel file of attendee mailing addresses following conference. Email addresses included!
- Special discount for exhibiting at both Winter and Spring 2011 conferences.

EXHIBIT SCHEDULE

Wednesday, January 25, 2012

| | |
|--|----------------|
| Exhibitor Registration and Setup | 6:30 – 7:15am |
| Continental Breakfast in Exhibit Area | 7:30 – 8:30am |
| Refreshment Break in Exhibit Area | 11:15-11:30am |
| Lunch and Networking (exhibitors eat with attendees) | 12:45 – 2:15pm |
| Dessert and Prize Drawing in Exhibit Area | 3:30 – 4:15pm |

Note: Exhibit hours are subject to change

Join This Impressive List of Previous NDOA Exhibitors

501 Commons
501 Videos, LLC
Alexander Party Rentals
The Alford Group
As You Like It Catering
Arctic Printing and Mailing
Atomic Mobile
Auctionpay, Inc.
Banquet & Event Resource, Inc.
Bell Harbor International Conference Center
Blackbaud
Brown Paper Tickets
CafeGive
Causality – brand marketing and design
CCS Fundraising
CGS Systems, Inc.
City Catering Company
C & L Benefit Auction Group
The Collins Group
Community Funding Group
Contribute.com
Crescendo Interactive
DataProse, a CSG Company
David Owen Hastings Design
Deep Clover Marketing
DirectConnectGroup
Edward D. Hansen Conference Center
eTapestry
FedEx Office
Foodz Catering
Forman & Company
Fuse IQ
Give by Cell
Greater Giving
Heffernan Insurance Brokers
Impact Capital
INFOE, Inc.
Kotis Design
Little Green Light
Lynnwood Bowl & Skate
MaestroSoft.com
Meydenbauer Center
Mount Baker Community Clubhouse
MyTown Inc.
National Purchasing Partners
Non Profit Insurance Program
Nonprofit & Philanthropy Resource Center; King
County Library System
North by Northwest Productions
Northwest Center
Northwest Research
NPower Seattle
Pacific Continental Bank
Pacific Science Center
Partnership 4 Nonprofits
Persona Direct Mail
PMA Direct Marketing
Printex Press
Puget Sound Business Journal
Purple Duck Marketing
The Renton Printery
Research for Good
Seattle Mariners
Seattle University Executive Master of Nonprofit
Leadership Program
SparrowHawk Consulting Company, Inc.
Suran Systems
Tinker Productions & Events
Trips4Fundraising
University of Washington Professional & Continuing
Education
Urban Press, Inc.
UW Evans School of Public Affairs – Cascade
Executive Programs & Executive MBA Program
Washington State Housing Finance Commission

Feedback from NDOA exhibitors

85% of exhibitors plan to exhibit again

85% of exhibitors would recommend others to exhibit at NDOA conferences

"I thought NDOA had the event set up great for the vendors. Loved the fact that the attendees had a reason to visit the booths. It was nice that after each time slot the attendees would come back into the main hall for snacks and visiting with the vendors. I have participated in several other conferences this year where it was very difficult to find time to interact with the attendees. I thought the attendance was great.

"I have had success since the event with contacting the attendees and have been able to build a few relationships and gain business directly from the contacts I made at the NDOA conference."

Lisa Brannon
President & Owner
PMA Direct Marketing
Kent, WA

BECOME AN NDOA CONFERENCE SPONSOR

In addition to exhibiting, we invite you to become an NDOA Conference Sponsor. Commercial support is an excellent way to enhance your company's visibility, gain a more powerful presence in the nonprofit sector and development profession, and increase your impact with NDOA members. Support opportunities include:

Conference Sponsor (Winter & Spring)

\$4,000

Benefits:

- Company listing on Conference page of NDOA website
- Company listing in NDOA Conference "eblasts" the month prior
- Banner placement behind Conference podium
- Full table display (6') at each Conference for marketing materials, includes opportunity to staff table
- Placement of company logo and name in Conference brochures and event day materials (circulation 5,000+, mailing includes NDOA members, plus related fundraising groups such as AFP, PSGA)
- Two complimentary registrations to NDOA membership reception and Winter and Spring Conferences
- Half-page ad in Conference program
- Recognition from the stage at Conference
- Electronic conference attendee list
- Listing in the online NDOA Business Directory for one year.
- \$2500 for single Conference sponsorship

Conference Track Sponsor

\$3,000

Benefits:

- Company listing on Conference page of NDOA website
- Company listing in NDOA Conference "eblasts" the month prior
- Banner placement behind Conference podium
- Company listing identified with specific "Track" sponsorship in all Conference materials. "Tracks" represent three conference sessions under one theme throughout the day. (Examples of tracks are "Major Gifts" and "Events".)
- Opportunity to introduce each session within the track
- Full table display (6') at Conference for marketing materials, includes opportunity to staff table
- Banner or other signage outside of designated room for sponsored track. Table within room to distribute information pre- or post-session.
- Placement of company logo and name in Conference brochures and event day materials (circulation 5,000+, mailing includes NDOA members, plus related fundraising groups such as AFP, PSGA)
- Two complimentary Conference registrations
- Half-page ad in Conference program
- Recognition from the stage at Conference
- Electronic conference attendee list
- Listing in the online NDOA Business Directory for one year
- \$5000 for two Conferences or two session tracks sponsorship

Conference Dessert Sponsor

\$1,500

Benefits:

- Company listing on Conference page of NDOA website
- Company listing in NDOA Conference “e-blasts” the month prior
- Company listing identified with specific “Dessert” sponsorship in all Conference materials.
- Opportunity to introduce Dessert Reception and assist with raffle drawing.
- Full table display (6’) at Conference for marketing materials, includes opportunity to staff table
- Placement of company logo and name in conference brochure and event day materials (circulation 5,000+, mailing includes NDOA members, plus related fundraising groups such as AFP, PSGA)
- Two complimentary Conference registrations
- Quarter-page ad in Conference program
- Recognition from the stage at Conference
- Electronic Conference Attendee list
- Listing in the online NDOA Business Directory

For more information about conference or other NDOA sponsorship opportunities, contact Conference Coordinator Lindsay Jennings at the NDOA office, 206-367-8704, conference@ndoa.org.

PROGRAM BOOK ADVERTIZEMENTS

Increase Your Visibility

Show your support for NDOA and let conference attendees know more about you by placing an ad in the printed program book. Exhibitors automatically receive a 1/8-page company listing. Additional ad space is available as follows:

| | Full Page B&W | Half Page B&W | Quarter Page B&W |
|---------------------|--------------------------|--------------------------|-----------------------------|
| Exhibitor Cost: | \$250 | \$175 | \$125 |
| Non-exhibitor Cost: | \$500 | \$350 | \$250 |

2011 List of Organizations NDOA Members Represent

| | | |
|---|---|--|
| Abused Deaf Advocacy Svcs | Center for Asbestos Related Disease (CARD) | FareStart |
| Adoption Assistance and Homestudy Services | Center for Children & Youth Justice | First Creek Partners |
| Advancement Consulting | Center for Courage & Renewal | First Place |
| Alliance of Business for Charity | Center for Independence | FIUTS |
| Alzheimer's Association, Western and Central Washington Chapter | Central Washington University | Five Rivers Fundraising |
| Amara | Child Care Resources | Food Lifeline |
| American Cancer Society | Children's Home Society | Forman & Company |
| American Diabetes Association | Children's Home Society of Washington | Fred Hutchinson Cancer Research Center |
| American Liver Foundation | Children's Hospital Foundation | Friends of the Hylebos |
| American Red Cross | Children's Institute for Learning Differences (CHILD) | Fulcrum Foundation |
| American Rivers | Children's Trust Foundation | Gage Academy of Art |
| Annie Wright School | Church of Mary Magdelene & Mary's Place | Gambia HELP |
| Antioch University Seattle | Climate Solutions | Garrett Addison Consulting |
| Apex Foundation | Coalition for Refugees from Burma | Gay City Health Project |
| Arboretum Foundation | Cocoon House | Giraffe Heroes Project |
| Archdiocese of Seattle | College Success Foundation | Girl Scouts of Western Washington |
| Arthritis Foundation | Communities in Schools Seattle | Girls on the Run |
| Artist Trust | Compass Health | Giving Matters |
| ArtsFund | Compass Housing Alliance | Global Partnerships |
| ArtsWest | Conservation International | Global Youth Movement Northwest |
| Asian Counseling and Referral Service | Copper Canyon Press | Good Samaritan Foundation |
| AtWork! | Cornerstone Consulting | Greater Giving, Inc |
| Bastyr University | Cornish College of the Arts | Greater Seattle Business Association |
| Bayview Retirement Community | Crisis Clinic | Grist |
| Bellevue Christian School | CRISTA Ministries | Group Health Foundation |
| Bellevue College | Crosscut.com | Grupo de Informacion en Reproduccion Elegida |
| Bellevue Schools Foundation | Custom Consulting, LLC | Habitat for Humanity in Whatcom County |
| Ben Towne Pediatric Cancer Research Foundation | Dahl & Associates | Habitat for Humanity of Seattle/South King County |
| Bergmann Pann Marketing | Dale Turner Family YMCA | Hagel & Company |
| Bertschi School | Data Supply Company | Hamlin Robinson School |
| Big Brothers Big Sisters of Northwest WA | David Owen Hastings Design | Harrison Medical Center Foundation |
| Boys & Girls Clubs of King County | DB Fox Consulting, Inc. | HealthPoint |
| Bridgeways | Domestic Abuse Women's Network (DAWN) | Hearing, Speech & Deafness Center |
| Broadway Center for Performing Arts | Domestic Violence Services of Snohomish County | Hedgebrook |
| Building Changes | Dynamic Family Services | Highline Medical Center Foundation |
| Byron & Alice Lockwood Foundation | DZO Strategists, LLC | Holly Ridge Center |
| Camp Fire USA Central Puget Sound Council | Edmonds Center for the Arts | Holy Names Academy |
| Campaign for Equal Justice | Edmonds Community College Foundation | HomeStep |
| Campfire USA | El Centro de la Raza | Hope Heart Institute |
| Campion Foundation | Elizabeth Gregory Home | Hopelink |
| Cancer Lifeline | Encompass | Horizon House |
| Capitol Hill Housing | Epilepsy Foundation Northwest | Hospice of the Northwest Foundation |
| CASA Latina | Episcopal Retirement Communities Foundation | Housing Hope |
| Cascade Bicycle Club | Everett Public Schools Foundation | Housing Resources Board |
| Cascade Land Conservancy | Evergreen Healthcare Foundation | Humanities Washington |
| Cascadia Community College | Explorations in Math | Husky Fever |
| Catholic Community Services of Western Washington | Express Advantage | Iany Symmonds Associates |
| Causality | Facing the Future | IDC |
| CBS Radio | | Imagine Children's Museum |
| | | Institute for Systems Biology |
| | | International Community Health Services Foundation |
| | | Iris Grant Writing |

IslandWood
 Jewish Family Service
 Jim Moran Consulting
 John F. Kennedy Catholic High School
 John F. Schultz and Company
 Jubilee Women's Center
 Karen Franklin Consulting
 KCTS 9
 KCTS Television
 King County Parks & Recreation Division
 King County Sexual Assault Resource Center
 KITH
 Kitsap Regional Library Foundation
 KLMayer Consulting Group, Inc.
 Kodama & Associates
 KSER 90.7 FM
 Kuechle Consulting
 KUOW Puget Sound Public Radio
 Larsen-Brennan Events
 Laurie Johnson Consulting L.L.C.
 LAW Fun
 League of Education Voters
 League of Women Voters of Seattle
 Lewis Kennedy Associates
 looking for work
 Make-A-Wish Foundation
 March of Dimes
 Mary F. Gleason Consulting
 Maryhill Museum of Art
 Medic One Foundation
 MEM Consultants
 Mercy Corps
 Mercy Housing
 Metro Parks Tacoma
 Metropolitan Opera National Council
 MGS Consulting Inc
 Millionair Club Charity
 MJL Events
 Moore Ink. PR & Fundraising
 Communications
 Morningside Academy
 Mount Baker Community Clubhouse
 Mount Baker Theatre
 Mountains to Sound Greenway Trust
 Multi Faith Works
 Museum of History & Industry
 National CASA
 National Eating Disorders Association
 National MS Society
 National Parks Conservation Association
 National Wildlife Federation
 Navos
 Neighborcare Health
 Neighborhood House
 New Beginnings
 New Futures
 Newspapers In Education
 None
 Non-Profit Advantage, Inc.
 Non-Profit Works
 Nordic Heritage Museum
 Northaven Foundation
 Northshore Schools Foundation
 Northshore Senior Center
 Northwest Asset Management
 Northwest Center
 Northwest Harvest
 Northwest Hospital Foundation
 Northwest Kidney Centers
 Northwest Railway Museum
 Northwest Research
 Northwest United Methodist Foundation
 NPower Seattle
 NW Regional Primary Care Association
 o 2 Joy
 One Call for All
 OneAmerica
 OPAL Community Land Trust
 Outreach Community Ministries
 Overlake Hospital Foundation
 Pacific Continental Bank
 Pacific Lutheran University
 Pacific Northwest Diabetes Research
 Institute
 Pacific Science Center
 Page Ahead Children's Literacy Program
 Parent Trust For Washington Children
 Partners for Our Children
 Pasado's Safe Haven
 PATH
 Patrick M. Burns Associates Inc.
 PAWS
 Peace Community Center
 Peacock Family Center
 PG Calc, Incorporated
 Philanthropy Planning Services
 Phinney Neighborhood Association
 Photographic Center Northwest
 Pierce County AIDS Foundation
 Pierce County Library Foundation
 Pike Place Market Foundation
 Pilchuck Glass School
 Plymouth Housing Group
 PMA Direct Marketing
 Point Defiance Zoo Society
 Port Townsend Marine Science Center
 Powerful Schools
 Powerful Voices
 PPGNW
 Preferred Planners
 Pride Foundation
 PROVAIL
 Providence Health Care Foundation
 Providence Hospice of Seattle Foundation
 Providence Mount St Vincent Foundation
 Puget Sound Energy
 Puget Soundkeeper Alliance
 Pursuant Group
 RAE Project Management, LLC
 Rainier Scholars
 Ransom Development Services
 Renton Area Youth & Family Services
 Residence XII
 Retriever Development Counsel, LLC
 Robinswood Financial
 Rosehedge
 Ruth Warren Design
 Rytehr Child Center
 Saratoga Community Housing
 Seattle Academy of Arts and Sciences
 Seattle Aquarium Society
 Seattle Art Museum
 Seattle Audubon
 Seattle Center Foundation
 Seattle Children's Hospital Foundation
 Seattle Children's Research Institute
 Seattle Goodwill
 Seattle Grantwriting
 Seattle Men's Chorus/Seattle Women's
 Chorus
 Seattle Milk Fund
 Seattle Opera
 Seattle Pacific University
 Seattle Parks Foundation
 Seattle Preparatory School
 Seattle Public Library Fdn
 Seattle Science Foundation
 Seattle SCORES
 Seattle Shakespeare Company
 Seattle Theatre Group
 Seattle University
 Seattle Works
 SeaWeb
 Senior Services
 Senior Services of Island County
 Seward Park Audubon Center
 Sheryl Stich
 Sightline Institute
 Skagit Community Foundation
 SMF
 Snohomish County
 Snohomish Tribe of Indians
 Sojourner Place
 SolutionsNOW! Consulting
 South Puget Sound Habitat for Humanity
 South Seattle Community College Foundation
 Southwest King County Chamber of
 Commerce
 SparrowHawk Consulting Company, Inc.
 Special Promotions Co.
 Spectrum Dance Theater
 Sports in Schools
 Spruce Street School
 SRB Foundation
 Starlight Children's Foundation
 Steamer Virginia V Foundation
 Student Conservation Association
 Summer Search Seattle
 Susan Kostick and Company, LLC
 Swedish Medical Center Foundation
 Tateuchi Center
 Technology Access Foundation
 The Alford Group
 The ALS Association
 The ALS Association Evergreen Chapter
 The Bush School
 The Campaign for Equal Justice
 The Collins Group
 The Evergreen School
 The Evergreen State College
 The Frank Group
 The Funding Practice
 The Funding Practice
 The Haas Foundation
 The Kenney
 The Krista Foundation for Global
 Citizenship
 The Lenny Wilkens Foundation

The Lighthouse for the Blind, Inc.
The Mountaineers
The Nature Conservancy
The Overlake School
The Salvation Army
The Schrader Group, LLC
The Scripps Research Institute
The Vera Project
Therapeutic Health Services
Third Sector Consulting
Three Rivers Christian School
Thrive by Five Washington
TOLO Events
Town Hall Seattle
Transitional Resources
Treehouse
United Way of King County
United Way of Snohomish County
United Way of Thurston County
United Way of Whatcom County
Unitus
University of Puget Sound
University of Washington
University of Washington Advancement
University of Washington Educational

Outreach
University Prep
UW Combined Fund Drive
UW Medicine
UW Medicine Advancement
UW Nursing
UW Office for Planned Giving
UW OHC
Valley Cities Counseling & Consultation
Valley General Hospital Foundation
Vashon Maury Community Food Bank
Velocity Dance Center
Video Presentations Inc.
Villa Academy
Village Theatre
Virginia Mason Foundation
Virtually4Good
Volunteer@Children's
WA Food Coalition
WA State Assoc for Justice
WA State Housing Finance Commission
WACAP (World Association for Children & Parents)
Washington Community Alliance for Self-Help

Washington DECA
Washington Environmental Council
Washington Poison Center
Washington State Mentors
Washington State University
Washington Toxics Coalition
Washington Women In Need
Wellspring Family Services
Wesley Homes Foundation
Whitman College
Wilderness Awareness School
Wildlife Media
WithinReach
Women's Funding Alliance
Wonderland Developmental Ctr.
Woodland Park Zoo
Workforce Development Council Snohomish County
World Concern
World Vision
YMCA
Youth Ambassadors
YWCA

2012 NDOA Winter Conference Exhibitor Registration Form

January 25, 2012 Washington State Convention Center

Company Name _____
 (Please list as you would like name to appear in Conference Program)

Contact Person: First Name _____ Last Name _____

Address _____ City/State/Zip _____

Phone: () _____ Fax: () _____

Email: _____ Website: _____

REGISTRATION & CONFERENCE BOOK LISTING DEADLINE – Friday, January 13, 2012

Registration Fee Includes: Continental breakfast, pre- and final registration lists, conference book containing 1/8-page company listing, your logo projected during exhibit hours, 2 lunches with attendees, afternoon dessert and prize drawing.

| EXHIBIT SPACE: 8-foot table or equivalent space | For Profit Exhibitors | Nonprofit Exhibitors | Registration Amount |
|---|---|---|--------------------------|
| Winter Conference - Friday, January 25, 2012 | \$580 Includes 2 lunches | \$330 Includes 2 lunches | |
| Exhibit at both Winter & Spring conferences at a discounted rate! <i>Spring Conference is on June 8, 2011 at Meydenbauer Center in Bellevue, WA</i> | \$960 Includes 2 lunches at each conference | \$560 Includes 2 lunches at each conference | |
| Add power & extension cord at your table | \$100 | \$100 | |
| Lunch for company representatives over 2 included* (Please list names below) | \$55 per person | \$55 per person | |
| B&W Program Book Ads: | | | |
| Exhibitor Cost: | Full Page \$250 | 1/2 Page \$175 | 1/4 Page \$125 |
| Non-exhibitor Cost: | \$500 | \$350 | \$250 |
| 'Virtual' Exhibitor – Unstaffed table (Shared by a maximum of 3 per table) | N/A | \$25 | |
| Sponsor a NDOA Member Scholar (1 year) | \$110 | \$110 | |
| | | TOTAL: | |

| SPONSORSHIPS: | | |
|---|---------|---------------|
| 2012 Conference Sponsor (Winter & Spring) | \$4,000 | |
| Winter Conference Track Sponsor | \$3,000 | |
| Winter Conference Dessert Sponsor | \$1,500 | |
| | | TOTAL: |

*Name(s) of company representatives having lunch (paid for above) or additional nametags required:

Please forward to a brief description of the products/services you offer, as well as a jpeg of your company logo that will be projected onscreen for attendees during exhibit hours to conference@ndoa.org

PAYMENT INFORMATION:

- Check** - Please make checks payable to NDOA and mail along with a copy of Registration Form to address below.
 Credit Card

Name on Credit Card: _____ Security Code: _____
 Credit Card #: _____ Expiration Date: _____
 Billing Address (if different from above): _____

Return completed Registration Form and payment to:

NDOA,
 2150 N. 107th St, Suite 205
 Seattle, WA 98133-9009

Phone 206.367.8704
 Fax 206.367.8777
conference@ndoa.org