



## **2018 Conference Sponsorship & Exhibitor Information Overview**

ReFrame Association is a national network of nonprofit home repair organizations committed to providing occupants of substandard housing with safer, more livable shelter.

The 8th annual ReFrame Conference will be hosted at the MeadowView Marriott in Kingsport, Tennessee on November 8 & 9, 2018 with pre-conference workshops November 7.

The conference brings together home repair organizations from across the country. This is a unique opportunity for sponsors and exhibitors to interact directly with leaders from these nonprofits; this represents significant purchasing power.

### **Who Attends ReFrame Conference?**

ReFrame Conference is attended by executive directors, board members, fund raisers, construction coordinators, volunteer managers, and other employees of home repair organizations. These nonprofits provide free or reduced cost home repairs to low-income people. The majority of our conference attendees have purchasing power and decision-making authority within their organizations.

The conference will be attended by about 150 people from approximately 50 home repair organizations serving in over thirty states. They facilitate about 65,000 volunteers repairing the homes of 5,500 low-income families each year. The annual budgets of these organizations total approximately \$50 million.

### **The Value of Being a ReFrame Conference Sponsor**

We allow a very small number of conference sponsors and exhibitors each year. This means that you will not have to worry about competing with other companies for the attention of our conference attendees. Our past exhibitors have found our conference to be a worthwhile use of their resources and several have returned for each subsequent conference.

An advantage of exhibiting at a small conference like ours is that you will have plenty of time for one-on-one interactions with conference attendees. We also offer an incentive for attendees to visit every exhibitor. Exhibitors stamp a "passport" for attendees, which enters them into a drawing for prizes. We ask that each exhibitor provide at least one desirable prize (gift certificate, food item, etc. Ideally not just a t-shirt or pen with your logo on it).

In addition to advertising your business to our attendees, your sponsorship of ReFrame Conference will indicate to your customers and potential customers that you are committed to supporting volunteerism and helping those in need.

## Sponsorship Opportunities

Levels & Benefits	Exhibitor Only \$375	Bronze Sponsor \$475	Silver Sponsor \$575	Platinum Sponsor \$1,000
Logo & website link on ReFrame website	X	X	X	X
Verbal recognition during the conference	X	X	X	X
Recognition in post-conference e-mail blast	X	X	X	X
Ad in conference program booklet		Quarter Page	Half Page	Full Page
Conference registration(s) included *	1	1	1	2
Exhibitor booth included	X	X	X	X
Banner space in main meeting room				X

\*Conference registration includes 2 breakfasts, 1 lunch, and 2 snacks. Additional conference registrations may be purchased for \$75 each.

## Sponsorship Requirements

### Logo

Your logo must be submitted as a .png or .jpg file for inclusion on website and in the program booklet. E-mail your logo and the URL for your website to [becca@reframeassociation.org](mailto:becca@reframeassociation.org).

### Program Ad Space

Quarter page ads should be 4.25" wide and 5.5" tall; half page ads should be 8.5" wide and 5.5" tall; full page ads should be 8.5" wide by 11" tall. File format should be .jpg or .pdf in high resolution for printing. Ads must be submitted by October 1, 2018 for inclusion in the program booklet and will be printed in color. We will also be using an app for the conference and your organization will have a listing in the app with your logo and active link to your website. E-mail your ad and logo to [becca@reframeassociation.org](mailto:becca@reframeassociation.org).

### Banner Space

Platinum Sponsors must provide their own banner and banner stand, no larger than 6'x4'.

### Exhibitor Information

The conference will feature an exhibit area for approved vendors to meet conference attendees and display their products and/or service located in the lobby adjacent to the main meeting room.

The table provided is six feet in length. One chair will also be provided per included conference registration. Access to an outlet and wireless internet will be available. Valuables should not be left at the exhibit unattended or overnight.

### **Exhibitors will be required to adhere to these guidelines:**

- Table must be set up by 8:00am on Thursday, November 8, and completely removed no later than 2:30pm on Friday, November 9. Table must remain set up in between set-up and tear-down.
- Exhibitors may not solicit attendees outside of their designated table area.
- No food or beverage may be served (with the exception of small candy).
- No loud music is permitted that would disturb other exhibitors or hotel guests.

Exhibitors not adhering to these guidelines may be asked to leave immediately without refund and be asked not to return to future conferences. ReFrame Association holds no liability for exhibits or their contents. It is the responsibility of each exhibitor to secure valuables. By exhibiting, the exhibitor releases ReFrame Association and MeadowView Marriott from any and all liability.

### **Hotel Information**

Out-of-town exhibitors may want to stay overnight at the conference location. You can access our special rate of \$96/night at MeadowView Marriott on our [website](#) or by calling the hotel at 423-578-6600 and mentioning "ReFrame Conference." We have a block of rooms reserved for the nights of November 6-9. Reservations must be made by 5pm eastern on Wednesday, October 10.

### **Join ReFrame Association as a Business Partner Member**

For just a little more than the cost of exhibiting or sponsoring the conference, you can become a business partner member of ReFrame Association. In addition to a complimentary conference exhibit or sponsorship, benefits include a listing in our on-line directory, and e-mail blasts about your company sent to about 500 employees of home repair nonprofits. Learn more [here](#).

### **Make a Difference!**

E-mail [info@reframeassociation.org](mailto:info@reframeassociation.org) to secure your sponsorship and exhibit space. Sponsorships and exhibitors are limited. Space will be granted on a first-come, first-serve basis.

Sponsors and exhibitors should be relevant to the audience of the conference. ReFrame Association reserves the right to approve or disapprove sponsors and exhibitors for any reason.

Contact Becca Davis, Executive Director of ReFrame Association, for more information at [becca@reframeassociation.org](mailto:becca@reframeassociation.org), (423) 833-6220 or visit us online at [www.reframeassociation.org](http://www.reframeassociation.org) to learn more.

***Thank you for considering this opportunity to help make homes  
for low-income families warmer, safer and drier.***