



*Innovate,
Renovate,
Celebrate!*

2021 Conference Sponsorship & Exhibitor Information Overview

ReFrame promotes the preservation of safe, healthy, affordable homes for all by supporting the work of home repair and rehabilitation partners nationwide.

The 11th annual ReFrame Conference will be a hybrid event hosted at the MeadowView Marriott in Kingsport, Tennessee on November 10-12, 2021. We welcome both in-person and virtual sponsors.

COVID precautions: we will follow the guidance of public health officials at the time of the event. This may include mask wearing when not eating, even for those who are fully vaccinated.

Who Attends ReFrame Conference?

ReFrame Conference is attended by executive directors, board members, development professionals, construction coordinators, volunteer managers, and other employees and board members of home repair programs. These organizations provide free or reduced cost home repairs to low-income people across the country. The majority of nonprofits attending will have an employee at the event with purchasing power and decision-making authority.

The conference will be attended by about 150 people from approximately 50 home repair organizations serving in over forty states. There will be some virtual attendees but most are expected to attend in-person. ReFrame members include 80 organizations that facilitated 305,000 volunteers repairing the homes of nearly 37,000 low-income families in the last five years. The annual budgets of these organizations total approximately \$205 million.

The Value of Being a ReFrame Conference Sponsor

We allow approximately 12 exhibitors each year. This means that you will not have to worry about competing with many 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 many have returned for each subsequent event.

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 at the end of the conference.

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

All options are available for both virtual or in-person sponsors. Those who cannot attend in-person may make a pitch via Zoom, send materials in advance, etc. if applicable. If you are interested in something not listed here, let us know; we can create custom sponsorship opportunities. Nonprofit sponsors and exhibitors receive a 10% discount.

Session Sponsors & Exhibit Tables: *Session sponsors may make a 2-minute pitch at the beginning of the session. See below for exhibitor information.*

- \$350 - Break-out session only (20+ are available on a variety of topics; you choose)
- \$400 - Exhibit table only (up to 12 are available)
- \$450 - Pre-conference workshop sponsor (2 are available on Wednesday: faith-based session, and ASP Tour & Deep Dive)
- \$550 - Exhibit table & a break-out session (up to 12 are available; \$750 value)

Meal & Break Sponsors: *Perfect for those not interested in having an exhibit table. Sponsors are welcome to provide a banner and stand which will be placed prominently during the sponsored meal/break. The lunch sponsor may make a 2-minute pitch.*

- \$500 - Coffee/tea & snack break (3 available - Wednesday, Thursday, and Friday)
- \$1,500 - Breakfast (2 available - Thursday & Friday)
- \$2,000 - Networking Lunch (1 available - Thursday)

Platinum Sponsors: *includes an exhibit table, 2-minute pitch, and more!*

- \$1,000 - Plenary sponsor (1 available - funds purchase of the book *Lean Impact* by Ann Mei Chang, plenary speaker, for 50 organizations attending in-person)
- \$3,000 - Livestream sponsor (1 available - enables all attendees to view recordings)
- \$5,000 - Presenting sponsor (includes sponsorship of opening plenary)

Additional benefits of being a sponsor or exhibitor:

- Logo & URL on ReFrame's website
- Verbal recognition during the conference
- Recognition in an email blast before and after the conference
- Ad in conference app
- Conference registrations: 1 for those paying under \$1,000 and 2 for those paying \$1,000+. For in-person sponsors, this includes 2 hot breakfasts, 1 lunch, and snack/coffee breaks. Additional meal/snack tickets may be purchased for \$75 each.

Exhibitor Information

The conference will feature an area for exhibitors 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.

We ask that each exhibitor provide at least one desirable prize (gift certificate, basket with goodies, etc. - not swag with your logo on it) for the "passport" drawing at the end of the event. You are also invited to donate items or baskets for our silent auction.

Exhibitors will be required to adhere to these guidelines:

- Table should be set up by 12:00pm on Wednesday, November 10. Exhibits must be completely removed no later than 2:00pm on Friday, November 12. We encourage all exhibitors to keep their exhibit up for the duration of the conference and to have someone present at the table during session breaks.
- Exhibitors may not solicit attendees outside of their designated table area.
- No food or beverages may be served (with the exception of small candies).
- 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 holds no liability for exhibits or their contents. It is the responsibility of each exhibitor to secure valuables. By exhibiting, the exhibitor releases ReFrame and MeadowView Marriott from any and all liability.

Sponsorship Requirements

Your logo should be submitted as a .png or .jpg file for inclusion on our website and in the program app. Email your logo and website URL to becca@reframeassociation.org.

The presenting sponsors may provide a banner and banner stand, no larger than 6'x4', to be placed on or near the front of the main meeting room.

Hotel Information

Out-of-town sponsors and exhibitors may want to stay overnight at the conference location. You can access our special rate of \$99/night at MeadowView Marriott on our [website](#) or by calling the hotel at 423-578-6600 and mentioning "ReFrame Association." We have a block of rooms reserved for the nights of November 9-13. Reservations must be made by 5pm eastern on October 21st. The hotel is usually completely full during our event, so don't wait until October to make your reservations. Notify us if the room block fills early, as we may be able to add additional rooms.

Join ReFrame 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. 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 700 employees of home repair nonprofits. Learn more [here](#).

Make a Difference!

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 reserves the right to approve or disapprove sponsors and exhibitors for any reason.

Contact Becca Davis, Executive Director of ReFrame Association, for more information or to secure your sponsorship and exhibit space at becca@reframeassociation.org, (423) 833-6220. Visit us online at www.reframeassociation.org to learn more. ***Thank you for considering this opportunity to help make homes for low-income families safer and healthier.***