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**CAPITAL  
COACHES  
CONFERENCE**

**Friday, October 19, 2018**  
Bethesda North Marriott



**Metro DC**  
*Charter Chapter*

**2018  
CAPITAL  
COACHES  
CONFERENCE  
SPONSOR &  
EXHIBITOR  
PROSPECTUS**



Coaching Changes Lives

**Friday, October 19, 2018**

Bethesda North Marriott Hotel & Conference Center  
5701 Marinelli Rd, Rockville, MD 20852

**THE FOURTEENTH MEETING OF THE CAPITAL COACHES CONFERENCE**



## Capital Coaches Conference

You are invited to join the premier gathering of more than 400 coaching professionals - in the world capital of coaching – Washington, D.C. for the 2018 ICF METRO DC on Friday, October 19, 2018, at the Bethesda North Marriott Hotel & Conference Center. More than 400 professionals from across the coaching spectrum, and across North America, will convene for this singular experiential learning and networking event.

- Leadership coaches
- Business coaches
- Life coaches
- Coach educators and trainers
- HR, OD, and LD managers
- Thought leaders
- ICF Global and Chapter leaders
- Government and corporate purchasers of coaching services and products
- People in career transition who want to become a coach

As a Capital Coaches Conference sponsor or exhibitor, you show your dedication to the constant improvement and growth of the coaching profession. This will be your best opportunity in 2018 to interact personally with the influencers, buyers, and users of your products or services.

To maximize your time and engagement with participants, **exhibit booths will be located in the Main Session Hall** as an integral part of the conference.

### ABOUT THE CONFERENCE

The 2018 Capital Coaches Conference is the leading North American conference for coaches and allied professionals who want to explore what is new and next in the field. The conference is organized by the International Coach Federation (ICF) Metro DC Chapter and supported by ICF Global. With more than 1,000 members, ICF Metro DC is the largest metropolitan ICF chapter in the world.

The theme of this 14<sup>th</sup> annual Capital Coaches Conference is Coaching Changes Lives; the program will include three dynamic keynote presentations:

#### **Jennifer Garvey Berger**

*Adult Stage Development*

#### **Alexander Caillet**

*Team Coaching*

#### **Carrie Spaulding**

*Improvisation for Coaches*

### ABOUT THE CONFERENCE PARTICIPANTS

Anyone interested in the power and potential of coaching will find the Capital Coaches Conference to be a valuable source of insights, information, discoveries, and connections. You will meet professionals involved in:

- Coaching of all kinds
- Leadership Development
- Human Resources
- Training & Learning
- Organizational Development (OD)
- Coach Education
- Publishing
- Thought Leadership

# SPONSORSHIPS: TITLE SPONSOR

## TITLE SPONSOR OF THE CONFERENCE

INVESTMENT: \$6,000

Your company is recognized as the exclusive Diamond Title Sponsor of the conference. Your benefits include:

- Podium recognition at the conference
- Your logo displayed on the AV screen in the Main Session Hall as the title sponsor
- Complimentary Exhibit Hall tabletop for direct interaction with participants
- Conference registrant list in Excel format including mailing address and phone number (as authorized by registrants)
- Insert in the registration tote bag
- Logo on all sponsor signs (largest size)
- 2 full conference registrations
- Company logo on conference website (largest size)

# SPONSORSHIPS: EXPERIENTIAL LEARNING

## KEYNOTE SPONSOR (2 AVAILABLE)

INVESTMENT: \$3,000

- Jennifer Garvey Berger: *Adult Stage Development*
- Carrie Spaulding: *Improvisation for Coaches*

### SOLD:

- Alexander Caillet: *Team Coaching*  
*Sponsored by*



As a general session Keynote Speaker sponsor, you will receive:

- One 6' Exhibit table
- 2 free full conference registrations
- Recognition on AV screens during the conference
- Company logo on conference web site
- Recognition from the podium

## BREAKOUT SESSION

QUANTITY: MULTIPLE

INVESTMENT: \$1,000 each

Participants flock to dynamic, interactive breakout sessions. Sponsoring a session will associate your company with quality educational programming in the minds of 50+ participants per session.

- Company advertisement or logo on signs in breakout session room
- Ability to introduce sessions and speakers for your sponsored breakout session if you plan to participate in the conference as a registrant or exhibitor

## SPONSORSHIPS: NETWORKING

### POWER BREAKFAST (ONE AVAILABLE)

INVESTMENT: \$2,000

Breakfast is the most important meal of the day – both from a networking and nutritional perspective. Get a jump on the business day as our Power Breakfast Sponsor. Participants will notice your company's name and logo on tables and buffets during breakfast, on audio visual displays, and from thank-you recognition from the podium.

In addition, you receive:

- Exhibitor table
- 2 full conference registrations

### NETWORKING BREAKS

QUANTITY AVAILABLE: 2

INVESTMENT: \$1000 EACH

Networking is essential during any conference and coaches are consummate networkers. As a Networking Break Sponsor, you will receive:

- Recognition on AV screens during the conference
- Signage on any food and beverage stations during Networking Breaks
- Company logo on conference web site

### LUNCH SPONSOR

QUANTITY: 1

INVESTMENT: \$3000

Satisfy participants' appetite for food and transformative conversations by sponsoring lunch in the Exhibit Hall. The Exhibit Area this year is in the Main Hall, so your company's name will be in the mainstream of conference participants.

- Signage at lunch stations in the Main Exhibit Hall
- Lunch is served in the Exhibit Area enabling participants to easily interact with exhibitors

### EVENING RECEPTION

QUANTITY AVAILABLE: 1

INVESTMENT: \$4,000 EXCLUSIVE SPONSORSHIP

After a day of learning, engaged participants will want to thank you for sponsoring this enjoyable event where they can network with their peers in a relaxed setting. Sponsorship includes the following:

- Recognition on audio visual screens during event
- Signage on food and beverage stations during the Evening Reception

Choose the Exclusive Sponsorship and really stand out!

- Conference registrant list in Excel format including mailing address and phone number (as authorized by registrants)
  - Complimentary Exhibit Hall tabletop for direct interaction with participants
  - All Platinum Level benefits
-

## SPONSORSHIPS: ATTENDEE ESSENTIALS

### CONFERENCE LANYARD

QUANTITY: 1

INVESTMENT: \$ 2,000

Your logo boldly displayed on the Conference lanyard will be distributed to all participants along with their name badge at check-in. This exclusive sponsorship offers premium visibility during the entire length of the conference. As the lanyard sponsor your company will receive:

- Recognition on AV screens during the event
- Company logo on conference web site

### WIFI SERVICE

QUANTITY: 1

INVESTMENT: \$2,000

Participants will thank you for sponsoring the WiFi to keep them connected throughout the day! Benefits include:

- Conference registrant list in Excel format including mailing address and phone number (as authorized by registrants)
- Complimentary Exhibit Hall tabletop for direct interaction with participants
- 2 full conference registrations

### CONFERENCE TOTE BAG

QUANTITY: 1

INVESTMENT: \$1,500

Conference Tote Bags with your name and logo are distributed to each participant at registration and accompany the participants throughout the conference. As most coaches use their ICF METRO DC Tote Bag for business many months after the event, this sponsorship truly has legs.

- Opportunity to provide an insert in Conference Tote Bag provided to all full conference registrants
- Company name and logo printed in 1-color on tote bag
- Conference logo will be listed on ICF METRO DC Tote Bag

### CONFERENCE TOTE BAG INSERT

QUANTITY: MULTIPLE

INVESTMENT: \$350

Place your message into the hands of all participants. Conference Tote Bags are distributed to all participants at check-in and offer premium visibility before and after the conference. Your promotional flyer will be included in all ICF METRO DC Tote Bags.

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## EXHIBITS

### EXHIBITOR TABLES - \$550

The exhibit tables will be located in the main session room. An exhibit table includes:

- One 6' draped table, space for the exhibitor to have up to (2) two Exhibitor Table attendants
- Purchasers of Exhibitor Tables will be allowed to exhibit, distribute, and sell materials (books, cards, etc.) directly from their table
- Listing in Conference Program
- Logo on the conference web site

## QUESTIONS?

**Alison Bashian**

**Exhibits & Sponsorship Sales**

703.964.1240 x280 f: 703.964.1246

[Abashian@conferencemanagers.com](mailto:Abashian@conferencemanagers.com)

**Melissa Charity**

**Exhibits & Sponsorship Operations**

703.964.1240 x180 f: 703.964.1246

[MCharity@conferencemanagers.com](mailto:MCharity@conferencemanagers.com)

## EXHIBITOR REGISTRATION

Exhibitor fee entitles the attendants managing the table to access the following:

- keynote presentations
- printed program (or access to the program in an app if the Conference uses that system)
- post-conference registrant list (to include name, company, and phone number if provided by the registrant)
- all networking breaks
- breakfast
- lunch

All other items provided to full conference registrants are not included.

## KEY EXHIBITING INFORMATION

**Exhibit Tabletops will be located in the Main Session Hall where meals and Keynote/General Sessions will take place. The Exhibit Hall floorplan is designed to drive booth traffic and encourage networking and active engagement with Exhibitors.**

Due Dates:

- All Sponsor and Exhibitor forms are due no later than **Friday, September 7, 2018** to take advantage of all the benefits available (e.g., exhibitor listing in conference program).
  - Logo and artwork due no later than **Friday, September 7**. Please send materials in the requested format to [MCharity@conferencemanagers.com](mailto:MCharity@conferencemanagers.com)
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## Sponsor/Exhibitor Application & Agreement Form (page 1):

### COMPANY CONTACT INFORMATION

COMPANY: \_\_\_\_\_  
(Name of individual or organization as you would like it to appear in the conference program booklet.)

ADDRESS: \_\_\_\_\_

TELEPHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

CONTACT PERSON (to receive all conference information): \_\_\_\_\_

TITLE: \_\_\_\_\_

EMAIL: \_\_\_\_\_

### METHOD OF PAYMENT

#### TO PAY BY CREDIT CARD (MC and Visa Only):

Total amount to be charged: \$ \_\_\_\_\_

Credit Card Number:\* \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Name on card (print): \_\_\_\_\_

Fax to: ICF METRO DC Exhibits at (703) 964-1246

*\*PLEASE NOTE: If emailing contract, **DO NOT** include the credit card number. Fill in the amount authorized and provide signature. You will be contacted by phone for the credit card number.*

#### TO PAY BY CHECK:

Mail check to: ICF METRO DC Exhibits Department, 512 Herndon Parkway, Suite D, Herndon, VA 20170

Enclosed is a check in the amount of \$ \_\_\_\_\_ payable to ICF Metro DC Chapter

Email contract to: [Abashian@conferencemanagers.com](mailto:Abashian@conferencemanagers.com)

*PLEASE NOTE: If emailing contract, **DO NOT** include the credit card number. Fill in the amount authorized and provide signature. You will be contacted for the credit card number separately.*

### PAYMENT POLICY

Payment for all exhibit tables and sponsorships are due in full at the time of reservation

### CANCELLATION POLICY

Any exhibitor or sponsor who cancels all purchased booth space or sponsorships on or prior to August 4, 2018 will forfeit and pay to ICF METRO DC, as liquidated damages, a sum of money equal to 50% of the full price of said exhibitor's exhibit space or sponsorship. Any exhibitor or sponsor who cancels all purchased booth space or sponsorships after August 4, 2018 will forfeit and pay to ICF METRO DC, as liquidated damages, a sum of money equal to 100% of the full price of said exhibitor's exhibit space or sponsorship. In the event of a default by the exhibitor or sponsor, as set forth in the previous sentence, the exhibitor or sponsor shall forfeit as liquidated damages, the amount set forth above, regardless of whether Show Management enters into a forth lease for the space involved. Cancellation requests must be submitted, in writing, to the Exhibits Manager. The exception to this cancellation policy is any sponsored item which includes a logo which may already be in production and which order cannot be cancelled with the producing vendor.

### LOGO RECOGNITION

Company agrees to submit company logo to the Exhibits Manager ( [Abashian@conferencemanagers.com](mailto:Abashian@conferencemanagers.com) ) via email within 1 week of signing this agreement form. If the company changes logo at any point, company will notify Exhibit Manager immediately and send the new logo. Due to production time of certain items, if a logo change occurs, it is not guaranteed that the item be printed with the new logo. Please check with the Exhibit Manager for individual items' production times.

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**AUTHORIZATION**

By signing this Agreement, I agree that I have read the above guidelines and agree to abide by the terms and conditions set forth.

Authorized Signature: \_\_\_\_\_

Printed Name: \_\_\_\_\_ Date: \_\_\_\_\_

**SELECT ITEMS**

**SPONSORSHIP**

Item	Price	Qty Available	Select Qty	Total Price
Title Sponsor	\$6,000	1		
Keynote Sponsor	\$3,000	3		
Breakout Session	\$1,000	Multiple		
Breakfast	\$2,000	1		
Break	\$1,000	2		
Lunch	\$3,000	1		
Reception	\$4,000	1		
Lanyard	\$2,000	1		
WiFi Service	\$2,000	1		
Tote Bag	\$1,500	1		
Tote Bag Insert	\$350	Multiple		
<b>TOTAL SPONSORSHIP(S)</b>				

**EXHIBIT HALL**

Item	Price	Select Qty	Total Price	Table #
Tabletop Display	\$550			
<b>TOTAL EXHIBITS</b>				

**GRAND TOTAL:** \_\_\_\_\_