

**AN INVITATION TO EXHIBIT
AT THE LARGEST
COMBINED FUNDRAISING
AND MARKETING
CONFERENCE IN THE U.S.**



August 2-4, 2023

**Gaylord National Hotel & Convention Center
Washington, DC**

A UNIQUE GATHERING OF TWO MAJOR ORGANIZATIONS OFFERING YOU AN OUTSTANDING MARKETING OPPORTUNITY

The 18th Annual Bridge to Integrated Marketing and Fundraising Conference combines the resources of two major organizations: *The Association of Fundraising Professionals, Washington, DC Metro Area Chapter (AFP DC)* and *the Direct Marketing Association of Washington (DMAW)*. Designed to bring together some of the biggest buyers, sellers and users of fundraising and direct marketing products and services, this three day event features nationally and internationally renowned speakers, and some of the finest cutting-edge educational programming available to fundraisers and direct marketers in North America.

Held in the city that boasts the largest number of nonprofit organizations and marketing industry leaders in North America, the Bridge Conference is expected to draw more than 2,000 influential attendees. To reach that attendance, we are committed to:

HIGH-PROFILE EDUCATIONAL PROGRAM WITH TOP NAME SPEAKERS AND HOT TOPICS

The AFP DC and DMAW were pleased to collaborate with industry-leading educational program partners in 2022, including the Direct Marketing Fundraisers Association (DMFA) and The Nonprofit Alliance (TNPA). They have both been invited back for 2023!

Promoted by an integrated marketing campaign including but not limited to:

- ☑ Multiple mailings to over 130,000 potential attendees
- ☑ Promotions to attract national and international attendees
- ☑ Featured articles in national and international direct marketing, philanthropic and association oriented magazines
- ☑ Advertising coverage in a variety of national and international magazines
- ☑ Targeted email blasts
- ☑ Comprehensive social media campaign

Attracting fundraisers and direct marketers from:

- ☑ Nonprofit organizations
- ☑ Retail companies
- ☑ Agencies
- ☑ Associations
- ☑ Mail order companies
- ☑ Publishing companies

**YOUR POTENTIAL CUSTOMERS,
ALL IN ONE PLACE!**



EXTENSIVE EDUCATIONAL PROGRAM

The Bridge Conference is committed to a program of excellence. Direct marketers and fundraisers utilize many of the same communication/marketing tools to accomplish their professional goals; while at the same time they each have unique requirements. The Bridge Conference Educational Program allows direct marketers and fundraisers to learn how to improve their skills while taking advantage of the invaluable information that each professional brings to the learning table.

Topics include:

- Direct Marketing & Fundraising
- Multi-Channel Marketing & Fundraising
- Major Gifts & Capital Campaigns
- Digital Marketing & Fundraising
- Corporate & Foundation Fundraising
- Telling Your Story
- Associations: Fundraising, Membership, Meetings & Marketing
- Improving Your Return on Investment
- Retention, Loyalty & Stewardship
- Big Ideas & Best Practices
- Acquisition & Lead Generation
- Best in Show
- Planned Giving
- Leadership: Board & Volunteer Development

CROSS SECTION OF DECISION MAKERS AND CUSTOMERS FOR YOUR PRODUCTS AND SERVICES



AFP DC, one of the largest and most active AFP chapters in the nation, has members who use consultants, products and services to manage their fundraising efforts and communicate their mission to prospective donors. Over 1,000 members represent:

- Nonprofit Chief Executives
- Directors of Direct Response
- Association Marketing Staff
- Consultants to Nonprofits
- Chief Financial Officers
- Directors of Development
- Major Gift Officers
- Membership Marketing Staff
- Fundraising Agencies
- Planned Giving Officers

The Direct Marketing Association of Washington (DMAW) is home to hundreds of direct marketing companies of all sizes and where many of the nation's largest commercial, nonprofit, and association direct response organizations are based. Members include all areas of direct marketing, including end-users and suppliers of DM products and services, agencies independents and consultants.

- Trade and Professional Associations
- Printers and Mailers
- DM & General Advertising Agencies
- DRTV Producers
- Consulting Firms
- Media Buyers
- Telemarketers
- List Brokers
- Fundraisers
- B2B and B2C Marketers
- Government Agencies
- Unions
- Publishers
- E-Marketing

SOLUTIONS SHOWCASE

Our *Solutions Showcase* is a **destination** for every direct marketer and fundraiser attending the conference. Here, individuals can find answers, share ideas and address the challenges faced by any commercial company, association or nonprofit organization. **Traffic generating features** include: lunch, breakfast, refreshment breaks, Professional Resource Center, Silent Auction, education and more to draw attendees in to meet with you and learn about your products and services! Hours will be:

PROGRAM SCHEDULE

Wednesday, August 2

10:00 AM – 4:00 PM	Pre-Conference Workshops
8:30 AM – 4:30 PM	New! Faith & Fundraising Forum
8:30 AM – 5:00 PM	New! Bridge TECH
6:00 PM – 8:00 PM	New! Bridge Conference Welcome Reception. All Attendees Welcome.

Thursday, August 3

7:00 AM – 5:00 PM	Registration Open
7:30 AM – 5:00 PM	<i>Solutions Showcase</i> Open
7:45 AM – 8:45 AM	<i>Solutions Showcase</i> Breakfast
8:45 AM – 9:45 AM	Breakout Sessions
9:50 AM – 11:20 AM	Opening Keynote
11:30 AM – 12:30 PM	Breakout Sessions
12:30 PM – 2:30 PM	<i>Solutions Showcase</i> Lunch
2:30 PM – 3:30 PM	Breakout Sessions
3:30 PM – 4:00 PM	<i>Solutions Showcase</i> Refreshment Break
4:00 PM – 5:00 PM	Breakout Sessions

Friday, August 4

7:00 AM – 12:00 PM	Registration Open
7:30 AM – 12:30 PM	<i>Solutions Showcase</i> Open
7:30 AM – 8:00 AM	<i>Solutions Showcase</i> Coffee / Pastries
8:00 AM – 10:05 AM	Breakout Sessions
10:05 AM – 11:20 AM	<i>Solutions Showcase</i> Brunch
11:20 AM – 12:20 PM	Breakout Sessions
12:25 PM – 1:55 PM	Closing Keynote



SOLUTIONS SHOWCASE OPPORTUNITIES

Solutions Showcase Booths: All booths are 10' x10' (100 SF)

Investment: \$2,600 inline/standard booth; \$2,900 corner/premium booth

Special Note: Carpet or floor covering is **REQUIRED** and can be ordered through our show decorator via your Exhibitor Kit.

Booth investment includes:

- ☑ Two full conference registrations, including all plenary and educational sessions
- ☑ Breakfast & Lunch on Thursday, Coffee/Pastries & Brunch on Friday
- ☑ Eight-foot draped back wall and three-foot draped side walls
- ☑ A company identification sign
- ☑ A listing in the exhibitor directory
- ☑ Listing and link on Bridge Conference web site
- ☑ Pre and Post-conference attendee list

To see the latest floor plan and booths available, contact Terri Jones @ tjones@conferenceinc.com.

Solutions Showcase-only Booth Personnel Passes:

\$225 covers both days – Bring extra staff to help you interface with potential customers.

Solutions Showcase Hours:

Thursday, Aug 3: 7:30 AM – 5:00 PM
Friday, Aug 4: 7:30 AM – 12:30 PM

Set-up and Dismantle Schedule:

Set-up: Wednesday, Aug 2 3:00 PM – 5:00 PM
Dismantle: Friday, Aug 4 12:30 PM – 4:00 PM

As a courtesy to others doing business around you and, most importantly, the attendees still on the floor, *dismantling of the booth or packing up of any of your exhibit items prior to 12:30 PM is not permitted.*

For all exhibit and advertising opportunities, contact:
Terri Jones, Bridge Conference Exhibit Sales
11709 Bowman Green Drive, Reston, VA 20190
tjones@conferenceinc.com

ADDITIONAL MARKETING OPPORTUNITIES

Get the visibility your company deserves with proven event marketing promotions and demonstrate your company's leadership in the field.

Marketing Opportunities: Choose from a number of high profile marketing opportunities to showcase your company to some of the biggest buyers of fundraising and direct marketing products and services. In-kind sponsorships are available to select organizations.

For marketing information, contact:

**Jill Amato (609) 580-2510, jill.amato@adstradata.com;
or Beth Holcomb, bholcomb@bridge.org**

Conference Program Book Advertising: Advertise in the official Bridge Conference Program. Covers are reserved exclusively for major event conference partners. Complete the enclosed Advertising Insertion Order and return to reserve your ad space.

For all exhibit and advertising opportunities, contact:

**Terri Jones (tjones@conferenceinc.com)
Bridge Conference Exhibit Sales
11709 Bowman Green Drive, Reston, VA 20190**

HOUSING

**The Gaylord National Hotel & Convention Center
is the official headquarters for the 2023 Bridge Conference.**



Just minutes outside of Washington, D.C., the Gaylord National Hotel & Conference Center offers visitors to the capital region everything they are looking for in a business trip or a night out with colleagues and clients. Located in National Harbor, Maryland, the Gaylord offers its guests convenient access to Washington, DC with an hourly shuttle service, water taxi to Old Town Alexandria and shuttle service to Ronald Reagan National Airport.

With 2000 luxurious rooms, including 110 lavish suites, The Gaylord's spectacular 18-story glass atrium welcomes you to the resort, offering sweeping views of the Potomac River, Washington, D.C. and Old Town Alexandria, while a river meanders through the lush, multi-level indoor gardens. Come and discover for yourself the jewel of the capital region – Gaylord National Hotel & Convention Center.

The Bridge Conference has secured rooms for conference attendees at the special rate of \$256 single or double occupancy, exclusive of applicable state and local taxes, currently 18%. A resort fee of \$27.00 per day will be charged and includes Wireless and Hardwired Internet access, daily two (2) bottles of water and newspaper, fitness center and access to Ultra Lounge, free 800 and local calls (first 20 minutes).

Make Your Reservations ASAP to ensure availability!

**To reserve a room, contact the hotel directly at 301-965-2000
let them know you are with the Bridge Conference to Integrated Marketing
or go to: www.bridgeconf.org**

Gaylord National Hotel & Convention Center on the Potomac
201 Waterfront Street | National Harbor, MD 20745
Phone: (301) 965-2000 | Reservations: (301) 965-2000



SOLUTIONS SHOWCASE RESERVATION CONTRACT

All booths are sold in 10' x 10' increments (100 sf). Each exhibit space includes two full-conference registrations, including admission to all plenary and all educational sessions. Additional exhibit-only passes are available for \$225 each. For the latest information on booth availability and to reserve your exhibit space online go to www.bridgeconf.org and click on the Conference Partners/Exhibitors tab, click Solutions Showcase Registration; then Reserve Exhibit Space.

Company name: _____
Contact: _____ Title: _____
Address: _____
City: _____ State: _____ Zip: _____
Phone: _____ URL: _____
Email: _____

10 x 10 booth cost is \$2,600 inline/standard booth; \$2,900 corner/premium booth

Yes! Please reserve _____ booth(s) List your top three booth locations according to the floor plan

1st Choice: _____ @ \$_____ 2nd Choice: _____ @ \$_____ 3rd Choice: _____ @ \$_____

IMPORTANT: Please list ANY specific companies that you do not wish to be placed next to on the floor. Show Management will do our best to accommodate your request.

Solutions Showcase-only personnel passes at \$225each

#of passes _____ \$225 Total: \$ _____ Names must be submitted for each personnel pass ordered:

Name: _____ Title: _____ Phone: _____ E-mail: _____

Name: _____ Title: _____ Phone: _____ E-mail: _____

CREDIT CARD ORDERS:

Name: _____

Organization: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Payment: Check Enclosed Visa MasterCard

Card #: _____ Exp Date: _____ Code: _____

Signature: _____

No exhibit is considered confirmed until payment has been received and processed. Reservations are subject to Terms and Conditions outlined and I agree to those Terms and Conditions:

(Signature Required)

CHECK: Send this form by mail along with a check for the full amount payable to:
Bridge Conference c/o Conference, Inc. 11709 Bowman Green Drive, Reston, VA 20190-3501
CREDIT CARD: Email this form to Terri Jones, tjones@conferenceinc.com

ADVERTISING INSERTION ORDER

Bridge to Integrated Marketing and Fundraising Conference 2023 Program Book

Every attendee will receive the official Conference Program Book. This valuable marketing tool is referred to again and again by attendees. Use your ad to showcase your unique attributes and direct attendees to your booth. Following the conference, it will keep your company's name in front of attendees to remind them of your products and services.

Advertising Cancellation Policy: 50% refund, if cancelled BY May 1, 2023. No refund thereafter.

Camera ready copy is due to the Bridge Conference offices on or before May 1, 2023.

Photoshop ads must be saved as CMYK color space, 300 dpi minimum, pdf, jpg, tiff or eps.

InDesign ads must be converted to CMYK color mode and exported as Press Quality pdfs.

Illustrator ads must be saved as CMYK color mode, 300 ppi, eps or pdf with fonts outlined.

Please complete and return this application with payment to reserve your advertisement.

Advertiser Information

Company: _____

Contact: _____

Address: _____

City/State/Zip: _____

Telephone: _____ Fax: _____

E-mail: _____ Company URL: _____

Program Advertising Specs Page Trim Size: 8.5" W x 11"H Live Area: 7.5" W x 10" H

- I wish to purchase the following AD size**
- Full Page \$1,800 (7.5" wide x 10" high)
 - 1/2 Page H \$1,050 (7.5" wide x 5" high)
 - 1/2 Page V \$1,050 (3.75" wide x 10" high)
 - 1/4 Page V \$750 (3.75" wide x 5" high)
 - 1/8 Page V \$600 (3.75" wide x 2.5" high)

Full payment (US Funds) is required to place an ad. All ads are 4-color. (Outside Back Cover; Inside Front Cover; and Inside Back Cover are exclusive to Major Event Conference Partners)

Total Amount Due \$ _____ Amount Enclosed \$ _____

Check (payable to **The Bridge Conference**) VISA MasterCard

Card Number: _____ Exp. Date: _____

Cardholder's Name: _____

Cardholder's Signature: _____

Address: _____

City: _____ State: _____ Zip: _____

**Mail or Email to: Conference Incorporated Attn: Bridge Conference Advertising
11709 Bowman Green Drive Reston, VA 20190-3501
Email: tjones@conferenceinc.com**

TERMS AND CONDITIONS FOR EXHIBITORS

A. Space Rental

The standard-size booth is 10'x10' (100 sf). All booth spaces include 8-foot (8') high flameproof back-wall drapery, 36-inch (36") high flameproof side-drape, a standard booth sign with the exhibitor's name and booth number, and aisle cleaning. ***Individual booth vacuuming must be purchased through show decorator by exhibitor.***

Payment

Deposit payment of 20% is due at time of reservation - full payment is due by May 1, 2023. If booths purchased after May 1, 2023 – full payment is due at time of reservation. If payment is being made by check, credit card must be provided to hold booth space. Booth space will be held for 30 days until check payment is received. Booth selection is final only after payment is processed

Floor Plan

All dimensions and locations shown on the floor plan are believed, but not warranted, to be accurate. Exhibit Management reserves the right to make such modifications as may be necessary to meet the needs of the exhibitors and the exhibit program.

Furnishings

All booth space must be carpeted. Furniture and/or additional carpeting, draping, accessories, signs, electrical outlets, etc., are the sole responsibility of the exhibitor and should be ordered in advance from the official show decorator on the forms that will be provided. Table coverings as well as all booth equipment must be of nonflammable material. All decorative materials must be fire resistant and in accord with the standards established by the local Fire Department.

B. Cancellation of Exhibit Contract

Cancellation of Exhibit and Refund Policy

All cancellations must be submitted to the Bridge Conference in writing, and the date received shall be the official date of cancellation. If cancellation occurs before **May 1, 2023** the amount paid less a 20% administrative fee shall be refunded approximately 4 weeks after the close of the conference. No refunds will be authorized after **May 1, 2023**.

Failure to Occupy Space

Space not occupied by the close of the exhibit installation period as specified in the accompanying materials will be forfeited by the exhibitor and this space may be reassigned or used by Exhibit Management. If the exhibit is on hand, Exhibit Management reserves the right to assign labor to set up any display that is not in the process of being erected by the given deadline and to instruct the exhibitor to be billed for all charges incurred

C. Construction, installation, and use of exhibit facilities

Acceptability of exhibit

All exhibits shall be to serve the interests of the Bridge Conference participants (i.e., DMAW and AFP DC and any additional education co-sponsors) and shall be operated in a way that will not detract from other exhibits, the exhibition, or conference as a whole. Exhibit Management reserves the right to require the immediate withdrawal of any exhibit that Exhibit Management believes to be injurious to the purpose of the Conference.

IRS requirements

The exhibition is for information (educational) purposes only. All exhibitors are required to comply with IRS rules.

Use of space

No exhibitor shall sublet, assign, or share any part of the space allocated to him/her without the written consent of Exhibit Management. Solicitations or demonstrations by exhibitors must be confined within the bounds of their respective booths. Aisle space shall not be used for exhibit purposes, display signs, solicitation, or distribution of promotional material. Exhibit signs and displays are also prohibited in any of the public spaces or elsewhere on the premises of the meeting facilities or in the guest rooms or hallways of the hotel. Booth furnishings, signage, etc. shall not exceed 8 foot inside booth. Operation of sound devices is allowed if the exhibitor complies with restrictions on loud volume.

Construction

Exhibits must comply with IAEE Standards and shall be constructed and arranged so that they do not obstruct the general view, nor hide the exhibits of others. No side wall higher than 48 inches (48") may extend forward from the back wall more than one-half the depth (5') of the exhibit space. Exhibitors desiring to use other than standard booth equipment, any signs, or material conflicting in any way with the above regulations may be requested to submit two copies of a detailed sketch of the proposed layout at least 45 days before the meeting or before construction is ordered and receive written approval from Exhibit Management

Appearance of exhibits

Any part of the Exhibit that does not lend itself to an attractive appearance (such as unfinished side or end panels) must be draped at the exhibitor's expense. Management reserves the right to have such furnishings installed at the exhibitor's expense. Installation, Dismantling of Exhibits All installation and dismantling of exhibits must be carried out during the times indicated in the accompanying information. No Exhibit may be erected after the exhibition opens or be dismantled before the official closing time. It is the responsibility of the exhibitor to see that all his/her materials are delivered to the Exhibit Hall and removed from the Exhibit Hall within the specified deadlines.

Labor

Exhibitors shall employ only accredited labor personnel for all work other than that properly handled by their own personnel in accordance with local labor regulations. Information regarding specific regulations that are applicable may be obtained from the official decorator. Display men, painters, carpenters, electricians, and other skilled labor can be arranged through the official decorator at established rates. Union labor may be required for certain aspects of exhibit handling. Union personnel shall be used for materials/product/equipment handling to and from the dock area and the exhibit space. Union personnel will operate fork lifts, cranes, and all other equipment for the unloading and reloading of all display materials, machinery, products, and equipment. Two (2) full-time exhibitor employees may work one (1) hour each on their own booth. No power tools may be used except by skilled personnel.

Fire and safety regulations

All local regulations may be strictly enforced, and the exhibitor assumes all responsibility for compliance with such regulations. All decorations and booth equipment must be fireproofed and electrical wiring must meet the safety requirements of the official decorator. Affidavits attesting to flameproof compliance with the fire department regulations must be submitted when requested. No combustible materials may be stored in or around exhibit booths.

Damages To facilities

The exhibitor must surrender space occupied by him/ her in the same condition it was in at commencement of occupation. The exhibitor or his/her agent shall not injure or deface the walls, columns, or floors of the exhibit facilities, the booths, or equipment or furniture of the booth. When such damage appears, the exhibitor shall be liable to owners of the property damaged.

Dismantling of exhibits

All installation and dismantling of exhibits must be carried out during the times indicated in the accompanying information. ***No exhibit may be erected after the exhibition opens or be dismantled before the official closing time.*** It is the responsibility of the exhibitor to see that all his/her materials are delivered to the Exhibit Hall and removed from the Exhibit Hall within the specified deadline. Any exhibitor who dismantles their booth before official closing time will forfeit their right to the post-conference attendee mailing list and future participation as an exhibitor.

Private Exhibitor Events

All private events hosted by exhibitors must not conflict with scheduled Bridge Conference events.

D. Liability

Age

You must be at least 18 years of age to enter into the Bridge Conference exhibit hall.

Security

Exhibit Management will provide hall monitors on a 24-hour basis beginning at move-in and ending at move-out. The furnishings of such service shall not be construed to be any assumption of obligation or duty with respect to the protection of the property of exhibitors, which shall at all times remain in the sole possession and custody of each exhibitor and shall be the sole responsibility of each exhibitor. The halls will be secured during the hours exhibits are closed; exhibits in public areas cannot be secured.

Alcohol Policy

The Bridge Conference, AFP/DC and DMAW, and their affiliates, recognize the legitimate serving of alcoholic beverages in the process of conducting business and social activities. It also recognizes that the use and consumption of alcohol carries with it the requirement for all attendees to consume those beverages responsibly and in keeping with a professional code of ethics and conduct. The Bridge Conference, AFP/DC and DMAW, and their affiliates strongly opposes the abuse and misuse of alcohol at all Bridge Conference events.

Exhibitors are only allowed to serve alcohol from their booths after 12:00 noon (until each day's show floor closing). All alcohol must be served by catering staff. Exhibitors serving any food and/or drinks must request permission from the Bridge Conference Management, describing the days/times and what will be served.

If an exhibitor is found to be serving alcohol who has not received permission in advance, they will be immediately stopped.

Onsite, the exhibitor must have signs in their booth that stating if an attendee is going to drink to please drink responsibly.

Alcohol is not permitted to be served in any of the educational sessions.

Responsibility of the Conference Partners and the Exhibit Facility

Insurance and liability are the full and sole responsibility of the exhibitor. The exhibitor agrees to protect, save, and defend, and keep DMAW and AFP DC and their agents forever harmless from any damages or charges imposed for violation of any law or ordinance caused by the negligence of the exhibitor or those holding under the exhibitor, as well as to comply strictly with the applicable terms and conditions contained in the agreement between Bridge Conference Partners and their agents against and from or out of or by reason of any accident of other occurrence to anyone including the exhibitor, its agents, employees, and business invitees that arise from or out of or by reason of said exhibitor's occupancy and use of the exhibit premises or a part thereof.