



# AdNet Conference PROSPECTUS

MARCH 18-20, 2024 | SAN ANTONIO, TX







# *A Letter from AdNet*

## ***Dear AdNet 2024 Sponsors & Exhibitors,***

On behalf of the Advancement Network's Conference Committee, we would like to invite you to participate in the AdNet 2024 Conference being held March 18 – 20, 2024 at the Westin Riverwalk, San Antonio, Texas.

AdNet's mission is to support community foundation professionals through driving innovation, promoting best practices and sharing experiences. The AdNet Conference brings together development and donor relations professionals from across the field for a uniquely tailored conference experience that is second to none. For the valued exhibitors and sponsors of our previous conferences, we would like to welcome you back as we launch our first post-covid conference and reestablish the Biennial AdNet conference as the highlight of the year in the community foundation world.

For those that are considering supporting the AdNet Conference for the first time, we are excited to build this new chapter of the AdNet conference with you! You will have the opportunity to share your knowledge, products, and expertise with our strong membership base and foundation professionals hungry for the latest resources and tools that our partners offer. The following prospectus contains sponsorship and exhibit information. It is our hope that you will consider this valuable opportunity to be a part of AdNet 2024. We appreciate your interest and hope to see you in San Antonio!

Thank you,

Lora Golke  
AdNet Conference Committee

Timothy Bresnahan  
AdNet Conference Committee

Pamela Doherty  
AdNet Conference Committee





## About AdNet

AdNet is the premier networking and personal development resource for professionals serving in fund development, philanthropic advising, and donor services. Year after year, AdNet has provided its members from across the United States with professional development programs, educational resources, networking opportunities, and a forum to exchange ideas and best practices with colleagues. Our membership is made up of over 175 top professionals working in community foundations big and small, from urban to rural, and with asset sizes ranging from \$750 thousand to \$900 million.

In 2024, AdNet will once again bring together over 250 members, leaders in the field, and professionals from the private sector who play a critical role in supporting the work we do, for our conference. We are thrilled to have the opportunity to convene again – it is an opportunity we have missed and 2024 will be a banner year for AdNet and our member community. From cutting edge education, unmatched networking opportunities and the opportunity to share ideas, AdNet 2024 promises to reestablish itself as one of the leading conferences in the community foundation sector.

## AdNet's Vision Statement

To advance our communities by inspiring philanthropy.

## AdNet's Mission Statement

We support community foundation professionals through driving innovation, promoting best practices, and sharing experiences.

## AdNet's Values

- Advance diversity, equity and inclusion in the community foundation field
- Build relationships based on trust
- Support our members in becoming authors of opportunity and agents of change in their communities
- Work through collaboration and partnerships

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# Agenda at-a-glance

## MONDAY, March 18

12:00 PM – 6:30 PM	REGISTRATION DESK OPEN
3:00 PM – 5:00 PM	PRE-CONFERENCE SESSIONS*
5:00 PM – 6:30 PM	EXHIBIT HALL OPENING RECEPTION
7:00 PM	ADNET DINE AROUNDS*

## TUESDAY, March 19

7:00 AM – 7:00 PM	REGISTRATION DESK OPEN
7:00 AM – 4:30 PM	EXHIBIT HALL OPEN
8:00 AM – 8:45 AM	NETWORKING BREAKFAST
8:45 AM – 10:00 AM	SESSIONS
10:00 AM – 10:30 AM	NETWORKING BREAK
10:30 AM – 12:30 PM	SESSIONS
12:30 PM – 1:30 PM	NETWORKING LUNCH
1:30 PM – 3:30 PM	SESSIONS
3:30 PM – 3:50 PM	NETWORKING BREAK
3:50 PM – 4:30 PM	ROUNDTABLE DEEP DIVES
6:00 PM – 8:30 PM	ADNET 2024 RECEPTION
9:30 PM – 10:30 PM	ADNET AFTER HOURS**

## WEDNESDAY, March 20

7:30 AM – 2:00 PM	REGISTRATION DESK OPEN
7:30 AM – 11:30 AM	EXHIBIT HALL OPEN
8:00 AM – 9:00 AM	NETWORKING BREAKFAST**
9:00 AM – 11:00 AM	SESSIONS
11:00 AM – 11:30 AM	NETWORKING BREAK**
11:30 AM – 12:15 PM	SESSIONS
12:15 PM – 1:15 PM	NETWORKING LUNCH**
1:15 PM – 2:15 PM	SESSIONS
2:15 PM – 2:30 PM	CLOSING REMARKS
2:45 PM – 3:15 PM	POST CONFERENCE DEEP DIVES*
3:30 PM	SAN ANTONIO TOUR*

\* OPTIONAL PROGRAMMING  
\*\* SUBJECT TO SPONSORSHIP



## HOW DO I SECURE A SPONSORSHIP?

Information on sponsoring can be found on pages [13-17](#).

CLICK [HERE](#) TO SECURE A SPONSORSHIP.

## HOW DO I PURCHASE AN EXHIBIT BOOTH?

Information on exhibiting can be found on page [11](#).

CLICK [HERE](#) TO PURCHASE AN EXHIBIT BOOTH.

## HOW DO I REGISTER ATTENDEES?

CLICK [HERE](#) TO REGISTER ATTENDEES.

## HOW DO I MAKE A RESERVATION AT THE CONFERENCE HOTEL?

Information on booking your conference hotel will be sent in the coming weeks. Information on the hotel and pricing can be found on page [6](#).

## NEED TO KNOW

### SEPTEMBER 27, 2023

REGISTRATION OPENS

### FEBRUARY 2, 2024

CONFERENCE REGISTRATION FEES INCREASE

### FEBRUARY 16, 2024

LAST DAY FOR CANCELLATIONS;  
LESS \$25 CANCELLATION FEE  
DISCOUNTED HOTEL RATE

### CONFERENCE RATE:

#### ADNET MEMBERS

\$675 [before 5 PM ET Friday, February 2, 2024](#)

\$750 [after 5 PM ET Friday, February 2, 2024](#)

#### NON-MEMBERS

\$850 [before 5 PM ET Friday, February 2, 2024](#)

\$925 [after 5 PM ET Friday, February 2, 2024](#)

#### CONFERENCE MANAGEMENT

ARB Meetings & Events

7220 Earhart Blvd., 2nd Floor

New Orleans, LA 70125

Phone: (504) 309-8965

#### SPONSOR &

EXHIBITOR COORDINATOR

Stephen Stephens

[sstephens@arbmeetings.com](mailto:sstephens@arbmeetings.com)

Phone: (504) 356-8733



# Conference Hotel

## Conference Housing

Exhibitors and sponsors have access to the negotiated rates for the conference hotel, The Westin Riverwalk, San Antonio.

## THE WESTIN RIVERWALK San Antonio

420 WEST MARKET STREET

SAN ANTONIO, TEXAS, 78205

PHONE: 210-224-6500



## Conference Hotel Rate

**\$254** per night

[excludes all taxes and fees]

Situated on the Riverwalk's quiet end, the Westin hotel is near the Pearl District, home to downtown restaurants, bars, shopping and entertainment. The hotel offers newly renovated, spacious accommodations with incredible views of the Riverwalk or cityscape.



## Getting to The Westin

Situated on the Riverwalk in the energetic downtown area, the Westin is just a mile from the Amtrak Train Station and a 15-20 minute drive from the San Antonio airport. Transportation will NOT be provided by AdNet.



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## Sponsorship Highlights

As a sponsor/exhibitor at AdNet 2024 your organization has an opportunity to share your knowledge, products, and expertise with AdNet's strong membership base and foundation professionals hungry for the latest resources and tools that our partners offer. We have several sponsorship opportunities available to fit your budget and needs. Detailed descriptions can be found on the following pages.

<b>SPONSORSHIP</b>	<b>PRICE</b>	<b>AVAILABLE</b>	<b>PAGE</b>
Presenting	\$25,000	1	<a href="#">9</a>
AdNet 2024 Reception	\$20,000	1	<a href="#">10</a>
Keynote	\$15,000	1	<a href="#">11</a>
Breakfast (Both Days)	\$12,500	1	<a href="#">12</a>
Lunch (Both Days)	\$12,500	1	<a href="#">13</a>
Interactive (App & Wi-Fi)	\$12,500	1	<a href="#">14</a>
Thought Leader	\$8,000	5	<a href="#">15</a>
Networking Break	\$6,000	3	<a href="#">15</a>
Exhibitor	\$3,500	10	<a href="#">16</a>
Community Supporter	\$1,000	10	<a href="#">16</a>

<b>À LA CARTE</b>	<b>PRICE</b>	<b>AVAILABLE</b>	<b>PAGE</b>
AdNet After Hours	\$6,500	1	<a href="#">17</a>
AdNet Dine Arounds	\$3,500	1	<a href="#">17</a>
Conference Lanyards	\$3,500	1	<a href="#">17</a>
Conference Bag	\$3,500	1	<a href="#">17</a>
Hotel Key Cards	\$3,500	1	<a href="#">17</a>
San Antonio Tour	\$3,500	1	<a href="#">17</a>

\* À La Carte sponsorships are only available to Thought Leader Sponsors and above.





# *Sponsor and Exhibitor Benefits*

## **PRESENTING**

- » Recognition as our top sponsor during the opening remarks on day one of conference
- » Opportunity to deliver opening remarks on day one of the conference (1-3 minutes)
- » Five (5) complimentary registrations
- » Two (2) 6' exhibitor tables
- » A dedicated email and social media announcement announcing your Presenting Sponsorship
- » Two (2) promotional items, provided by sponsor, to be included in conference bag
- » Premium branding on the list of supporters on AdNet website, conference app, and on all conference marketing and communications
- » Company logo and 100-word description featured under company profile in conference app
- » Company logo hyperlinked to sponsor website on conference website & conference app
- » Premier logo placement on conference signage throughout the conference venue
- » Individual sponsor banner displayed prominently in conference venue
- » Opportunity to host a Deep Dive session, ancillary event, or demonstration pre or post conference during the designated times (see [page 4](#))
- » Opportunity to select an À La Carte branding opportunity in conjunction with your sponsorship

**\$25,000**





# Sponsor and Exhibitor Benefits

## ADNET 2024 RECEPTION

- » Recognition as the official sponsor of the AdNet 2024 Reception; reception held Tuesday night of the conference
- » Premium branding on the list of supporters on AdNet website, conference app, and on all conference marketing and communications.
- » Opportunity to host a Deep Dive session, ancillary event, or demonstration pre or post conference during the designated times (see [page 4](#))
- » Branding on all promotions related to the AdNet 2024 Reception
- » A dedicated email and social media announcement announcing your sponsorship of the AdNet 2024 Reception
- » Special recognition and thanks during opening remarks on day one of the conference
- » Three (3) complimentary registrations
- » One (1) 6' exhibitor table
- » One (1) promotional item, provided by sponsor, to be included in conference bag
- » Company logo and 100-word description featured under company profile in conference app
- » Company logo hyperlinked to sponsor website on conference website & conference app
- » Logo placement on conference signage throughout the conference venue
- » Opportunity to select an À La Carte branding opportunity in conjunction with your sponsorship

**\$20,000**



# Sponsor and Exhibitor Benefits

## KEYNOTE

- » Opportunity to introduce the Keynote Speaker (1-3 minutes)
  - » Dedicated branding on the email and social media announcements announcing the Keynote Speaker
  - » Branding in the conference app and emails in conjunction with mention of the Keynote Speaker
  - » Recognition as a sponsor during the opening remarks on day one of the conference
  - » Two (2) complimentary registrations
  - » One (1) 6' exhibitor table
  - » One (1) promotional item, provided by sponsor, to be included in conference bag
- » Company logo hyperlinked to sponsor website on conference website & conference app
  - » Logo placement on conference signage throughout the conference venue
  - » Opportunity to host a Deep Dive session, ancillary event or demonstration pre or post conference during the designated times (see [page 4](#))
  - » Opportunity to select an À La Carte branding opportunity in conjunction with your sponsorship

**\$15,000**

- » Company logo and 100-word description featured under company profile in conference app

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# Sponsor and Exhibitor Benefits

## BREAKFAST (TUESDAY & WEDNESDAY)

- » Branded signage throughout the buffet and table area during breakfast Tuesday and Wednesday
- » Opportunity to place postcards or table tents on the tables during breakfast Tuesday and Wednesday
- » Recognition as the breakfast sponsor in online and app communication about breakfast.
- » Recognition as a sponsor during the opening remarks on day one of the conference
- » Two (2) complimentary registrations
- » One (1) 6' exhibitor table
- » One (1) promotional item, provided by sponsor, to be included in conference bag
- » Banner ad featured on conference app
- » Company logo and 100-word description featured under company profile in conference app
- » Company logo hyperlinked to sponsor website on conference website & conference app
- » Logo placement on conference signage throughout the conference venue
- » Opportunity to host a Deep Dive session, ancillary event or demonstration pre or post conference during the designated times (see [page 4](#))
- » Opportunity to select an À La Carte branding opportunity in conjunction with your sponsorship

**\$12,500**



# Sponsor and Exhibitor Benefits

## LUNCH (TUESDAY & WEDNESDAY)

- » Branded signage throughout the buffet and table area during lunch Tuesday and Wednesday
- » Opportunity to place postcards or table tents on the tables during lunch Tuesday and Wednesday
- » Recognition as the Lunch Sponsor in online and app communication about lunch
- » Recognition as a sponsor during the opening remarks on day one of the conference
- » Two (2) complimentary registrations
- » One (1) 6' exhibitor tables
- » One (1) promotional item, provided by sponsor, to be included in conference bag
- » Company logo and 100-word description featured under company profile in conference app
- » Company logo hyperlinked to sponsor website on conference website & conference app
- » Logo placement on conference signage throughout the conference venue
- » Opportunity to host a Deep Dive session or demonstration pre or post conference during the designated times (see page 4)
- » Opportunity to select an À La Carte branding opportunity in conjunction with your sponsorship

**\$12,500**





# Sponsor and Exhibitor Benefits

## INTERACTIVE (APP & WIFI)

- » Branding on Attendee access to conference WiFi
- » Premium branding on the login page of the conference app
- » Recognition as the Interactive sponsor in related emails and signage.
- » Recognition as a sponsor during the opening remarks on day one of the conference
- » Two (2) complimentary registrations
- » One (1) 6' exhibitor tables
- » One (1) promotional item, provided by sponsor, to be included in conference bag
- » Banner ad featured on conference app
- » Company logo and 100-word description featured under company profile in conference app
- » Company logo hyperlinked to sponsor website on conference website & conference app
- » Logo placement on conference signage throughout the conference venue
- » Opportunity to host a Deep Dive session or demonstration pre or post conference during the designated times (see page [4](#))
- » Opportunity to select an À La Carte branding opportunity in conjunction with your sponsorship

**\$12,500**



# Sponsor and Exhibitor Benefits

## THOUGHT LEADER

- » Opportunity to host a Deep Dive session, ancillary event, or demonstration pre or post conference during the designated times(see [page 4](#))
- » Opportunity to select an À La Carte branding opportunity in conjunction with your sponsorship
- » Recognition as a premium sponsor during the opening remarks on day one of the conference
- » One (1) complimentary registration
- » One (1) 6' exhibitor tables

- » One (1) promotional item, provided by sponsor, to be included in conference bag
- » Company logo and 100-word description featured under company profile in conference app
- » Company logo hyperlinked to sponsor website on conference website & conference app
- » Logo placement on conference signage throughout the conference venue

**\$8,000**

## NETWORKING BREAK

- » Branded signage throughout the exhibit hall during the Networking Break thanking your for your support
- » Recognition in emails and app blasts as a Networking Break sponsor
- » Recognition as a sponsor during the opening remarks on day two of the conference
- » One (1) complimentary registration
- » One (1) 6' exhibitor tables

- » Company logo and 100-word description featured under company profile in conference app
- » Company logo hyperlinked to sponsor website on conference website & conference app
- » Logo placement on conference signage throughout the conference venue

**\$6,000**



# *Sponsor and Exhibitor Benefits*

## **EXHIBITOR**

- » One (1) complimentary registration
- » One (1) 6' exhibitor tables
- » Company logo and 100-word description featured under company profile in conference app
- » Company logo hyperlinked to sponsor website on conference website & conference app

**\$3,500**

## **COMMUNITY SUPPORTER**

- » Recognition as a Community Supporter during the opening remarks on day two of the conference. Community Foundation logo and 100-word description featured under company profile in conference app
- » Community Foundation logo hyperlinked to your website on conference website & conference app
- » Our deepest gratitude and thanks!

**\$1,000**



## **ADNET AFTER HOURS – \$6,500**

Sponsorship of an informal gathering in the hotel lobby bar on Tuesday night of the conference after the the AdNet 2024 Reception.

## **ADNET DINE AROUNDS – \$3,500**

Sponsorship recognition and branding on all promotional materials related to the Dine Arounds restaurant bookings Monday March 18. (see page [4](#))

## **CONFERENCE LANYARDS – \$3,500**

Your logo is placed on the conference lanyard worn by all attendees during the 2024 conference.

## **CONFERENCE BAG – \$3,500**

Place your company logo on the always popular conference bags distributed to all attendees at the conference check-in and have the opportunity to place one additional item or piece of promotional literature in the conference bag.

## **HOTEL KEY CARD – \$3,500**

Your branded card given to each conference attendee when they check into the Westin Riverwalk for use as their room key card.

## **SAN ANTONIO TOUR – \$3,500**

Help the attendees wind down and experience the city with your sponsorship of the San Antonio Tour Wednesday March 19th.





# TERMS AND CONDITIONS

**REGISTRATION:** All exhibitors and sponsors, including staff manning the booth, are required to register as participating attendees at the AdNet 2024 Conference. Conference registration entitles exhibitors and sponsors to participate fully in all open conference sessions, keynotes, meals and social events on the program agenda.

**CANCELLATIONS:** Cancellations made on or before February 16, 2024 at 5:00 PM Eastern will receive a full refund, less the \$25.00 conference cancellation surcharge. All cancellations and requests for refunds must be made in writing and sent to our Conference Management Team via email at [conference@adnetcf.org](mailto:conference@adnetcf.org). No refunds will be given for cancellations made after the February 16 deadline, or for conference no-shows. If you cancel after the deadline and have not prepaid associated fees, AdNet will bill you for your entire sponsorship fee. Sponsorships purchased after the refund cancellation deadline are not eligible for a refund.

**NO SHOWS:** If an exhibitor fails to install or display in an assigned space or fails to comply with any other provision of this agreement, AdNet shall have the right, without notice to exhibitor, to take possession of said space and lease said space, or any part thereof, to such parties, and upon such terms and conditions, as it may deem proper. Any exhibitors who do not show up will not receive a refund. If you e-mail, fax, or mail your cancellation notice, please call to confirm receipt.

**FEES:** Full payment must accompany the application for exhibit space. Exhibit location and Exhibitor Information Kits will be mailed after confirmation and payment of full sponsorship fees.

**INDEMNIFICATION AND HOLD HARMLESS:** The exhibitor shall indemnify, defend, and hold harmless AdNet and its officers, directors, partners, agents, members, and employees from and against all demands, claims, damages to person or property, losses and liability, including reasonable attorney fees (collectively "claims") arising out of or caused by the exhibitor's negligence in connection with the provision of services of Westin Riverwalk San Antonio. The exhibitor shall not have waived or be deemed to have waived, by reason of this paragraph, any defense, which it may have with respect to such claims.

AdNet shall indemnify, defend, and hold harmless the exhibitor and its officers, directors, partners, agents, members, and employees from and against all demands, claims, damages to person or property, losses and liabilities, including reasonable attorney fees (collectively "claims") arising out of or caused by AdNet's negligence. AdNet shall not have waived or be deemed to have waived, by reason of this paragraph, any defense that it may have with respect to such claims.

Exhibitors assume the entire responsibility and liability for losses, damages, and claims arising out of injury or damage to their displays, equipment, and other property brought upon the premises of the hotel and shall indemnify and hold harmless AdNet and the Westin Riverwalk San Antonio, their officers, directors, partners, agents, members, and employees from all such losses, damages, and claims.

In all cases, occupants wishing to insure their property must do so at their own expense. It is especially recommended that all occupants always have representatives in attendance when the exhibits are open and particularly when exhibits are being set up or dismantled, to protect against loss.



# *TERMS AND CONDITIONS*

**RULES:** AdNet reserves the right to make changes to these rules. Any matters not specifically covered herein are subject to final decision by AdNet. AdNet reserves the right to make such changes, amendments, and additions to these rules at any time considered advisable for the proper conduct of the exhibit, with the provision the exhibitors will be advised of any such changes.

**RIGHTS OF TERMINATION:** This agreement is subject to termination for cause, upon written notice, without liability to the terminating party due to acts of God, war, government regulation, terrorism, disaster, strikes, civil disorder, curtailment of transportation facilities, or any other emergency beyond the party's control making it illegal or impossible to provide the facilities or to hold the conference. The phrase "without liability" whenever used in this agreement shall be deemed to include a refund by AdNet of all deposits and repayment made within (30) days of the event's final day.

**We look forward to welcoming each of you to San Antonio for AdNet 2024!**