

March 24-26, 2025 Atlanta, Georgia

AdNet

C O N F E R E N C E



P R O S P E C T U S

Dear AdNet 2025 Conference Sponsors & Exhibitors,

As we reflect on the resounding success of our 2024 conference—the first major return to in-person gatherings since the pandemic—we are filled with gratitude and excitement. Your enthusiastic participation helped us achieve a sold-out event marked by rich interactions and shared learning, setting a new benchmark for our community.

We are thrilled to invite you to continue this journey with us at the **next annual AdNet Conference, scheduled for March 24-26, 2025, at the Starling Hotel in Atlanta, Georgia.**

Building on the momentum of last year's achievements, we are committed to delivering an even more impactful and dynamic experience for all our attendees. For 2025, we are increasing capacity and expect to easily reach over 275 registrants to meet the terrific level of interest and maintain an enriching experience and a spacious learning environment.

Inside this prospectus, you will find a variety of opportunities to engage with our community, from exhibition spaces to tailored sponsorship packages designed to maximize your visibility and impact. We request that you review these options and envision how your participation can help shape the 2025 conference experience.

Whether you are a returning sponsor or considering joining us for the first time, your involvement is vital to the fabric of our conference. We look forward to welcoming you to Atlanta and to another outstanding gathering of minds and spirits at AdNet 2025.

Thank you,
The AdNet 2025 Conference Committee

Pamela Doherty
Senior Director of Gift Planning
The San Francisco Foundation

Tim Bresnahan
Vice President, Advancement & Philanthropic Services
Community Foundation of Greater Atlanta

Mike Nuno, CAP®
Vice President, Philanthropic Services
Princeton Area Community Foundation

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 2025, AdNet will once again bring together over 275 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. Building on the success of our sold-out 2024 conference, we are thrilled to have the opportunity to convene again in the vibrant and dynamic city of Atlanta. From cutting edge education, unmatched networking opportunities and the opportunity to share ideas, the AdNet 2025 Conference promises to reestablish itself as one of the leading conferences in the community foundation sector.

TABLE OF CONTENTS

ABOUT ADNET	3
AGENDA AT-A-GLANCE	4
DATES & INFO	5
CONFERENCE HOTEL	6
NUMBERS & DATA	7
SPONSORSHIPS	8
TERMS & CONDITIONS	11

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

MONDAY, MARCH 24

12:00 PM - 7:00 PM	REGISTRATION DESK OPEN
1:00 PM - 5:00 PM	PRE-CONFERENCE SESSIONS
5:00 PM - 7:00 PM	EXHIBIT HALL OPENING RECEPTION

TUESDAY, MARCH 25

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 - 5:00 PM	SESSIONS
6:00 PM - 8:30 PM	ADNET 2025 RECEPTION

WEDNESDAY, MARCH 26

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 - 3:30 PM	SESSIONS
4:00 PM - 7:00 PM	ATLANTA EXPERIENCE

* Sponsorship Opportunity



HOW DO I SECURE A SPONSORSHIP?

Information on sponsoring can be found on pages 8-10.

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

HOW DO I PURCHASE AN EXHIBIT BOOTH?

Information on exhibiting can be found on page 8.

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 the hotel and pricing can be found on page 6. Hotel reservations can be made online [HERE](#).

IMPORTANT DATES

OCTOBER 15, 2024
REGISTRATION OPENS

FEBRUARY 7, 2025
REGISTRATION FEES INCREASE

FEBRUARY 21, 2025
LAST DAY FOR DISCOUNTED HOTEL
ROOMS AT THE STARLING

CONFERENCE RATES

ADNET MEMBERS

\$700 before 5 PM ET Friday, February 7, 2025

\$775 after 5 PM ET Friday, February 7, 2025

NON-MEMBERS

\$950 before 5 PM ET Friday, February 7, 2025

\$1,050 after 5 PM ET Friday, February 7, 2025

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
Phone: (504) 356-8733

2025 AdNet Annual Conference Hotel: The Starling



**THE STARLING
ATLANTA MIDTOWN**



188 14TH ST, ATLANTA, GA 30361
(404) 892-6000

\$209 PER NIGHT* *excludes all taxes*

* Rate is only guaranteed through February 21, 2025. AdNet cannot guarantee the conference rate for all attendees. Reservations made after February 21, 2025 are subject to availability and prevailing rates.

The Starling is a vibrant, upscale escape for creative souls who set the status quo aside. Rethinking the urban experience in every sense, The Starling reveals detailed spaces that put the "art" in "state of the art"—from its bold decor and see-and-be-seen terrace pool to the sweeping skyline views found in every room.



Exhibitors and sponsors have access to the negotiated rates for the conference hotel, The Starling Atlanta Midtown.

Attendees can book the discounted rates for conference dates. For your convenience, hotel reservations can be made online **[HERE](#)**.



Sponsorship Highlights.

As a sponsor/exhibitor at the AdNet 2025 Conference 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. A detailed breakdown of benefits can be found on the following pages.

SPONSORSHIP	Price	# Available
ADNET 2025 RECEPTION	\$20,000	1
KEYNOTE	\$15,000	1
BREAKFAST [BOTH DAYS]	\$12,500	1
LUNCH [BOTH DAYS]	\$12,500	1
INTERACTIVE [APP & WI-FI]	\$12,500	1
THOUGHT LEADER	\$8,000	3
EXHIBITOR	\$3,500	10
COMMUNITY SUPPORTER	\$1,000	UNLIMITED



Sponsorship Add-On.

As a sponsor/exhibitor at the Exhibitor Level or above your organization has an opportunity to increase your branding exposure by selecting a sponsorship Add-on in addition to your sponsorship on page 8.

ADD-ON	Price	# Available
CONFERENCE BAGS	\$3,000	1
CONFERENCE LANYARDS	\$2,500	1
HOTEL KEY CARDS	\$2,500	1
NETWORKING BREAK	\$2,500	3
ATLANTA EXPERIENCE	\$2,000	1



	ADNET 2025 RECEPTION	KEYNOTE	BREAKFAST [BOTH DAYS]
Recognition and thanks as a sponsor during the opening remarks on day one of the conference	PREMIUM	PREMIUM	INCLUDED
Complimentary registration(s)	3	2	2
6' Exhibitor table	2	1	1
Branding and recognition on the list of supporters on AdNet website, conference app and all conference marketing and communications	PREMIUM	PREMIUM	INCLUDED
Banner ad featured on conference app			INCLUDED
Branded signage throughout the area of your sponsored event, during your event			INCLUDED
Branding on all promotions related to your sponsorship	INCLUDED	INCLUDED	INCLUDED
A dedicated email and social media announcement announcing your sponsorship	INCLUDED	INCLUDED	
Branding on attendee access to conference Wi-Fi and login page of conference app			
Opportunity to introduce the Keynote Speaker (1-3 minutes)		INCLUDED	
Opportunity to place printed material throughout the area of your sponsored event, during your event (item provided by sponsor)			INCLUDED
Company logo placed on designed sponsored item distributed to all attendees			
Opportunity to host a Sponsor Session, Ancillary Event, or Demonstration pre- or post-conference during the designated times (see page 4)	INCLUDED	INCLUDED	INCLUDED
Company logo placement on conference signage throughout the conference venue	INCLUDED	INCLUDED	INCLUDED
Company logo and 100-word description under company profile in conference app	INCLUDED	INCLUDED	INCLUDED
Company logo and website hyperlinked to sponsor website on conference website and conference app	INCLUDED	INCLUDED	INCLUDED
One (1) promotional item to be included in AdNet 2025 conference bag (item provided by sponsor)	INCLUDED	INCLUDED	INCLUDED

LUNCH [BOTH DAYS]	INTERACTIVE [APP & WI-FI]	THOUGHT LEADER	EXHIBITOR ONLY	COMMUNITY SUPPORTER
INCLUDED	INCLUDED	INCLUDED		INCLUDED
2	2	1	1	
1	1	1	1	
INCLUDED	INCLUDED			
INCLUDED	INCLUDED			
INCLUDED				
INCLUDED	INCLUDED			
	PREMIUM			
INCLUDED				
INCLUDED	INCLUDED	INCLUDED		
INCLUDED	INCLUDED	INCLUDED		
INCLUDED	INCLUDED	INCLUDED	INCLUDED	INCLUDED
INCLUDED	INCLUDED	INCLUDED	INCLUDED	INCLUDED
INCLUDED	INCLUDED	INCLUDED		

REGISTRATION

All exhibitors and sponsors, including staff manning the booth, are required to register as participating attendees at the AdNet 2025 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 January 10, 2025 at 5:00 PM Eastern will receive a full refund, less the \$500.00 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. 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.

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 IN ATLANTA FOR ADNET 2025!

[**CLICK TO PURCHASE SPONSORSHIP**](#)

[**CLICK TO PURCHASE EXHIBIT BOOTH**](#)

[**CLICK TO REGISTER ATTENDEES**](#)

[**CLICK TO BOOK CONFERENCE HOTEL**](#)

