

# 2017 SUMMER CONFERENCE



THE WESTIN CHARLOTTE

CHARLOTTE, NC July 30 – August 2, 2017

## Become a Goodwill Event Sponsor

Retail | E-Commerce | Marketing | Finance | Information Technology  
| PR | Digital | Social Media | Contracts | Operations | Sustainability

# About Goodwill

Goodwill Industries Organizations in Canada and the United States



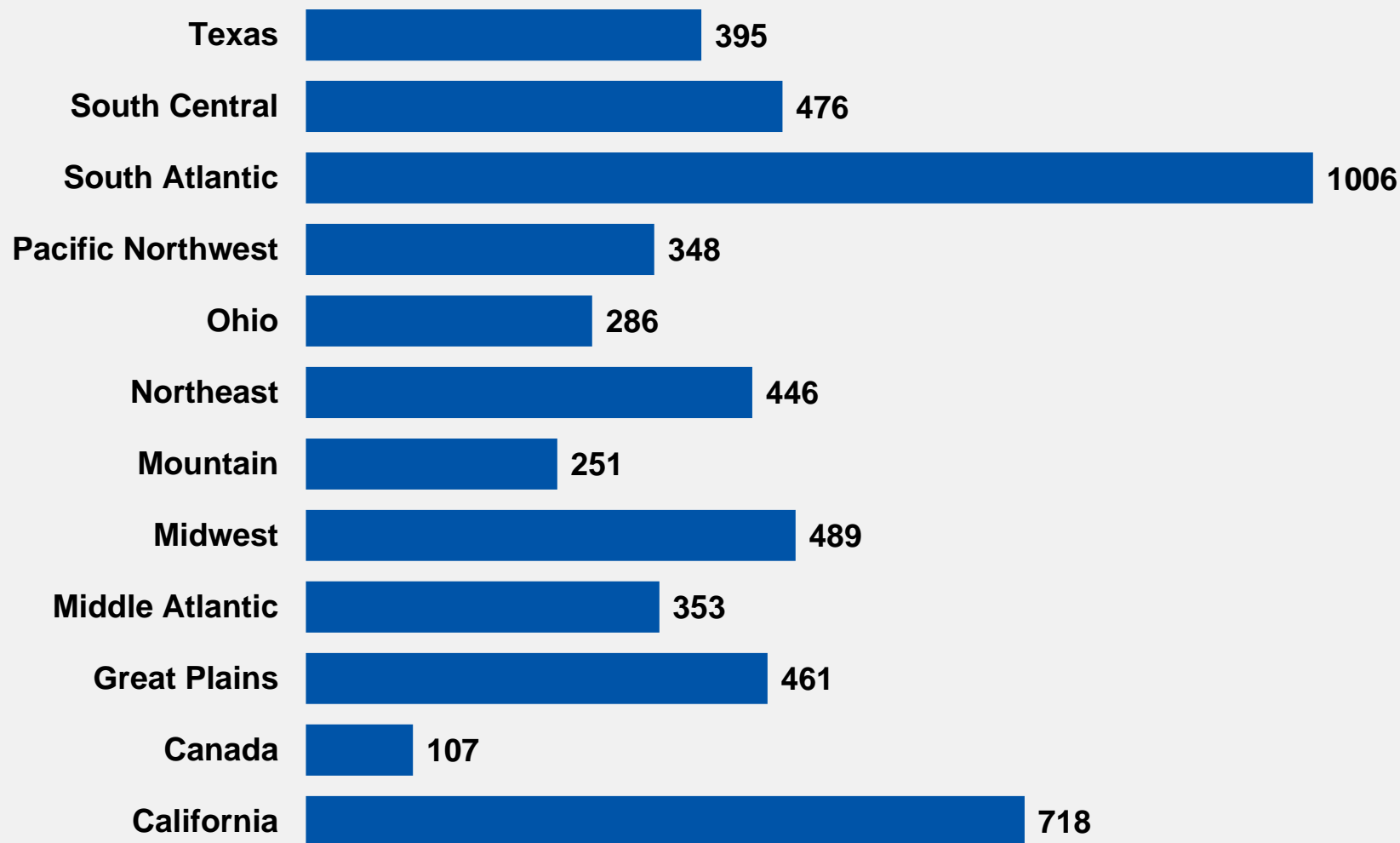
**163**  
member organizations

**5,336**  
Goodwill locations  
in North America

**128,864**  
employees

**37,320,681**  
people served

# Goodwill Locations by Region





# Goodwill's Summer Conference



# Why Sponsor

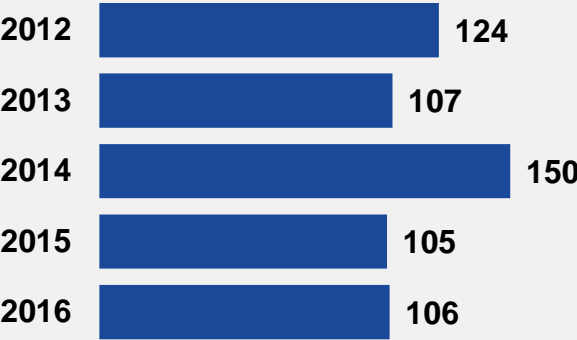
- ❑ Connect with over 400 Goodwill staff in targeted disciplines
- ❑ Build relationships and market your organization
- ❑ Align with the Goodwill brand
- ❑ Change lives
- ❑ Join GII's pool of sponsors expanding their networks





# About Summer Conference

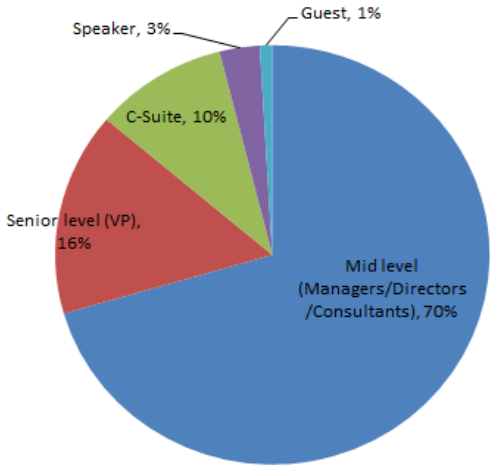
## Attendance by Goodwill Agency



## Repeat Sponsors and Exhibitors – 2011 to 2016

- |                          |                          |                         |
|--------------------------|--------------------------|-------------------------|
| Acme Display Fixture     | Insurance Auto Auctions  | Royal Basket Trucks     |
| ADP                      | InterDyn LANAC           | Rug Doctor              |
| Anchor Packaging         | LP Software              | Ryder                   |
| Babyking/Petking         | Lynn Roberts Int         | shopgoodwill.com        |
| Balcon Enterprises       | Meehan & Company         | Sprint                  |
| Berengaria Developments  | Midwest Label & Tag      | Stores Supply Warehouse |
| The Boon Group           | Mobile Mini, Inc.        | Sullivan Commercial     |
| Brainshark               | Mood Media               | Supply                  |
| Ca\$hMateUSA             | National Charity Svcs    | Summit Group            |
| CDW                      | Neatoscan, Inc.          | Tabor Storage Solutions |
| Chem-tainer Industries   | Office Max               | TechSoup Global         |
| Cintas Corporation       | ORBIS Corporation        | TheThriftShopper.Com    |
| College Hunks Hauling    | Orkin                    | Thrift Books, LLC       |
| ComSurv                  | Palay Display Industries | TSYS Merchant Solutions |
| Dell Reconnect           | PassPort Marketing       | United Container Co.    |
| DollarDays International | PCI Waste and Recycling  | UPS                     |
| Dr Pepper Snapple        | Penske Truck Leasing     | UsedCardboardBoxes      |
| EBay Giving Works        | Profit Solutions Group   |                         |
| FCE Benefit              | QuestMark Flooring       |                         |
| Global Cash Card         | RACO Industries, LLC     |                         |
| Goodwill Finger Lakes    | Regent Products Corp     |                         |
| Grand and Benedicts      | Republic Services        |                         |
| Haddad International     | Retail Control Systems   |                         |
| Hangers Unlimited        | RightPath Resources      |                         |

Tradeshow Attendees by Job Titles



# Join GII 2017 Sponsors

T-Mobile

Dell  
Reconnect  
Technology recycling with Goodwill

PENSKE  
Rental  
Leasing  
Logistics

CINTAS  
THE SERVICE PROFESSIONALS

snagajob

FIFTH THIRD BANK

Ryder

softengine

TSYS  
Merchant Solutions™

RightPath  
RESOURCES

MERCER

FORESIGHT  
Automation

RCS

BALCON  
ENTERPRISES

BERENGARIA  
DEVELOPMENT  
A Marous Family Company



POSDATA  
GROUP

RER  
Energy Group

shopgoodwill.com

Willis Towers Watson



National Charity Services

WILSON  
MARKETING GROUP

PMA COMPANIES

Planet Gain

# Speaker Sponsorship - \$15,000

Enjoy this impactful 'total conference exposure' option that permits you to speak briefly and purposefully to all conference attendees prior to the keynote speaker.

## Access

1. Introduction by Emcee prior to Key Note General Session
2. 1 - 2 Minute Address to General Session Participants
3. 4 Conference Registration Passes to Conference
4. 1 Exhibit Table Top



## Advertising

1. 12-Month subscription Goodwill's Member Marketplace\*, GII's Internal vendor database
2. 1 Logo on Conference Program
3. 1 Logo in Mobile App
4. Sponsor Use of GII Logo in Event Marketing
5. Sponsor Listed on Pre & Post Event emails
6. General Session 1-min Commercial
7. Logo on Goodwill Intranet & Conference Event sites

## Engagement

1. 1 30-minute Webinar Express Info session (facilitated by GII)
2. 1 Dedicated Meeting Room (Day of Sponsored General Session) \*

\*Food and Beverage provided at this meeting will be at an additional fee.



# Retail Awards Sponsorship - \$2,500 *(newly reduced)*

Connect effectively with the retail, donated goods strategy, new goods, sustainability, e-commerce and marketing group at the award night.

## Access

1. VIP attendance for 2 representatives at the Awards at the Nascar Hall of Fame Octane Theater
2. Introduction by Emcee prior to Awards



## Advertising

1. 12-Month subscription Goodwill's Member Marketplace\*, Gll's Internal vendor database
2. 1 Logo on Conference Program
3. 1 Logo in Mobile App
4. Sponsor Use of Gll Logo in Event Marketing
5. Sponsor Listed on Pre & Post Event emails
6. Logo on Goodwill Intranet & Conference Event sites

## Engagement

1. 1 30-minute Webinar Express Info session (facilitated by Gll)



# Vendor Sponsored Scholarship – \$1,000

Support a Goodwill staff member with conference registration and hotel — and gain a great contact /lead to grow your business potential!

## Access

1. Acknowledgement at general session

## Advertising

1. Logo placement in Mobile App
2. Logo placement in program

## Engagement

1. 15 minute meeting with contact at the Conference

# Dine Around Sponsorships

Reserve Today  
[SponsorshipandShows@goodwill.org](mailto:SponsorshipandShows@goodwill.org)

# **PR | Digital | Social Media Dine-around Sponsorship - \$2,500**

**Connect strategically over a dinner with 10-15 of your core target staff during the conference.**

## **Access**

1. 2 Conference Registration Passes to Conference , (if not exhibiting)

## **Advertising**

1. Logo placement in Mobile App
2. Logo placement in program
3. Promotional item leave behind gift for dinner participants

## **Engagement**

1. Participation at the Dinner



# Finance & Information Technology Dine around Sponsorship - \$2,500

Connect strategically over a dinner with 10-15 of your core target staff during the conference.

## Access

1. 2 Conference Registration Passes to Conference , (if you not exhibiting at the tradeshow)

## Advertising

1. Logo placement in Mobile App
2. Logo placement in print program
3. Promotional item leave behind gift for dinner participants

## Engagement

1. Participation at the Dinner

# Finance Dine around Sponsorship - \$2,500

Connect strategically over a dinner with 10-15 of your core target staff during the conference.

## Access

1. 2 Conference Registration Passes to Conference , (if you not exhibiting at the tradeshow)

## Advertising

1. Logo placement in Mobile App
2. Logo placement in print program
3. Promotional item leave behind gift for dinner participants

## Engagement

1. Participation at the Dinner

# Information Technology Dine around Sponsorship - \$2,500

Connect strategically over a dinner with 10-15 of your core target staff during the conference.

## Access

1. 2 Conference Registration Passes to Conference , (if you not exhibiting at the tradeshow)

## Advertising

1. Logo placement in Mobile App
2. Logo placement in print program
3. Promotional item leave behind gift for dinner participants

## Engagement

1. Participation at the Dinner

# **Donated Goods Retail (DGR) – After Market/Sustainability Dine around Sponsorship - \$2,500**

**Connect strategically over a dinner with 10-15 of your core target staff during the conference.**

## **Access**

1. 2 Conference Registration Passes to Conference , (if you not exhibiting at the tradeshow)

## **Advertising**

1. Logo placement in Mobile App
2. Logo placement in print program
3. Promotional item leave behind gift for dinner participants

## **Engagement**

1. Participation at the Dinner



# **Donated Goods Retail (DGR) – Retail Operations**

## **Dine around Sponsorship - \$2,500**

**Connect strategically over a dinner with 10-15 of your core target staff during the conference.**

### **Access**

1. 2 Conference Registration Passes to Conference , (if you not exhibiting at the tradeshow)

### **Advertising**

1. Logo placement in Mobile App
2. Logo placement in print program
3. Promotional item leave behind gift for dinner participants

### **Engagement**

1. Participation at the Dinner

# **Donated Goods Retail (DGR) – New / Purchased Goods Dine around Sponsorship - \$2,500**

**Connect strategically over a dinner with 10-15 of your core target staff during the conference.**

## **Access**

1. 2 Conference Registration Passes to Conference , (if you not exhibiting at the tradeshow)

## **Advertising**

1. Logo placement in Mobile App
2. Logo placement in print program
3. Promotional item leave behind gift for dinner participants

## **Engagement**

1. Participation at the Dinner

# **Donated Goods Retail (DGR) – E-Commerce**

## **Dine around Sponsorship - \$2,500**

**Connect strategically over a dinner with 10-15 of your core target staff during the conference.**

### **Access**

1. 2 Conference Registration Passes to Conference , (if you not exhibiting at the tradeshow)

### **Advertising**

1. Logo placement in Mobile App
2. Logo placement in print program
3. Promotional item leave behind gift for dinner participants

### **Engagement**

1. Participation at the Dinner

# Standalone Sponsorships

## Meeting Room – \$2,500

Conduct a meeting with 15 or less of your existing or new clients in a conference room at the hotel. Food, beverage and audio visuals are extra costs.

## One-Minute Video at Conference General Session – \$2,500

Advertise to attendees via a one-minute video played during any of the conference's general sessions.

## Hotel Key Card – \$2,500

Advertise to attendees via your company logo and key message on the hotel room key cards.

## 30-Minute WebExpress Series Sponsorship – \$1,000

Introduce your company to all Goodwill staff (not just attendees) and pique their interest to visit your table or contact you via a WebExpress. View webinar dates.

## One-Year Member Marketplace Subscription – \$500

Market to Goodwill with a listing on Goodwill's virtual vendor database, Member Marketplace for a full year. Discounted offer only for all exhibitors. Regular price is \$1,200. Membership includes a listing and weekly promotion exposure.

## Tradeshow-Only Program Booklet Ads – starting at \$500

Advertise to every event attendee via an ad in the program booklet during the conference. Select from varying sizes. Full page (8" w x 10" h) – \$1,000 | Half page (8"w x 5" h) – \$750 | Quarter Page (4"w x 5" h) – \$500.



# What You Need to Know to Sponsor/Advertise

## Purchase Deadline

**July 15th, 2017**

## Guidelines

**Purchase on a first come, first served basis**

**Booth purchase not required\***

**Subject to GII terms and conditions agreement**

**Cancellations possible within 2 weeks of purchase only**

**No cancellations after June 30, 2017**

\* Excludes One-Year Member Marketplace Subscription

**Reserve Today**

**[SponsorshipandShows@goodwill.org](mailto:SponsorshipandShows@goodwill.org)**