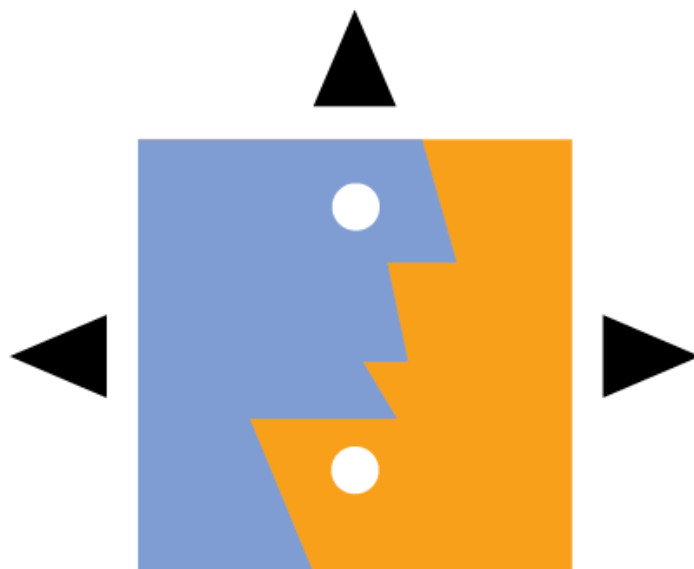


Sponsor/Exhibitor Hybrid Conference Prospectus



OUR AMERICAN MOSAIC

**24-28 MAY 2022
SACRAMENTO, CA**

NATIONAL GENEALOGICAL SOCIETY
FAMILY HISTORY CONFERENCE



Become A Sponsor/Exhibitor

There are many ways to engage with attendees at the NGS 2022 Family History Conference. Join us In-Person in Sacramento, California and/or Online at Home this year and share your brand with family historians and genealogy organization leaders.

The in-person conference at the SAFE Credit Union Convention Center, 1401 K Street Sacramento, CA 95814, is to be held 24–28 May and is contingent on being able to protect the health of all involved. Online at Home includes access to the virtual Expo Hall throughout the week, plus educational sessions on 27-28 May. Online at Home will be held via the Whova virtual platform.

One Price Covers both Virtual and In-Person Exhibits

With so much uncertainty surrounding travel during the pandemic, we have included both the virtual and in-person exhibits in our event pricing. It's up to you to decide whether to exhibit at the in-person event or not¹. Just let us know whether you will be exhibiting in-person when you place your order.

Join us in-person and/or virtually to put your brand in front of the NGS audience, make valuable one-on-one connections, and generate leads. The virtual expo hall allows you to engage with attendees right from your booth. Add a video, website links, two downloadable handouts, and more to promote your brand. And you can run a live exhibitor showcase from your virtual booth.

All exhibitors receive a virtual expo booth. Once you register as an exhibitor, we will do the basic booth set up for you. From there you will be given direct access to customize your virtual exhibit booth. At your option a 10'x10' exhibit booth at the in-person event is also included. Each in-person booth comes with two chairs, a wastebasket, 8'x30" table, back/side drape, and a company identification sign.

We Can Customize a Package for You

If you would like information about customizing a sponsorship package, please contact Karen Forbes (see p. 4 for contact information). Additional opportunities include providing a sponsored bonus session for the 2022 On-Demand sessions, sponsoring the Delegate Council Meeting, the SLAM! Idea Showcase, or Focus on Societies (all with limited availability), and advertising with in-person attendee bag inserts.

What's new this year

1. This year we are using more advanced virtual event tech. NGS selected WHOVA to host our virtual Expo Hall this year.
2. The virtual Expo Hall will be available to registered attendees of both the in-person and virtual conference.
3. On-site in Sacramento, NGS plans to open the Expo Hall on Tuesday evening when there are no competing events. Eight sponsorship opportunities for the Expo Hall opening event are available.

To reserve your virtual and in-person exhibit booth or sponsorship, please complete your order online at <https://cvent.me/AgVbbl> no later than 15 April 2022. Certain benefits of exhibiting or sponsorship cannot be fulfilled for orders placed after 31 March 2022. See chart for details.

¹ Please be advised that NGS policy:

- requires that all attendees of in-person events provide proof of vaccination and a booster if applicable (“up to date” or “boosted” following CDC guidelines found [here](#) and [here](#)) along with proof of identification, and;
- requires that all attendees wear masks indoors.

Some Details of What We Offer

Not all features are included in every package.

Data and Analytics

Platform Access: Sponsor/exhibitor access to the WHOVA virtual event tech. Change your virtual booth as you need.

Attendee Registration List: Permission to use contact information that our registrants consent to provide.

Engagement

Chat Messaging: One-to-one direct messaging capability that permits engagement with attendees in the virtual Expo Hall.

Branded Prizes: Supply company-branded prizes to be promoted through our event giveaways on-site and virtually.

Demos: Schedule exhibitor showcases in the virtual platform.

Content Distribution Channels

Virtual Content*: You can include linked content in your virtual exhibit space including one video, two documents, and a live exhibitor showcase.

Intermission Video Spots*: 60-second video spots shown to event attendees during your sponsored sessions. Platinum and Diamond sponsors only.

Sponsored Bonus Session/s*: An NGS 2022 On-Demand! educational presentation, related to a substantive area of interest to genealogists, with content fully developed and managed by the sponsor. For Platinum and Diamond sponsors.

Brand Recognition

Booth: Your presence in our virtual and in-person Expo Hall is promoted prior to and during the events on the conference app, in the program, and on our website.

Communication Recognition: Recognition via event promotions and registrant notifications sent through the virtual event platform, the conference blog, and NGS' email provider. On-site your company name will appear on the Expo Hall entry arch.

Pre- and Post-Event Promotions: Authorization to use the event logo, title, and hashtags in education and promotional activities before and after the event.

**May not include messaging containing qualitative or comparative language, pricing information, or other indications of savings or value associated with your company's products or services.*

Maximizing Your Results

Fulfillment Report: Post-event report describing sponsorship benefits delivered and the value to the sponsor.

Post-Event Teleconference: At your request, we'll review your event experience and help you to maximize your sponsorship return this year, and in future events.

In-Person Expo Hours

Tuesday, 24 May
Exhibitor Setup: 9:00 am-5:30 pm
Show hours: 6:30-8:30 pm

Wednesday, 25 May
Exhibitor Access: 8:00 am
Show hours: 9:30 am-5:30 pm

Thursday, 26 May
Exhibitor Access: 8:00 am
Show hours: 9:30 am-5:30 pm

Friday, 27 May
Exhibitor Access: 8:00 am
Show hours: 9:30 am-4:00 pm

Saturday, 28 May
Exhibitor Access: 8:00 am
Show hours: 9:30 am-2:30 pm
Exhibitor tear down: 2:30-7:00 pm

Cancellation & Refund Policy

All sponsorship agreements are final. All requests for exhibit cancellation must be made in writing and shall become effective upon receipt by NGS. Due to the difficulty of determining and detailing the losses which would result from the cancellation of exhibit space, the industry partner agrees to pay the following as liquidated damages (and not as a penalty) if the Exhibitor cancels its exhibit space: If written notice of cancellation is received by NGS after an order is submitted, but before April 1, 2022, NGS shall be owed a cancellation fee equal to 50% of the total exhibit/engagement fee plus a \$150 processing fee; if written notice of cancellation is received by NGS on or after April 1, 2022, NGS will retain or shall be owed a cancellation fee equal to 100% of the total exhibit/engagement fee. The above cancellation fee terms shall apply regardless of the execution date of an order or signed contract, and regardless of any re-sale of booth space/engagement canceled by Exhibitor.

Payment of Fees/Debts

Sponsors and exhibitors must make required payments for any engagement opportunities within 21 days of purchase, but no later than May 10, 2022. Exhibitors may not appear virtually or in-person until payment in full is received.

Contact

Karen Forbes, Exhibitor/Sponsor Coordinator
Delaney Meeting & Event Management
802-448-9078; karen@delaneymeetingevent.com

Please Note: As more details become available, we will continue to update you. If you have any questions, please feel free to reach out to:

	Platinum \$10,000	Diamond \$5,000	Gold \$2,500	Silver \$1,000	Exhibitor Only \$350/\$300 Nonprofit
Ad Space					
Advertisement in conference compendium	Full Page Due April 1	Full Page Due April 1	Half Page Due April 1	Business card Due April 1	Business card Due April 1
Full-page advertisement in one issue of the NGS <i>Quarterly</i> (post-event)	Yes				
Full-page advertisement in two issues of the NGS <i>Magazine</i> (post-event)	Yes				
On-site attendee bag inserts (you provide the materials)	Two Due date TBD	One Due date TBD	\$325 Due date TBD	\$325 Due date TBD	\$325 Due date TBD
60-second video advertisement during your company's sponsored virtual sessions (see below)	Yes Due May 1	Yes Due May 1			
Logo Placement					
Logo on conference website and link to your website	Yes	Yes	Yes	Yes	Yes
Logo on email communications	Yes	Yes	Yes	Yes	
Logo on the Whova virtual event platform	Yes	Yes	Yes	Yes	
Logo in the conference compendium	Yes	Yes	Yes	Yes	
In-person and virtual session sponsor in compendium, on Whova, and on website	4 In-Person 4 Virtual	2 In-Person 2 Virtual			
Company description and logo in compendium	Yes	Yes	Yes	Yes	Yes

On-Site Recognition					
Company logo on Expo Hall entry arch	Yes	Yes			
Company Name on entry arch	Yes	Yes	Yes	Yes	Yes
Event Recognition					
Authorization to use event brand in educational and promotional activities	Yes	Yes	Yes	Yes	Yes
Logo recognition as a Title Sponsor on materials related to either SLAM!, Focus on Societies, or Delegate Meeting (3 available for ea. event)	\$750 Optional	\$750 Optional	\$750 Optional	\$750 Optional	\$750 Optional
Recognition as a sponsor of the Expo Opening reception and SLAM! including logo placement and more. (8 available)	\$1500 Optional	\$1500 Optional	\$1500 Optional	\$1500 Optional	\$1500 Optional
Session Content					
Sponsored bonus sessions for NGS On-Demand! - your content ¹	4 Due May 1	2 Due May 1			
Featured NGS webinar in the next 12 months - your content ¹	1	1			
Leads					
NGS 2022 Family History Conference registration list	Yes	Yes	Yes		
Leads generated from the virtual event platform	Yes	Yes	Yes	Yes	Yes
One-to-one chat	Yes	Yes	Yes	Yes	Yes
Post-event teleconference	Yes	Yes	Upon Request	Upon Request	Upon Request
Post-event report	Yes	Yes	Yes	Yes	Yes

Branded Giveaways					
Your giveaways ²	Up to 10 (in-person) Up to 5 (virtual) You fulfill. Details due May 1.	Up to 5 (in-person) Up to 3 (virtual) You fulfill. Details due May 1.	2 (in-person) Up to 2 (virtual) You fulfill. Details due May 1.		
Virtual Booth					
Company profile	Yes	Yes	Yes	Yes	Yes
Logo	Yes	Yes	Yes	Yes	Yes
Video	1	1	1	1	1
Exhibitor Showcase ³	Yes	Yes	Yes	Yes	Yes
Event Staffing / Exhibit Reps					
Booth personnel	6	4	2	2	2
Full registration access to in-person sessions and events (excludes ticketed tours, special events, meals)	2 (included in above)	2 (included in above)	1 (included in above)	1 (included in above)	1 (included in above)

1. May not include messaging containing qualitative or comparative language, pricing information, or other indications of savings or value associated with your company's products or services.
2. Giveaways will be drawn at random from registered attendees. Winner announcements will be broadcast during the event via on-screen notifications. All fulfillment the responsibility of the sponsor.
3. Your production via webcasting service (e.g., Facebook Live) streamed through the NGS virtual event platform.