



NATIONAL
GENEALOGICAL
SOCIETY®

Tales & Trails

2025 FAMILY HISTORY CONFERENCE
23-26 MAY • LOUISVILLE, KY



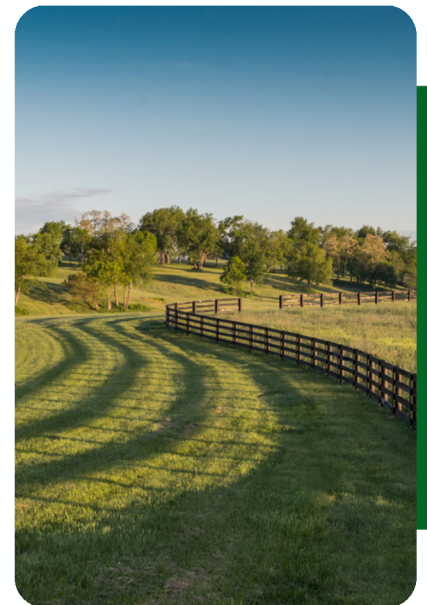
EXHIBITOR & SPONSOR PROSPECTUS



The **2025 NGS Family History Conference: Tales & Trails** will be held on 23 - 26 May 2025 at the Galt House Hotel in Louisville, Kentucky. We invite you to join us as a sponsor or exhibitor and create new possibilities and opportunities for your company or organization.

The **2025 Family History Conference** gives genealogists and family historians of all levels the insights necessary to take their research and writing to new heights and make exciting new discoveries. Your participation showcases the resources needed to accomplish this. Our in-person event provides direct, one-on-one, interaction with attendees. Plus, the Whova app gives you access to a virtual booth and advertising opportunities.

The conference features more than 50 lectures and workshops, as well as insights and innovations from the SLAM! Idea Showcase, organization training during FOCUS on Genealogy Organizations, and opportunities for attendees to visit the in-person Expo Hall throughout the conference and the virtual Expo Hall beyond.



conference.ngsgenealogy.org

EXHIBITING

Conference attendees look forward to exploring the Expo Hall, where they can be exposed to and learn about the newest products and services to support their research efforts. Throughout this two-day event, showcase your products or services to approximately 1,500 family historians and genealogy organization leaders. Conference attendees are eager to collect resources to assist them with their genealogical research. The Expo Hall is an excellent opportunity to share your information and for attendees to network and learn from you!

Exhibit Rates

- **Early Rate: \$475** (register by March 30th)
- **Regular Rate: \$550** (register after March 30th)
- **Non-Profit Early Rate: \$375** (register by March 30th)
- **Non-Profit Regular Rate: \$425** (register after March 30th)



Exhibit Details & Benefits

- One 8'x10' space, one 8-foot table and two chairs. **NOTE:** *there will be no pipe and drape*
- 2 Complimentary exhibit hall passes
- 1 All-Access conference pass
- Logo on NGS Family History Conference website with link to your website
- Listing in the digital conference Compendium
- Listing in the Whova conference app - features include:
 - Your organization's logo is prominently displayed
 - Ability to text chat with online booth visitors throughout the conference
 - Ability to upload 2 documents/handouts that attendees can download for future reference
 - Ability to upload a video. You can use a stock video you already have or record yourself and upload your message for attendees to watch anytime.
 - Ability to find attendees with similar interests and backgrounds through the robust filters available in the attendee listing
 - Network and connect with other attendees in the community board section
 - Add promotional offers
 - Collect and export leads
 - Participate in the Passport Contest, designed to encourage booth traffic and help you develop leads - see details on page 4

Contact Lauren Henretty at Lhenretty@ngsgenealogy.org to purchase more than one exhibit space.

Who's Attending the Conference?

- Genealogists
- Family Historians
- Students
- Genealogy Organization Leaders



**Reserve Your
Space by March
30th and Save!**

SPONSORSHIP OPPORTUNITIES

Gain premium exposure and recognition for your organization's active engagement in the field of genealogical research and resources. This sponsorship level allows you to be recognized as the sponsor of the Expo Opening Reception, an event that is always a big draw!

YOU RECEIVE:

- Four 8'x10' Exhibit spaces in premium location (320 square feet); **NOTE: there will be no pipe and drape**
- Six Exhibit Hall badges for booth personnel
- Two All-Access conference passes for your staff to share
- Full page ad in the conference compendium
- Full page ad in one issue of the *NGS Quarterly* and in 2 issues of the *NGS Magazine* (postevent)
- Option to provide marketing material or item to be inserted into the conference bags
- Recognition as a sponsor of the Expo Opening Reception (non-exclusive)
- Recognition as the sponsor of 2 sessions of your choice. Your company logo will be featured on your sponsored sessions.
- Logo placement: at Expo Hall entry, on conference website (with link to your website), in conference app, in the conference compendium (with company description)
- Registrant list post conference

Your company will gain great exposure through a variety of marketing channels. This sponsorship level allows you to be recognized as the sponsor of Focus on Societies and Libraries.

YOU RECEIVE:

- Three 8'x10' Exhibit spaces in premium location (240 square feet); **NOTE: there will be no pipe and drape**
- Four Exhibit Hall badges for booth personnel
- Two All-Access conference passes for your staff to share
- Half page ad in the conference compendium
- Option to provide marketing material or item to be inserted into the conference bags
- Recognition as a sponsor of FOCUS on Genealogy Organizations (non-exclusive)
- Logo placement: at Expo Hall entry, on conference website (with link to your website), in conference app, in the conference compendium (with company description)
- Registrant list post conference

YOU RECEIVE:

- Two 8'x10' Exhibit spaces in premium location (160 square feet); **NOTE: there will be no pipe and drape**
- Two Exhibit Hall badges for booth personnel
- One All-Access conference pass for your staff to share
- Quarter page ad in the conference compendium
- Recognition as a sponsor of the SLAM! Idea Showcase (non-exclusive)
- Logo placement: on conference website (with link to your website), in conference app, in the conference compendium (with company description)
- Registrant list post conference

YOU RECEIVE:

- One 8'x10' Exhibit space; **NOTE: there will be no pipe and drape**
- Two Exhibit Hall badges for booth personnel
- One All-Access conference pass for your staff to share
- Business card ad in the conference compendium
- Recognition as the sponsor of a conference session (non-exclusive)
- Logo placement: on conference website (with link to your website), in conference app, in the conference compendium (with company description)
- Registrant list post conference

PLATINUM

\$10,000

GOLD

\$5,000

SILVER

\$2,500

BRONZE

\$1,000

CUSTOM SPONSORSHIP OPPORTUNITIES

We'll tailor your sponsorship to better meet your promotional and marketing objectives.

Contact Lauren Henretty at LHenretty@ngsgenealogy.org or (571) 234-8032.

PASSPORT CONTEST

Attendees can collect stamps each time an Exhibitor uses Lead Retrieval to scan their QR code. The attendees who collect the most stamps are entered to win great prizes. An Exhibitor receives the attendee's information in the leads list for each attendee QR code scanned.

QUESTIONS?

Contact Lauren Henretty at LHenretty@ngsgenealogy.org or 571-234-8032



SCHEDULE

*Subject to change. All times CT.

Friday, May 23

8:00 AM - 4:00 PM	Exhibitor Setup
5:30 PM - 7:30 PM	Expo Hall Opening Reception

Saturday, May 24

8:00 AM - 9:30 AM	Opening Plenary
9:00 AM - 5:30 PM	Expo Hall Open
9:45 AM - 10:45 AM	Breakouts/Lectures
10:45 AM - 11:15 AM	Break with Exhibitors
11:15 AM - 12:15 PM	Breakouts/Lectures
12:15 PM - 2:30 PM	Lunch & Visit Expo
2:30 PM - 3:30 PM	Breakouts/Lectures
3:30 PM - 4:00 PM	Break with Exhibitors
4:00 PM - 5:00 PM	Breakouts/Lectures

Sunday, May 25

8:00 AM - 9:00 AM	Breakouts/Lectures
9:00 AM - 2:30 PM	Expo Hall Open
9:00 AM - 9:30 AM	Break with Exhibitors
9:30 AM - 10:30 AM	Breakouts/Lectures
10:30 AM - 11:00 AM	Break with Exhibitors
11:00 AM - 12:00 PM	Breakouts/Lectures
12:00 PM - 2:30 PM	Lunch & Visit Expo
2:30 PM - 5:00 PM	Exhibitor Tear Down

PAYMENT & CANCELLATION POLICY: Payment for your exhibit booth or sponsorship may be made by credit card upon completing the online exhibitor/sponsor registration form. Check payments must be made within 21 days of submitting your exhibitor/sponsor registration form and no later than May 1, 2025. 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 before April 15, 2025, registration fees will be refunded less a \$200 cancellation fee. If written notice of cancellation is received by NGS on or after April 15, 2025, NGS will retain or shall be owed a cancellation fee equal to 100% of the total exhibit fee.