2019 Program Sponsorship

Walt Disney World Swan and Dolphin Resort
Nov 9–13, 2019 | Orlando, Florida
About Xperience

Xperience overview

Designed for associations, nonprofits, and private schools, Xperience LIVE is one of the largest tech conferences of its kind. Packed with inspirational keynotes, new product launches, research and education, a bustling expo hall, and high-quality networking, the immersive digital experience is built around Community Brands clients, partners, sponsors, and staff. It's a one-of-a-kind show and sponsorship opportunity.

A special invitation

Last year, Xperience brought association and nonprofit leaders together in an unparalleled forum. More than 1,500 people attended the event! This year, private and independent school administrators are also joining in – growing the conference and enhancing the experience.

The 2019 program features innovative, insightful, and inspirational content. It has also been organized with sponsors in mind. With an attractive audience, a great venue, and a compelling program, we think you’ll love it.

On behalf of Community Brands, I invite you to become a sponsor of the 2019 program. Sponsorships are designed to help you gain brand visibility, create meaningful interactions, generate quality leads, and maximize the value of your event spend. You’ll enjoy getting in front of decision-makers and being part of the conference magic. As a sponsor and as an event planner myself, I look for the same benefits!

We look forward to seeing you in Orlando,

Rick Bradberry
Chief Marketing Officer
Community Brands
Sponsorship benefits

Flexible options
With a range of flexible sponsor options, you choose what works best for you.

Brand exposure
Sponsorships and packages put your brand in front of influential decision-makers.

Attendee access
Network during general sessions, breakouts, meals, receptions, and the expo hall.

Quality leads
Generate leads from executive directors, administrators, and their staff members.

Clear value
With more attendees and options, you’ll achieve an ROI you can take to the bank.

Full registration
You receive a valuable pass to all general program activities.

What to expect this year
2018 sponsorship packages sold out, and sponsor demand is trending high for 2019.

2018 attendee satisfaction was at 96%, and attendee interest is trending high for 2019.

New client groups have been added in 2019, likely increasing total attendance to 1,800+.

Premium sponsorships have been added in 2019, creating new high-value opportunities.

Opening reception has moved to expo hall in 2019, creating more booth time and traffic.

An enhanced attendee scavenger hunt involving sponsors has been added in 2019.

Did you know?
Community Brands customers serve 50 million members and hold more than 200,000 events each year!
<table>
<thead>
<tr>
<th>Sponsorship packages</th>
<th>Diamond</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
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<td></td>
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<td>$20,000</td>
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<td>Booth size</td>
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<td>10'x20'</td>
<td>10'x10'</td>
<td>10'x10'</td>
<td>10'x10'</td>
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<tr>
<td>Booth selection priority</td>
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<td>2nd</td>
<td>3rd</td>
<td>4th</td>
<td>5th</td>
</tr>
<tr>
<td>Logo and description on website and in mobile app*</td>
<td>★</td>
<td>★</td>
<td>★</td>
<td>★</td>
<td>★</td>
</tr>
<tr>
<td>Logo listed in event program</td>
<td>★</td>
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</tr>
<tr>
<td>Logo included on expo map</td>
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<td>★</td>
<td>★</td>
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<td>Logo included on Xperience sponsor signage onsite</td>
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<td>Logo included on sponsor slides in general sessions</td>
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<td>★</td>
<td>★</td>
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<tr>
<td>Pre-show attendee email list (attendees who opt in)</td>
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<td>★</td>
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<td>Complimentary lead retrieval devices</td>
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<td>1</td>
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<td>1</td>
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<td>Banner ad rotation in Xperience mobile app*</td>
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<td>★</td>
<td>★</td>
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<tr>
<td>Post-show attendee email list (attendees who opt in)</td>
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<td>★</td>
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<tr>
<td>Hyperlinked logo on Xperience website</td>
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<tr>
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<td>Tickets to Monday VIP event</td>
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<td>2</td>
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<td>Sponsored push notification via event mobile app*</td>
<td>4</td>
<td>2</td>
<td>1</td>
<td></td>
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<tr>
<td>Sponsor recognition on social media platforms</td>
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<tr>
<td>Promotion in Xperience press release</td>
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<tr>
<td>Upgraded sponsor description in event program</td>
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<td>★</td>
<td>★</td>
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<td>★</td>
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<td>Promotional item in attendee tote (provided by sponsor)</td>
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<td>1/2 page</td>
<td>1/4 page</td>
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<td>Sponsor recognition throughout welcome reception</td>
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<td>Featured exhibitor listing in event mobile app*</td>
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<td>★</td>
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<td>★</td>
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<td>Logo included on conference shirt giveaway</td>
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<td>Introduction of a keynote or general session speaker</td>
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<td>2-minute speech at welcome reception</td>
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<tr>
<td>Sponsor video played in a general session</td>
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<td>Logo included on hotel key card</td>
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<td>VIP reserved seating in general sessions</td>
<td>★</td>
<td>★</td>
<td>★</td>
<td>★</td>
<td>★</td>
</tr>
<tr>
<td>VIP in-room welcome gift (for each registration)</td>
<td>★</td>
<td>★</td>
<td>★</td>
<td>★</td>
<td>★</td>
</tr>
</tbody>
</table>

*Subject to change. Mobile app not yet selected as of publication date.
Premium sponsorships

**General Session Speaker – $28,000**
Deliver an engaging X-Talk to an entire general session audience! X-Talks are thought-provoking insights and inspiring stories worth sharing. Xperience staff will work with you to craft your presentation. Speaker, topic, content, and messaging approved in advance. Not a sales pitch. 12-15 minutes. Two show registrations included. (1-2 available)

**General Session Interview – $22,000**
Jump in the Hot Seat, a one-on-one conversation with an executive facilitator during a general session. You choose the thought-provoking insights and inspiring stories you’d like to focus on, and we’ll help you share them! Speaker, topics, and messaging approved in advance. Not a sales pitch. 12-15 minutes. Two show registrations included. (1-2 available)

**Industry Leaders Panel – $16,500**
Add a panelist to the Think Tank, a fast-moving general session debate among industry thought leaders! You’ll join other industry leaders as a panelist, with an executive moderator, to discuss topics relating to trends shaping member, donor, and student experience; technology; and social good. Two show registrations included. (1-2 available)

**Executive VIP Evening Event – $15,000**
Network with the most senior attendees during the executive VIP event. Premium attendees and sponsorship! You’ll receive two passes to the evening event, a brief introduction and/or toast, and onsite branding. You may also include an attendee gift, approved in advance. Two show registrations included. (Exclusive)

**Custom Education Session – $12,500**
Share valuable content and expertise with your target audience by designing and delivering a custom education session. Includes presentation with logo recognition and sponsor slide, introduction during the session, and logo recognition in the program guide. Speakers, topic, format, content, and messaging approved in advance. Not a sales pitch; an Xperience staff member or other speaker/presenter may be added to the session. Two show registrations included. (4-5 available)

You can design a custom sponsorship by combining a package, premium sponsorships and/or add-ons in the way that best meets your needs. If you have an idea that is not listed in this program sponsorship, let us know, and we will consider it! Please contact Michelle Santee Tupps at xperience.sponsorships@communitybrands.com or 727.797.3868 to learn more.
Additional sponsorships

**Video Interview Bundle – $8,000**
Get interviewed and have your video play in a general session! Xperience is an immersive, digital event that uses multimedia formats to educate and inspire. With the video interview bundle, your onsite interview will become part of the conference experience and news feed. A two minute video will be edited and produced by Community Brands then posted and promoted on its social media feed; the video will also be played during a general session at the event. You can post the video clip on your social media feed and your website. Speaker and messaging approved in advance. (1-2 available)

**Education Session Speaker – $7,500**
Get in front of targeted audiences as a presenter or panelist during an education breakout session. Xperience staff will match you with a session that aligns with your area of interest. Includes speaking time; logo recognition on slide; brief introduction; and logo placement next to the session in the program guide. Speaker introduction and messaging approved in advance. If you would like to also be a speaker in the session, see the Education Session Speaker on this page. (2 available)

**Expo Scavenger Hunt – $5,000**
Increase traffic to your booth and promote your brand! Attendees playing the event game compete for desirable prizes and will receive many extra points when visiting your booth, a sure way to drive more traffic your way. Includes sponsorship of the entire game plus promotional text to visit your booth. Must have purchased a sponsorship package or exhibitor sponsorship in conjunction. (exclusive)

**Attendee Tote – $4,000**
Go for numerous brand impressions with an exclusive sponsor logo placement on the attendee tote. Every attendee receives the tote, and the bags – as well as your company’s logo – will be seen throughout the conference area for three days straight! Collateral piece also included in the attendee tote, approved in advance. (exclusive)

**Charging Stations – $4,000**
At conferences with packed agendas, attendees will need to power up at charging stations. And when they do, your company’s brand will be the only one there! You’ll maximize impressions to a captive audience, who isn’t likely to leave their mobile devices unattended. Logo; company description; and booth number, if applicable, included. (exclusive)

**Breakout Session – $3,500**
Get your message and brand in front of targeted attendees during a breakout session. Xperience staff will match you with a session that aligns with your area of interest. Includes logo recognition on slide; 60-second video or brief introduction; and logo placement next to the session in the program guide. Speaker introduction and messaging approved in advance. If you would like to also be a speaker in the session, see the Education Session Speaker on this page. (2 available)

**Onsite Video Interview – $3,500**
Xperience is a digital event that uses multimedia to educate and inspire. With a two minute onsite video interview, you’ll be interviewed on camera by an event staff member. Your interview will become part of the conference news feed. Video will be edited and produced by Community Brands then posted and promoted on its social media feed. You can post the video clip on your social media feed and your website. If you would like your video interview to also be played in the general session, see the Video Interview Bundle on this page. (5 available)

Additional sponsorships do not include an expo hall booth or registration, with the exception of “Exhibitor Only.” A single sponsor conference registration is available for purchase for $1,199.

*Subject to change. Mobile app not yet selected as of publication date.*
World-class venue

Walt Disney World Swan and Dolphin Resort
1500 Epcot Resorts Blvd., Lake Buena Vista, Florida 32830

The Walt Disney World Swan and Dolphin Resort provides a truly extraordinary backdrop for Xperience 2019. Beautiful tropical landscaping, tranquil waterways and classic art and architecture work together to create a stunning landmark in the midst of one of the most spectacular places on earth. And it doesn’t stop there! Stylish lobbies provide guests with a warm and inviting welcome and a distinct sense of arrival. Guest rooms include upgraded technology and the incredibly comfortable Heavenly Bed® so you feel well-rested and ready for the Xperience adventure.

Discounted rooms are available at $226 per night, plus ~19% state and resort taxes through Friday, October 11, 2019. All sponsor attendees are required to book rooms in the Xperience conference block at the Walt Disney World Swan and Dolphin Resort. Reservation information is provided upon completion of conference registration.

Parking
Non-Registered Guest**
Registered Guest ***
Self-Parking Fees
$23 for each exit
$12 + tax per day
Valet Parking Fees
$33 for each exit
$32 + tax per day

**A non-registered guest is a guest who is visiting the hotel to use the facilities and services, but is not staying overnight.
***A registered guest has a room reservation for one or more nights at the hotel.

Airport
Orlando International Airport – MCO | Hotel direction: 23 miles, SW

*Rate does not include the required $23 Resort Services Package fee which provides guests with unlimited domestic long distance and local calls, complimentary bottled water replenished daily, high speed internet access, unlimited admission to the fitness centers and $25 off spa services of $100 or more at The Mandara Spa during each day of your visit. Guestroom folios will reflect the room charge and Resort Services Package as separate line items. Heavenly Bed is a trademark of Starwood Hotels & Resorts Worldwide, Inc., or its affiliates.
## 2019 agenda

<table>
<thead>
<tr>
<th>Saturday</th>
<th>Sunday</th>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
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<tbody>
<tr>
<td>Nov 9</td>
<td>Nov 10</td>
<td>Nov 11</td>
<td>Nov 12</td>
<td>Nov 13</td>
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<tr>
<td><strong>Morning</strong></td>
<td><strong>Breakfast</strong></td>
<td><strong>Breakfast</strong></td>
<td><strong>Breakfast and expo hall</strong></td>
<td><strong>Breakfast</strong></td>
</tr>
<tr>
<td></td>
<td><strong>Pre-conference training and partner meetings</strong></td>
<td><strong>General session</strong></td>
<td><strong>General session</strong></td>
<td><strong>General session and Product sessions</strong></td>
</tr>
<tr>
<td><strong>Afternoon</strong></td>
<td><strong>Pre-conference training and partner meetings</strong></td>
<td><strong>Lunch and expo hall</strong></td>
<td><strong>Lunch and expo hall</strong></td>
<td><strong>Lunch and expo hall</strong></td>
</tr>
<tr>
<td></td>
<td><strong>Product sessions and education breakouts</strong></td>
<td><strong>Product sessions and education breakouts</strong></td>
<td><strong>Product sessions and education breakouts</strong></td>
<td><strong>Product sessions and education breakouts</strong></td>
</tr>
<tr>
<td><strong>Evening</strong></td>
<td><strong>Partner reception</strong></td>
<td><strong>Opening reception and expo hall</strong></td>
<td><strong>VIP event</strong></td>
<td><strong>Offsite Xperience celebration</strong></td>
</tr>
</tbody>
</table>

### Additional info

Logistical information will be provided following a sponsorship purchase. Sponsor questions can be sent to xperience.sponsorships@communitybrands.com.

**Booth setup:** Sunday, Nov 10, 8am–3:30pm  
**Booth teardown:** Tuesday, Nov 12, 2pm–6pm

In addition to the dedicated expo hall time highlighted in the agenda, exhibitors will have access to the expo floor for additional attendee demos and meetings during the following times:

**Monday & Tuesday:** 8:30am–5:30pm

**Sponsors are attendees, too.**  
Xperience sponsors (package, premium, and exhibit) receive a full conference registration and have an all-access pass to agenda activities like center stage general sessions, product and education breakouts, conference meal functions, the expo hall, the welcome reception, and the offsite closing celebration.
Sample 2018 sponsors
Sponsorship terms and conditions

1. Contract/Cancellation
Applicants for sponsorship and/or exhibit space must register via our website at www.communitybrands.com/2019-conference, when available. Your space can be held by filling out and signing the written Xperience 2019 Sponsor Contract. Completing the online or written registration constitute a contract and a financial commitment to Community Brands. Payment is due 30 days from registration or October 1, 2019, whichever occurs first. No exhibitor will be allowed to set up onsite unless Community Brands has received payment before the conference begins, or prior arrangements have been made. Sponsor/exhibitor fees are nonrefundable.

This Agreement shall become effective on the date this registration is complete and will remain in effect until all responsibilities set out are fulfilled. The parties acknowledge that they will use their best good faith efforts to negotiate and resolve subsequent issues that may arise from this Agreement as a result of unforeseen occurrences and that may alter the conditions of this Agreement.

2. Use of Exhibit Space
When in the hall, all demonstrations or other activities must be confined to the limits of the booth and not impede traffic or interfere with other exhibit displays. Exhibitors shall not assign, share, or sublet any space allotted without the written consent of Community Brands. No exhibitor is permitted to show goods other than those manufactured or sold by the organization in the regular course of business. No exhibitor is allowed to make alcohol available to conference attendees from any exhibitor booth. Community Brands will not be held liable for any damages or loss of property that may occur.

3. Exhibit Booth Details
Exhibitors and sponsors may select their booth location in waves according to sponsorship level. All exhibitor spaces will be labeled with the company name and booth number. Exhibitor space will include (1) 6’ table and (2) chairs. Pop-up banners, branded marketing materials, and giveaways are encouraged, but not required. Expo Logic lead retrieval units will be available for $250 each to cover use within the expo hall during the event. Each booth will receive complimentary Wi-Fi, but the quality cannot be guaranteed. The exhibitor area is carpeted and includes standard pipe and drape.

An exhibitor kit will be provided to all exhibitors prior to the conference. The kit will include information regarding shipping and optional booth rental items, including hard-wired internet, electricity, and furniture.

4. Distribution of Circulars or Promotional Material
Unless otherwise indicated as a benefit of a specific sponsorship, distribution of circulars or promotional material may be made only within the booth assigned to the exhibitor presenting the material.

5. Fire Protection
No combustible decoration, such as crepe paper, cardboard, or corrugated paper shall be used at any time. All packing containers, excelsior, and wrapping paper, which must be flameproof, are to be removed from the floor and must not be stored under tables or behind displays. All muslin, velvet, silk, or any other decoration must stand a flameproof test. All materials and fluids that are flammable are to be kept in safety containers. Open flames, butane gas, oxygen tanks, etc., are not permitted without the permission of the hotel and the Fire Prevention Bureau.

6. Sound Devices
No extraordinary sound-making equipment of any kind may be set up or used in exhibit booths without prior approval from Community Brands.

7. Restrictions
Community Brands reserves the right to restrict exhibits that because of noise, method of operation, materials, or for any other reason, become objectionable. Community Brands may prohibit or even cancel/evict any exhibit/sponsor that, in the opinion of the management, may detract from the general character of the conference. This reservation includes persons, things, conduct, printed matter, or anything of a character that management determines is objectionable to the conference, disparagement of Community Brands or other members of the ecosystem, products that are deemed to be in direct competition with a product/service offered by Community Brands, or reselling services. Community Brands reserves the right to reject any Reseller of Record changes as a result of this event. In the event of such restriction or cancellation/eviction, Community Brands is not liable for any refunds, rentals, or other exhibit expenses.
8. Attendee List
Customer lists will not be made available, unless the customer attendee has opted in to receive sponsor/exhibitor promotions during the registration process, per Community Brands contracts with its customers. Access to the email/mailing list and frequency will be made according to your sponsor level.

9. Logo Placement
Sponsor logos will be listed on the conference website, conference program, and conference mobile app in the same order that sponsorships are listed in this sponsor prospectus. Should a sponsor purchase more than one sponsorship, the logo will appear at the highest level of sponsorship purchased, and Community Brands will include text next to the logo indicating the additional sponsorship(s). Exhibitor logos will appear in alphabetical order by company name.

10. Deadlines and Other Details Regarding Sponsor and Exhibitor Materials
Community Brands will contact sponsors and exhibitors closer to the date of the event with checklists, deadlines, and shipping information.

11. Hosted Evening Event(s)
Silver level (or higher) sponsors can host an onsite or offsite event Monday evening starting 6:30 p.m. or later. Sponsors are responsible for all costs and liabilities associated with their event(s). There is no additional sponsor fee to schedule event(s).

12. Sponsor Lounge
Community Brands will reserve and furnish a meeting room (with Wi-Fi) that you may use to optimize your time while on site. No attendees will be permitted in this space.

13. Registration
Your booth staff will have full registrations to Xperience 2019. Quantities may vary per your sponsor level commitment. As such, we encourage you to join in all social functions, meals, and sessions. Tech training and professional development sessions will be offered, and continuing education credits will be proffered for CPE, CAE, and CFRE when appropriate. Sponsors may eat breakfast and lunch 20 minutes before the start of exhibit hours.

Sponsors Bronze and higher can add a maximum of up to 2 more registrants and Exhibit Only may add 1 more registrant from their organization (above what their package provides) at the full conference attendee rate of $1,199.00 each.

14. Committed Exhibit Hours
Community Brands has built an agenda to ensure exhibitors will not have to compete for attendees’ attention. Exhibitors may access/staff expo hall booths Sunday 6:00pm – 9:00pm, Monday 8:30am – 5:30pm, and Tuesday 8:30am – 5:30pm. Exhibitors may attend all functions and sessions Wednesday.

15. Security
Community Brands is not responsible for any articles left in the Exhibit Hall after closing. Labor to assist in delivery of display materials must be arranged through the Walt Disney World Swan and Dolphin Resort or approved vendors. All work in connection with exhibit erection and dismantling is to be performed by Sponsor/Exhibitor or approved vendors.

16. Payments
Secured payment with credit cards can be made during online registration. Checks can be made payable to Abila, Inc. to Department 3303, Xperience 2019 Sponsorships, P.O. Box 12303, Dallas, TX 75312-3303.

17. Limited License
Community Brands grants the Sponsor/Exhibitor a limited license to use any of the artwork for the event for the purpose of promoting the Event. Sponsor grants Community Brands a limited license to use Sponsor’s logo in conference promotional material which could include video, social media, printed materials, and other uses as determined by Community Brands for the purposes of marketing the event.

18. Terms of Agreement
This agreement defines the terms under which Community Brands and “Sponsor/Exhibitor” enter into an agreement for the Xperience 2019 customer conference. Sponsor is responsible for abiding by all the sponsor and exhibitor policies as outlined herein.
Learn more about sponsorships and customized packages.

Michelle Santee Tupps
727-797-3868
727-644-3868
xperience.sponsorships@communitybrands.com

Community Brands is the leading provider of cloud-based software to associations, nonprofits, K-12 schools, and faith-based organizations. The company helps more than 100,000 clients and partners increase revenue, improve efficiency, and deliver memorable experiences to members, donors, families, and volunteers. Organizations adopt Community Brands software to manage memberships, career centers, learning, accounting, mobile giving, peer-to-peer fundraising, donations, admissions, enrollments, and events. The company helps organizations of all sizes amplify their impact and achieve the most social good for their communities. Headquartered in St. Petersburg, Florida, Community Brands serves clients in more than 30 countries. To learn more, visit www.communitybrands.com and follow us on Twitter and LinkedIn.