

**WHAT IS DIGITALNOW?**

Celebrating 12 years, this high-visibility executive leadership summit, co-owned by Fusion Productions and the Disney Institute, is the ONLY summit for association chief executives and leaders. DigitalNow provides next-generation information and resources to help association executives: lead in the digital age; deliver value; drive growth; attract members; and inspire innovative strategies, processes, and execution methods. Top innovators, thought leaders and execution strategists lead discussions beyond conventional approaches, identify trends and unveil case studies.

**YOUR OPPORTUNITY**

Unlike a trade show, the Fusion e.Comm.unity Resource Center at digitalNow provides an intimate consultation setting for executives to converse one-on-one with partners about innovations in products and services and their specific application for associations. This interactive center is not about selling, but is about positioning your company for the long-term to be the sought-after trusted leader in knowledge, innovations and solutions - the relationship that CEOs seek.

- Reach association decision makers and/or members with your products and services.
- Break into the association market.
- Present research and case studies that demonstrate product or service value to association executives.
- Join in the conversations and discussions with Association leaders at breakfasts, lunches, breaks and evening events. Listen to concerns, aid in discussion, offer solutions and develop personal connections.
- Present a case study workshop session that envelopes the core messages as part of the workshop agenda.
- Display a case study poster at your conference area in the Resource Center.
- Gain an executive leader's perspective about concerns and challenges of the association market.
- Build foundational relationships with leaders of some of America's most powerful associations.
- Develop a network that extends beyond the summit.
- Direct exposure in an intimate environment with decision makers from more than 100 associations.
- Constant face-time: The digitalNow CEO Lounge, Lunches, Breaks, Reception, Cyber Café, and Demo Pods are all held in the Resource Center, repeatedly placing you in the center of the action.
- Participate with CEOs in keynote sessions and workshops.
- **Receive...** Formal introduction from the stage during the summit,
- Acknowledgment throughout the event on screens and signage during the general sessions and in the resource center,
- Integrated digital presence and recognition in various digitalNow mediums and channels during the event such as mobile app and social media, and on the website for one year,
- Access to attendee list, and
- Conference registration discounts for your team and C-suite executive clients.

Disney's Contemporary  
 Resort · Orlando, FL area

Executive Summit  
**APRIL 25-28, 2012**

**WHO ATTENDS DIGITALNOW?**

DigitalNow attracts 250+ association CEOs and senior leaders from some of the largest and most powerful trade, professional and non-profit organizations in the US including:

- American Petroleum Institute
- AARP
- National Association of Realtors
- Institute of Electrical and Electronic Engineering
- American Red Cross
- Meeting Professionals International
- American Society of Mechanical Engineers
- March of Dimes
- PGA of America
- Project Management Institute

The impact that association and non-profit organizations have upon our society is over \$100B annually. Review last year's attendee list: [www.digitalNowconference.com](http://www.digitalNowconference.com)

**CONTENT FOCUS IN 2012: THE IMPACT ZONE**

DigitalNow is the perfect forum to highlight partners' case studies and stories that align with digitalNow's 2012 key messages. Your top innovators, thought leaders and execution strategists are invited to lead discussions beyond conventional approaches, identify trends and unveil case studies. CEOs want to know how new developments in your products and services can provide greater results and value to their associations.

The **Impact Zone** is the point at which you must quickly assess the environment and respond with confidence and power. Associations are poised on the cusp of a crucial wave headed into an uncertain future. They must CAREFULLY and quickly assess and activate responses to a series of factors. The mobile, social, cloud and analytic revolutions are enabling and transforming those associations (and their markets, industries and professions) that can responsibly unleash the full disruptive potential of the "post-digital association."

The collective wisdom, experience and knowledge of the digitalNow community will be engaged. Critical questions will be answered and solutions will be mobilized in these areas:

- How can technology enable associations to leverage their core capabilities, advance strategic leadership, and serve the needs of members, the profession and the industry?
- How can technology drive efficiency and change?
- How can we collect and aggregate, add value, and deliver content and education to our members who have little time?
- With so many communication modalities and demands for attention, how should we communicate with our members, public and stakeholders? How can technology help?

For a fuller understanding of how to be a part of the critical messages that digitalNow12 will deliver, go to: [www.digitalNowconference.com](http://www.digitalNowconference.com).

Fusion e.Comm.unity™ Resource Center

ASSOCIATION LEADERSHIP  
IN THE DIGITAL AGE

# PARTNER MANUAL

## ACTIVITIES IN THE RESOURCE CENTER

- Resource Center Partners' Conference Areas
- Lunches
- Technology Demonstration Discussion Pods
- Executive Lounge
- Breaks
- Reception (Thursday)
- Cyber Café

## DIGITALNOW PROVIDES

1. Skirted and clothed table with 4 chairs (a consultation style set-up, not a booth set-up)
2. Backdrape to define each partner area
3. Signage with your logo and description (Each partner area is uniform.)
4. Electrical power with 2 standard outlets
5. One easel for your case study poster
6. Wireless internet is available in Resource Center

## ADDITIONAL SERVICES

A/V equipment, printing and shipping services are available. See order forms on pages 5-7 and shipping labels on page 4.

## WHAT TO BRING

1. Partners may bring laptops and flat screens. These may also be ordered through the conference A/V vendor.
2. Partners may bring one poster that supports a case study. Our committee will need to approve it. Refer to case study and poster requirements on page 3.
3. Partners may display products and literature at their designated conference area and use digital resources like PowerPoint, videos, images, diagrams, demos, games and photos.
4. Partners may provide give-a-way products from their designated conference area. If doing so, these should align with the digitalNow content and be suitable for C-level executives.

## RESOURCE CENTER PARTNER PACKAGES

- Partner Plan: \$5,000
- Partner Plan with a Case Study Presentation: \$6,500

Resource Center Partnerships are limited and sell out early.

We are committed to selecting 10-12 of the top resource innovators whose products and services will best serve our CEO attendees and their associations.

Companies that are invited to participate have compelling research, knowledge, thought leadership and proven case studies that demonstrate product or service value to association executives.

All applications are reviewed and only those that meet these standards are accepted.

**Terms:** In order to be considered, a fully completed registration with full payment is due. Only approved registrations and payments are processed. Approvals generally occur within two weeks of receipt of a registration.

### EXPLORE THIS UNIQUE OPPORTUNITY!

Information

[dtedrow@fusionproductions.com](mailto:dtedrow@fusionproductions.com) • 585-872-1900

Register to Partner: [www.digitalNowconference.com](http://www.digitalNowconference.com)

## ALLOWANCES & RESTRICTIONS

1. DigitalNow is not a tradeshow or exhibition.
2. Pipe and drape, extra carpet, and furnishings are not permitted.
3. Free-standing exhibits, table-top exhibits, and fast-fold exhibits are not permitted.
4. Banners, signage, and fast-fold posters are not permitted.
5. Audio amplification/equipment, beyond the standard laptop audio, is not permitted.
6. A branded table cloth for one 6' table is permitted.
7. One additional power strip is permitted (supplied by partner).

## PARTNER & RESOURCE CENTER SCHEDULES

**APRIL 25-28, 2012**  
 DISNEY'S CONTEMPORARY  
 RESORT  
 4600 NORTH WORLD DRIVE  
 LAKE BUENA VISTA, FL 32830  
 (ORLANDO AREA)  
  
 407-939-4686  
  
 FANTASIA H/J BALLROOM

Day	Date	Time	Activity
Wednesday	April 25	3:00PM-5:50PM	Partner lodging check-in
		6:00PM - 6:30PM	Partner meeting with Producer in Fantasia H/J Ballroom
		6:30PM - 7:30PM	Partner areas must be fully set on Wednesday by 7:30PM
Thursday	April 26	7:00AM - 7:30PM	Resource Center open to attendees
Friday	April 27	7:00AM - 6:00PM	Resource Center open to attendees
Saturday	April 28	7:00AM - 11:00AM	Resource Center open to attendees

**REGISTER TO PARTNER**[www.digitalNowconference.com](http://www.digitalNowconference.com)**IMPORTANT DEADLINES**

- Materials Deadline: March 9, 2012
- Room Block Deadline: March 28, 2012

**RESORT LODGING**

After receiving your registration confirmation, you will receive notification with the room block code to arrange your lodging through Disney reservations. Single/Double Occupancy: \$229.

**PARTNER MATERIALS**

Submit now and gain exposure beyond the event dates.

**TRANSMIT MATERIALS**

Upload and transmit all partner materials listed below via:

[www.fusionproductions.com/digitalnow/dashboard](http://www.fusionproductions.com/digitalnow/dashboard)

**Materials Deadline: March 9, 2012.**

If you have participated as a partner in past years, your materials are on file and can be re-used upon your request.

**MATERIALS REQUIRED** (please follow specs):**LOGO**

Your logo will be published on signage, screen media, website and other digital mediums.

Provide a high quality logo: Format: eps | Color Mode: RGB

**COMPANY PROFILE**

Submit a one-page company/product/service profile to be published on the digitalNow website | Format: MSWord/text

**DESCRIPTIVE SIGNAGE**

Submit a phrase that best describes your company segment to this association executive audience.

- The phrase should express your differentiating offering to association executives.
- The segment phrase is limited to 45 spaces — those spaces include characters, punctuation and spaces.
- The segment phrase must be one continuous thought (not bullets).
- The segment phrase cannot contain your company name, product/service titles, logo tagline, branding.
- The segment phrase cannot be customized to special styles, fonts, colors. No bold, italic, caps, quotes.

**BIOGRAPHY AND PHOTO FOR EACH REPRESENTATIVE**

- Biography: 100-word limit | Format: MSWord/text
- High Quality Photo: Format: jpg | Color Mode: RGB  
Resolution: 300 dpi | 1500 pixels wide

**REQUIRED OF PARTNERS WHO PURCHASE THE CASE STUDY PRESENTATION PACKAGE:****SESSION LISTING IN PROGRAM**

Provide your session information as you desire it to be published; correct spelling, complete and proper listing

Format: MSWord/text:

- Speaker Name(s)
- Professional Title
- Credentials
- Association/Organization/Company
- Session Title: 12-word limit
- Session Description: 90-word limit
- Learning Outcomes: 2-3 bullets; 60-word limit
- Who Should Attend: 30-word limit

**RECOMMEND OF ALL PARTNERS, BUT OPTIONAL:****WHITE PAPER**

A white paper about your association products/services can be posted on the digitalNow website | Format: pdf

**CASE STUDY POSTER**

One mounted poster to illustrate a recent innovative case study can be used in the Resource Center. The poster must be reviewed and approved by conference committee. The case study poster (PDF) should be submitted for review. Poster case studies are optional, but are highly recommended. Posters are to be supplied/designed/printed by the partner, not by digitalNow. Poster specs:

- Poster should be approximately 30" x 40" and can be either vertical or horizontal orientation.
- Poster will sit on a easel that is provided.
- Poster should be mounted or be printed onto stiff material (foam core, polystyrene, or pvc).
- Poster should not be marketing collateral.
- Posters are to illustrate a recent case study and innovations.

***IKON***

**Business Center**

**DO NOT DELAY**

From: \_\_\_\_\_

Company Name

**c/o Disney's Contemporary Resort  
4600 North World Drive  
Lake Buena Vista, FL 32830**

To: \_\_\_\_\_

Event \_\_\_\_\_

***IKON***

**Business Center**

**DO NOT DELAY**

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Company Name

**c/o Disney's Contemporary Resort  
4600 North World Drive  
Lake Buena Vista, FL 32830**

To: \_\_\_\_\_

Event \_\_\_\_\_

***IKON***

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***IKON***

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**c/o Disney's Contemporary Resort  
4600 North World Drive  
Lake Buena Vista, FL 32830**

To: \_\_\_\_\_

Event \_\_\_\_\_



**Document Efficiency**  
*At Work.®*

A RICOH COMPANY

## Convention Services

Stacy Austin, Customer Liaison  
Cell: 321-436-1096 Fax: 407-938-9340  
Email: [stacey.austin@ricoh-usa.com](mailto:stacey.austin@ricoh-usa.com)  
**For Shipping questions**  
**please contact the business center**

**You can now save money and have peace of mind through our  
EXHIBITOR AND SPEAKER DISCOUNTS  
which are competitive with sources you may now use.  
Contact Stacy Austin for a quote on printing, posters, banners, and custom print jobs.**

**Shipping Addresses:**

**Disney's Coronado Springs Resort**  
1000 West Buena Vista Drive  
Lake Buena Vista, FL 32830  
Phone: 407-939-3883 Fax: 407-938-9340

**Disney's Grand Floridian Resort & Spa**  
4401 Floridian Way  
Lake Buena vista, FL 32830  
Phone: 407-824-2996 Fax: 407-938-9343

**Disney's Boardwalk Resort**  
2101 Epcot Resorts Blvd.  
Lake Buena Vista, FL 32830  
Phone: 407-939-2399 Fax: 407-938-9341

**Disney's Contemporary Resort**  
4600 North World Drive  
Lake Buena vista, FL 32830  
Phone: 407-824-1780 Fax: 407-938-9342

**Disney's Yacht Club Resort**  
1750 Epcot Resorts Blvd.  
Lake Buena Vista, FL 32830  
Phone: 407-934-3861 Fax: 407-938-9339

**Package Processing Discounts:  
For projects printed on property**

Print Orders of \$500.00+  
10% Discount on Package Processing Fees

Print Orders of \$1,000.00+  
20% Discount on Package Processing Fees

Handling Fees:		Quantity:
Envelope/ Small Box (up to 4 lbs)	\$3.00	
Medium Box (5-20 lbs)	\$5.00	
Large Box (21-70 lbs)	\$10.00	
Boxes 71 lbs- over	\$.70/lb	
Display Cases (Up to 70lbs)	\$15.00	
Display Cases (70lbs & Above)	\$.70/lb	
Pallets	\$.70/lb	

Total

If you want to have your shipment at your booth please submit this payment:

Please Print Or Type

Event Name: \_\_\_\_\_ Event Dates: \_\_\_\_\_

Company Name: \_\_\_\_\_ Booth No: \_\_\_\_\_

Address: \_\_\_\_\_ City, State, Zip \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

--Payment in full must be rendered before the beginning of the show either in advance or prior to the start of the event--

**Form of Payment:**

- Money Order
- Credit Card
  - Visa
  - MasterCard
  - American Express

Card No: \_\_\_\_\_

Exp. Date: \_\_\_\_/\_\_\_\_/\_\_\_\_

Charges Total \$ \_\_\_\_\_

Name on Card \_\_\_\_\_



## On-Site Convention Services

**Stacy Austin**, CUSTOMER LIAISON  
 IKON Business Centers at Disney  
 Lake Buena Vista, Florida 32830  
 Cell: 321-436-1096 • Fax: 407-938-9343  
 Email: [asaustin@ikon.com](mailto:asaustin@ikon.com)

**PRINT WITH US**

You can now save money and have peace of mind through our **EXHIBITOR AND SPEAKER DISCOUNTS** which are competitive with sources you may now use.

Service	Type of Project	Quantity	Specifications	Comments
<b>Eliminate Shipping Costs:</b> • Avoid lost, late and damaged shipped packages • Print on property with IKON • Call or email for a free quote  <b>Printing Services:</b> Customized to your needs • Digital or Hard Copy Proofs provided • Excellent digital high speed copying • Black and white and full color copying and printing of brochures, manuals, presentations, journals, programs, handouts, booklets				
<b>Finishing:</b> Saddle-stitch, GBC, Coil & tape binding				
<b>Presentation:</b> Tabs and Binders				
<b>Posters:</b> Wide format on gator board, foam core				
<b>Banners</b>				
<b>Tent Cards</b>				
<b>Name Badges</b>				
<b>Lamination</b>				
<b>Fulfillment</b>				
<b>CD Burning</b>				
For your Fedex and UPS shipments: <b>STANDARD RATES FOR PACKAGE PROCESSING</b>	Pallets \$70.00 per 100 lbs.	Small Package \$3.00 Medium Pkg. \$5.00 Large Package \$10.00	Display Case: \$15.00	
<b>PACKAGE PROCESSING DISCOUNTS:</b> <i>For projects printed on property</i>	Print Orders of \$500.00+ 10% Discount on Package Processing Fees	Print Orders of \$1,000.00+ 10% Discount on Package Processing Fees		

If you want to have your shipment at your booth please submit this payment information:

PLEASE PRINT OR TYPE

Event Name: \_\_\_\_\_ Event Dates: \_\_\_\_\_

Company Name: \_\_\_\_\_ Booth No.: \_\_\_\_\_

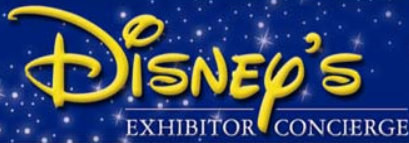
Address: \_\_\_\_\_ City, State, Zip \_\_\_\_\_

Phone NO.: \_\_\_\_\_ Fax No.: \_\_\_\_\_

— — Payment in full must be rendered before the beginning of the show either in advance or prior to the start of the event. — —

FORM OF PAYMENT: Remit to **IKON Office Solutions**

<input type="checkbox"/> Check or Money Order in the amount of: \$ _____	<input type="checkbox"/> Credit Card <input type="checkbox"/> Visa <input type="checkbox"/> MasterCard <input type="checkbox"/> American Express	Card No.: _____ Exp. Date: ____/____/____ PLEASE PRINT Name on Card _____
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**Exhibitor Request Form  
Disney's Contemporary Resort**

**CUSTOMER INFORMATION**

**PLEASE PRINT OR TYPE**

**Company:**

**Address:**

<b>City:</b>	<b>State</b>	<b>Zip:</b>
<b>Phone:</b>	<b>Fax:</b>	
<b>Contact:</b>		

**DELIVERY INFORMATION**

**Convention Name:**

<b>Booth #:</b>	<b>Email:</b>
<b>On-Site Contact/Cell:</b>	
<b>Delivery</b>	<b>Pick-Up</b>
<b>Date:</b>	<b>Date:</b>
<b>Time:</b>	<b>Time:</b>

**AV EQUIPMENT (\*Service Fee)**

	Qty	Daily Rate	# of Days	TOTAL
(2) Powered Speakers with Mixer		\$230		\$
Wireless Microphone		\$170		\$
DVD or VHS Player		\$100		\$
54" AV Cart w/drape		\$20		\$
32" Monitor/TV		\$250		\$
LCD Projector 4000 lumens		\$375		\$
6'-8' Tripod Screen		\$55		\$

**RENTAL POLICY**

All equipment to be in operating condition upon delivery. If a malfunction is experienced in operation, the problem must be reported immediately. We will replace or repair the equipment. We are not responsible for problems reported after the rental period. Clients are responsible for all items while in their use; this includes damage, loss, theft, or vandalism. Repair or replacement costs will be charged. Cancellation of Equipment: 48 hour notice of cancellation is required for rental equipment or a fee of 50% of the normal one day rental rate will be charged. If equipment is delivered, client will be charged the normal one-day rate. Prices are based on current rates and are subject to change without notice. All equipment is on a daily rate per-room/booth basis.

**DISPLAY EQUIPMENT (\* Service Fee)**

	Qty	Daily Rate	# of Days	TOTAL
17" LCD Flat Data Monitor		\$75		\$
21" LCD Flat Data Monitor		\$125		\$
42" Plasma Monitor		\$500		\$
50" Plasma Monitor		\$500		\$
Chrome Post Stand		\$110		\$
Laptop 2Ghz/20gb/Win XP		\$275		\$
VGA Cable 25'-50'		\$20		\$
Wireless Mouse		\$60		\$

**PAYMENT INSTRUCTIONS**

Please indicate method of payment. This section must be completed before your order can be processed. A credit authorization is requested as a deposit against additional services and/or labor. Payment of any balances may be made by company check upon presentation of statement while at the event. However, a credit card authorization must be on file. Any balances outstanding as of move-out will be charged to your account.

Card Type:  Amer. Express  Visa  MasterCard

Card #	Exp. Date:
Card holder name:	
Signature:	
Total Equipment Rental	\$
*20% Service Fee	\$
6.5% FL Sales Tax	\$
<b>TOTAL</b>	<b>\$</b>

Pricing is effective October 1, 2011 through September 30, 2012 and is subject to change.

**To place order call (407) 824-1774 or fax (407) 938-0592**

Equipment listed does not reflect our total inventory; please call for additional information and pricing.