

Build Relationships with Association CEOs & Leaders

Fusion e.Comm.unity™ Resource Center PARTNERSHIP OPPORTUNITY



ASSOCIATION LEADERSHIP
IN THE DIGITAL AGE

WHAT IS DIGITALNOW?

Celebrating 11 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.

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

Review the 2010 attendee list: www.digitalnowconference.com

Disney's Grand Floridian
Resort & Spa, Orlando, FL

Executive Summit
APRIL 6-9, 2011

CONTENT FOCUS IN 2011

DigitalNow is the perfect forum to highlight partners' case studies and stories that tie into DigitalNow's 2011 key messages. CEOs want to know how new developments in your products and services can provide greater results and value to their associations. Top innovators, thought leaders and execution strategists lead discussions beyond conventional approaches, identify trends and unveil case studies. The communities' experience and knowledge will be engaged, critical questions will be answered and solutions will be mobilized in these areas:

- How to create innovation in products or services when obsolescence is measured in months, rather than years
- How to evolve new business models, not just those based on dues/non-dues revenue
- How to create, develop and sustain relevant, trusted content in a 24x7 world
- How to communicate effectively with the next generation of members/stakeholders/workforce - and identify what new competencies will be required

For a fuller understanding of the critical message that DigitalNow will deliver, go to: www.digitalnowconference.com

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 more than a forum for selling; it provides partners relationship-building opportunities with key CEOs and leaders.

- 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 breakfast, lunch, breaks and evening events; listen to concerns, aid in discussion, and offer solutions.
- 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.
- Develop personal connections with key decision makers.

- Gain an executive leader's perspective on issues, 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, Cyber Café, and technology demos are all held in the Resource Center, repeatedly placing you in the center of the action.
- Participate with CEOs in keynote sessions and workshops.
- Formal introduction from the stage during the summit.
- Signage and acknowledgment in program brochure.
- Presence on the DigitalNow mobile app and website for one year.
- Access to attendee list.
- Conference registration discounts for your team, clients and prospective clients.

Fusion e.Comm.unity™ Resource Center PARTNER MANUAL

ASSOCIATION LEADERSHIP
IN THE DIGITAL AGE

ACTIVITIES IN THE RESOURCE CENTER

- Resource Center Partners' Conference Areas
- Technology and Digital Tools Demonstrations
- Discussion Pods
- Cyber Café
- Executive Lounge
- Breaks
- Reception (Thursday)

DIGITALNOW PROVIDES

1. Skirted and clothed table with 4 chairs (A conference style set up, not a booth set up)
2. Backdrop to define each partner area
3. Two large color signs: one with your logo; one with your description (Each partner area will be uniform.)
4. Electrical power
5. Internet access is available. (Internet fees apply for those who desire this service.)
6. A/V equipment and services are available. (Additional fees apply for those who desire this service.)
7. One easel for your case study poster

WHAT TO BRING

1. Partners may bring computer/laptop/flat screens /monitor/peripherals. (Electronics may be ordered through the conference A/V vendor.)
2. Partners may bring one poster for use in the Resource Center that supports a white paper, case study or R&D. Our committee will need to approve it. Refer to case study and poster requirements in this manual.
3. Partners may display products and services at their designated conference areas using digital resources: PowerPoint slides, videos, computer images, diagrams, demos, games and photos.
4. Partners may provide products and services literature at their designated conference area.
5. Partners may provide give-a-way products from their designated conference area.

RESOURCE CENTER PARTNER PACKAGES

- Partner Plan: \$5,000
- Partner Plan with Case Study Presentation (workshop): \$6,500

Resource Center **partnerships are limited.**

We are committed to only 10-12 of the top resource innovators whose products and services will best serve our CEOs and associations.

Companies that are invited to participate have research or case studies that demonstrate product or service value to association executives.

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

Terms: Full payment due at registration.

EXPLORE THIS UNIQUE OPPORTUNITY!

Information: Theresa DeConinck
tdeconinck@fusionproductions.com • 703-430-7459
www.digitalnowconference.com

Register to Partner: www.digitalnowconference.com

ALLOWANCES & RESTRICTIONS

1. DigitalNow is not a tradeshow or exhibition.
2. Pipe and drape, extra carpet, and other 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. Sound equipment other than the typical computer generated sound is not permitted.
6. Flat screens should be no larger than 32".

DISNEY'S GRAND FLORIDIAN
RESORT & SPA
FANTASIA BALLROOM
ORLANDO, FL

APRIL 6-9, 2011

RESOURCE CENTER SCHEDULE

Day	Date	Time	Event
Wednesday	April 6	6:00PM - 6:30PM	Partner Meeting with Producer in Fantasia Ballroom.
		6:30PM - 7:30PM	Partner areas must be fully set on Wednesday by 7:30PM.
Thursday	April 7	7:00AM - 7:30PM	Resource Center open to attendees.
Friday	April 8	7:00AM - 6:00PM	Resource Center open to attendees.
Saturday	April 9	7:00AM - 11:00AM	Resource Center open to attendees.

Register to Partner: www.digitalnowconference.com

Take full advantage of
your partnership.
Gain exposure beyond
the event dates.

Materials Due by March 5, 2011

PARTNER MATERIALS

DUE BY MARCH 5, 2011

If you have participated as a partner in past years, your materials are already on file and will be re-used. If you desire changes to your material, then please submit by the **March 5, 2011 deadline** according to the specs defined below.

TRANSMIT IMAGES AND FILES

- Email: jmckown@fusionproductions.com
- For large files: www.yousendit.com

LOGO*

Your logo will be published in program brochure, on the DigitalNow website and on a custom sign.

Provide a high resolution color logo for use in the conference program book and on large sign. Format: eps or ai
Resolution: 300 | Color Mode: CMYK | Image Size: 10"

POWERPOINT/PDF

A PowerPoint presentation about your association products/services can be posted on the DigitalNow website.

Provide a 5- to 10-slide PowerPoint presentation in a PDF format (not in a PowerPoint format. The PDF will be viewable, but animation and effects will not be seen.)

DESCRIPTIVE SIGNS*

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

- 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, service names, branding.
- The segment phrase cannot be customized to special styles, fonts, colors. No bold, italic, caps, quotes.

COMPANY PROFILE

Your one-page company/product/service profile will be seen on the DigitalNow website. Provide the profile as an MSWord file.

SPEAKER BIO/PHOTO*

Required of partners who purchase the case study presentation package:

- Speaker's Bio
- Speaker's Photo. Format: jpg | Color Mode: RGB
Resolution: 72 dpi | Size: at least 720 x 480

SESSION LISTING IN PROGRAM*

Required of partners who purchase the case study presentation package:

Provide your session information as you desire it to be published in the program booklet (correct spelling | complete and proper listing).

- Speaker Name(s)
- Association/Organization/Company
- Professional Title
- Session Title
- Credentials
- Session Description
- Key Walk-a-way Points
- Who Should Attend

CASE STUDY/POSTER

One mounted poster to illustrate a case study or research can be used in the Resource Center, but must be approved by conference committee. The case study and a PDF of the poster should be submitted for review. Posters and case studies are optional and are supplied/designed/printed by the partner, not by DigitalNow. Poster specs:

- Posters are typically 30" tall x 40" wide — anything close to that is acceptable.
- Posters will sit on a easel that is provided.
- Poster should either be mounted or be printed onto stiff, solid material. (IE: either foam core, polystyrene, or pvc.)
- Posters should not be marketing collateral.
- Posters are to illustrate a case study or research.

*Required. All other services are optional.



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

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
Eliminate Shipping Costs: • Avoid lost, late and damaged shipped packages • Print on property with IKON • Call or email for a free quote Printing Services: 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				
Finishing: Saddle-stitch, GBC, Coil & tape binding				
Presentation: Tabs and Binders				
Posters: Wide format on gator board, foam core				
Banners				
Tent Cards				
Name Badges				
Lamination				
Fulfillment				
CD Burning				
For your Fedex and UPS shipments: STANDARD RATES FOR PACKAGE PROCESSING	Pallets \$70.00 per 100 lbs.	Small Package \$3.00 Medium Pkg. \$5.00 Large Package \$10.00	Display Case: \$15.00	
PACKAGE PROCESSING DISCOUNTS: <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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Direct questions about shipping, printing process, costs, order forms, dock/shipment address to
IKON: Stacy Austin, asaustin@ikon.com

IKON
Business Center

DO NOT DELAY

TO: _____
Guest Name (First& Last)

c/o Disney's Grand Floridian
4401 Floridian Way
Lake Buena Vista, FL 32830

Company _____

Event _____

Booth No. _____ No. _____ of _____ pcs.

Carrier _____

IKON
Business Center

DO NOT DELAY

TO: _____
Guest Name (First& Last)

c/o Disney's Grand Floridian
4401 Floridian Way
Lake Buena Vista, FL 32830

Company _____

Event _____

Booth No. _____ No. _____ of _____ pcs.

Carrier _____

IKON
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Lake Buena Vista, FL 32830

Company _____

Event _____

Booth No. _____ No. _____ of _____ pcs.

Carrier _____



**Disney's Grand Floridian Resort
Exhibitor Concierge
Audio Visual Request Form**

CUSTOMER INFORMATION		
PLEASE PRINT OR TYPE		
Company:		
Address:		
City:	State	Zip:
Phone:	Fax:	
Contact:		

DELIVERY INFORMATION	
Convention Name:	
Booth #:	Email:
On-Site Contact/Cell:	
Delivery:	Pick-Up:
Date:	Date:
Time:	Time:

AV EQUIPMENT (*Service Fee)				
	Qty	Daily Rate	# of Days	TOTAL
(2) Powered Speakers with Mixer		\$205		\$
Wireless Microphone		\$160		\$
DVD or VHS Player		\$80		\$
54" AV Cart w/drape		\$20		\$
32" Monitor/TV		\$200		\$
LCD Projector 4000 lum		\$375		\$
4'-7' Tripod Screen		\$35		\$

RENTAL POLICY
<p>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.</p>

DISPLAY EQUIPMENT (* Service Fee)				
	Qty	Daily Rate	# of Days	TOTAL
17" LCD Flat Data Monitor		\$170		\$
21" LCD Flat Data Monitor		\$175		\$
42" Plasma Monitor w/stand		\$525		\$
50" Plasma Monitor w/stand		\$975		\$
Laptop 2Ghz/20gb/Win XP		\$175		\$
VGA Cable 25'-50'		\$20		\$
Wireless Keyboard & Mouse		\$55		\$

PAYMENT INSTRUCTIONS	
<p>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.</p>	
Card Type: ___ Amer. Ex ___ Visa ___ MasterCard ___ Discover	
Card #	Exp. Date:
Card holder name:	
Signature:	
Total Equipment Rental	\$
*20% Service Fee	\$
6.5% FL Sales Tax	\$
TOTAL	\$

Pricing is effective October 1, 2009 through September 30, 2010 and is subject to change.

**For additional custom quotes or for questions, contact:
Phone 407-824-3268 Fax: 407-938-0480 Email: Exhibits.GrandFloridian@psav.com**

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