



NATIONAL ASSOCIATION of

**Charitable Gift Planners**

## **Exhibitor Guide Book**

# TABLE OF CONTENTS

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PAGE 3	Goals and Objectives
PAGE 3	Booth Design
PAGE 4	Booth Staffing
PAGE 4	Solutions Center
PAGE 5	Advertising Opportunities

# GOALS AND OBJECTIVES

What is your purpose for exhibiting at CGP Conference? Take some time to examine your goals and objectives. Without them, it will be difficult to determine whether the conference was a success for you. Are you hoping to connect in person with existing clients? Expand your geographic footprint? Reach a new industry? Be conscious of these goals and objectives and use them to articulate what you'd like our attendees to do when they visit your booth. Be sure to set **SMART** goals. Here are some examples:

- We want to generate \_\_ new leads.
- We want to connect with \_\_ current clients
- We want to demonstrate our products/services to \_\_ individuals
- We want to collect \_\_ business cards

## SMART goals

Sensible

Measurable

Attainable

Realistic

Truthful

After the conference, be sure to reflect on your goals and follow up with all those business cards and leads you collect!

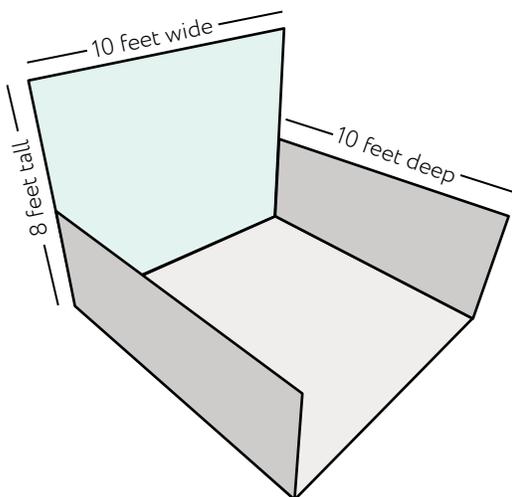
# BOOTH DESIGN

You have just seconds to capture an attendee's attention as they walk the exhibit floor. Make the most of those seconds by projecting an image that will convince them you're worthy of their time.

You don't need to spend a lot of money to make an impression. Keep things simple to make a big impact. Whether it's a pop-up banner, a sign that hangs from the back wall of your booth, a custom table covering, or a table-top display, your graphics should feature three things:

- Your company name/brand
- A strong tagline that describes what you do
- An image that illustrates your mission

Be sure to bring plenty of brochures, business cards and other promotional materials. And, remember, people love freebies, whether it's candy or a trinket. Be sure those trinkets proudly display your brand and contact information.



As you consider your booth design, keep in mind that our booth dimensions are 10' wide, 10' deep and 8' high. Each booth comes with a 6' long table, two side chairs, and a wastebasket. Each booth also includes a simple white cardboard sign with your company name, measuring 7" x 44". To avoid distraction, we keep our color scheme simple – we use black draping to separate the booths.

If you should need additional furnishings or electricity at your booth, you will order those items from Freeman, our exhibit services contractor. You will receive a kit from Freeman sometime in August. We will contact you at that time with further instructions.

# BOOTH STAFFING

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Your company has registered to exhibit at the conference. Now it's time to decide who will represent you in the exhibit booth. Be sure to bring your dream team, as these individuals will have a huge impact on your success at the conference. Bring team members that have a mix of expertise on your products and services. Remind them to ask questions of our attendees, and be prepared to answer many questions. You might even prepare a list of anticipated questions and role-play before the conference.

If you have not yet completed registration forms for the individuals who will attend, be sure to keep that task on your radar. Each exhibit package includes one complimentary full-conference attendee registration. [Click here](#) to visit the registration page of our website. **Please register those who will take the complimentary registration(s) in one transaction, and any others in a separate transaction.** To take advantage of the comp, just enter "2019exh" in the discount code field of the registration form, and be sure to choose the Sponsor/Exhibitor Attendee registration category.

# SOLUTIONS CENTER

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In the coming weeks and during the conference, you'll hear the buzz about our Solutions Center. We work hard to find new ways to drive traffic to our exhibitors and enhance the attendee experience. The Solutions Center offers both. You can read more about it [here](#).



As an exhibitor, you'll be provided with a list of the top ten challenges faced by our members and attendees. You'll receive the list before the conference. We'll give you an opportunity to tell our attendees about a problem you can solve, and we'll post it in the conference mobile app. For example: "Visit XYZ Company in Booth 15 and let's discuss how we can encourage your team to understand and embrace planned giving."

Then, at the conference, you'll be given a Solutions Center kit, which will include an easel and an "ASK ME" sign on which you'll write down a problem that you can solve. For example, you might say "ASK ME how to effectively manage and maximize your bequests." We'll give you washable markers so that you can make changes to your sign throughout the conference.

We'll also provide a supply of "ASK ME" ribbons for your experts to wear on their name badges. They are great conversation starters!

# ADVERTISING OPPORTUNITIES

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Why not enhance your presence by taking advantage of our advertising opportunities? You can purchase ads in our print program or mobile app push notifications and promoted posts. [\*\*Click here\*\*](#) for more information on those opportunities.

Better yet, why not include your brochure or trinket in each attendee's tote bag? You can guarantee your item will reach everyone at the conference! The cost is low (\$800), the value is high!

To take advantage of these opportunities, [\*\*click here\*\*](#) to add one or more to your package.