



National Association
of **Charitable
Gift Planners**

CGP CONFERENCE

2025 SPONSOR & EXHIBITOR
CATALOG

CGP CONFERENCE

CGP Conference is the annual conference hosted by the National Association of Charitable Gift Planners (CGP). CGP Conference is a unique gathering place for individuals committed to the art and science of charitable gift planning. Charities of every size and scope are represented by professionals in all stages of their careers. CGP Conference is the largest annual gathering of gift planners and allied professionals.

Don't miss the opportunity to meet with these individuals face-to-face and personally illustrate how your products and services will help them work smarter.

CONTACT

Michael Kenyon

(317) 269-6274

mkenyon@charitablegiftplanners.org

CGP Conference is the premier opportunity of the year to connect with the largest group of professionals engaged in charitable gift planning. Each fall, 1,200 attendees come together for three days of cutting-edge education on gift planning while networking with colleagues from across the country. Our attendees also interact with our partners in the Solution Center to seek out service providers and discover the latest industry innovations and trends.

As an exhibitor, you will have nearly six hours of dedicated time for attendees to visit your booth in the Solutions Center, allowing you to build new relationships with quality prospects and connect with current clients.

Are you looking for new prospects? One-third of attendees at a CGP Conference are first-time participants. Interested in experienced professionals and decision-makers? Over 25% of CGP Conference attendees have 20 or more years of experience in the field, including Directors of Development, AVPs, VPs, and Executive Directors. Want to expand your base? CGP Conference attendees represent the broadest spectrum of organizations involved in charitable gift planning, from the largest institutions to smaller organizations just beginning their gift planning programs.

The 2025 CGP Conference marks a return to the city where CGP was founded and where our first conferences took place. We couldn't be more thrilled for this year's conference at the JW Marriott in downtown Indianapolis, Indiana. Please consider raising your company's profile at the conference this year through one of our many sponsorship opportunities.

I hope you join us.

Michael Kenyon

CGP President and CEO

TOP REASONS TO SUPPORT CGP CONFERENCE

1

FACE TIME

Engage one-on-one with gift planning professionals who need your services. The opening reception, continental breakfasts, and frequent 30-minute breaks all take place in the exhibit hall providing lots of opportunities for face time with current clients and prospects for the future.

2

YOUR MARKET

There is no better conference to reach the target market of charitable gift planning professionals. You'll meet front-line fundraisers and gift planners, most of whom are decision makers. The rest are future decision makers.

3

SHOWCASE SOLUTIONS

We know you have the answers...here is your chance to demonstrate your expertise to our audience. The exhibit hall is known as the "Solutions Center" a place for attendees to come to get their most pressing questions answered.

4

VISIBILITY

Reach more than only attendees! Local council leaders, directors of development, planned-giving directors, high-level managers... they come to the conference with the intention of sharing the experience with their colleagues.

5

DON'T BE LEFT BEHIND

CGP Conference is THE event where leading companies serving the gift planning field showcase their products and services and learn the latest trends in the field, so that those products and services can be adapted to better serve philanthropy.

WHAT WE OFFER

FIND A VARIETY OF OPTIONS TO FIT YOUR GOALS

CUSTOM SPONSORSHIPS AVAILABLE

Let's work together to unlock a unique opportunity for your brand. Contact Michael Kenyon at mkenyon@charitablegiftplanners.org to discuss your business objectives and build a package that will help you achieve your goals.

EXHIBIT BOOTH

\$3,000

A booth in the Solutions Center, also known as the exhibit hall, provides the best opportunity to build relationships and make an impact on attendees by sharing your company's products and services.

The 2025 conference exhibit package includes:

- 10' x 10' exhibit booth including drape, signage, 6' table, two side chairs and wastebasket
- Complimentary conference registration for one person*
- Logo on Solutions Center (exhibit hall) entrance sign
- Listing as an exhibitor on conference website with link to your website
- Listing in conference mobile app with logo and short description of your organization

*Additional booth staff registration is available for \$525 each

ADDITIONAL EXHIBITOR BOOTHS

\$3,000

Expand your presence in the Solutions Center with additional booths. Price is per each booth space.

PREMIUM ENDCAP BOOTH

\$3,500

Stand out in the Solutions Center by purchasing a second exhibitor booth and a premium end cap location (eight available).

WHAT WE OFFER

FIND A VARIETY
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CORPORATE SPONSORSHIP

\$2,000

A corporate sponsorship offers the following benefits:

- Complimentary conference registration for one person
- Logo on Solutions Center (exhibit hall) entrance sign
- Logo on select conference marketing messages
- Logo and link on conference website and mobile app

Corporate sponsorships are limited to companies or organizations that are not exhibiting.

CONFERENCE SPONSORSHIP

Conference sponsorships are intended to be paired with purchase of the exhibit booth package as listed on page 4.

All conference sponsorships include the following benefits:

- Recognition as a sponsor on conference website with link to your website
- Full-color logo and link to your website on select conference marketing messaging
- Your organization's description included in conference print program
- Company logo featured in conference mobile app and print program book
- Full-color logo on exhibit hall entrance sign
- Recognition on mobile app with link and map to your location in the Solutions Center
- Featured sponsor email on your behalf
- One mobile app notification, corresponding with your sponsored activity

Prices vary. See pages 6-10 for full details of what is included in each conference sponsorship.

CONFERENCE SPONSORSHIPS

EVERY CONFERENCE SPONSORSHIP INCLUDES:

- Recognition as a sponsor on conference website with link to your website
- Full-color logo and link to your website on select conference marketing messaging
- Your organization's description included in conference print program
- Company logo featured in conference mobile app and print program book
- Full-color logo on Solution Center (exhibit hall) entrance sign
- Recognition on mobile app with link and map to your location in the Solutions Center
- Featured sponsor email on your behalf
- One mobile app notification, corresponding with your sponsored activity

KEY CARD

\$7,000

Put your name and logo in the hands of every attendee at the conference.

- Company name and logo printed on room key cards to be distributed to conference attendees. Card will be co-designed to meet CGP brand and conference hotel requirements.
- Conference sponsorship benefits package (see page 5)

NAME BADGE

\$6,500

Be front and center as attendees wear your logo throughout the conference.

- Company name and logo (one-color imprint) on name badges distributed to all attendees
- Conference sponsorship benefits package (see page 5)

ADVOCACY UPDATE PLENARY

\$5,000

Host a legislative and policy update to attendees during the highest-attended event of the conference.

- VIP seating at the day two plenary lunch
- Your company representative will share a brief company overview and introduce the plenary speaker.
- Sponsorship recognition displayed on screen during day two plenary lunch
- Conference sponsorship benefits package (see page 5)

CONFERENCE SPONSORSHIPS

NOTEBOOK

\$5,000

Place your brand in every attendee's hand as they take notes during the conference.

- Company name/logo printed on notebooks distributed to all attendees (one-color imprint)
- Conference sponsorship benefits package (see page 5)

DAY ONE OPENING RECEPTION

\$4,500

Welcome attendees and set the tone at the first event of the conference.

- Company name and logo displayed during reception
- Cocktail napkins with one-color imprint of your company logo used at food and beverage stations
- Option to share a 60-second video welcome message in the mobile app on day one
- Conference sponsorship benefits package (see page 5)

CGP LOUNGE

\$4,500

The CGP Lounge anchors the Solutions Center, providing a space for attendees to charge up, fuel up, connect and reset. A series of activities and offerings will be available at the CGP Lounge throughout the conference.

- Premium booth location adjacent to the CGP Lounge
- Company name and logo displayed within the lounge space
- Conference sponsorship benefits package (see page 5)

CONFERENCE SPONSORSHIPS

EDUCATION TRACKS (SIX AVAILABLE) **\$3,500**

Get in front of the attendees whose issues are important to your company.

- Your company representative will introduce sessions speakers in your track
- Company name and logo on signs outside each breakout session in your track
- Conference sponsorship benefits package (see page 5)

EMERGING PROFESSIONALS HAPPY HOUR **\$3,000**

Host a mix and mingle and build brand awareness with up-and-coming gift planning professionals.

- Company logo/special thanks on signs at the venue
- Your company representative will welcome reception attendees
- Company swag items may be distributed to reception attendees
- Conference sponsorship benefits package (see page 5)

AFFINITY SESSIONS **\$3,000**

Support peer-to-peer networking and learning throughout the conference.

- Sponsorship recognition posted during affinity group sessions
- Mention of your company sponsorship included in script to be read at every group
- Sponsorship covers all affinity sessions (multi-day)
- Conference sponsorship benefits package (see page 5)

CONFERENCE SPONSORSHIPS

CLOSING PLENARY

\$3,000

Leave attendees inspired during the final conference event.

- Sponsorship recognition posted during closing plenary lunch
- Your company representative will share a brief company overview and introduce the plenary speaker.
- Sponsorship recognition displayed on screen during closing plenary lunch
- Conference sponsorship benefits package (see page 5)

CONFERENCE PRINT PROGRAM

\$2,500

Give attendees access to tools they need to be successful during the conference: **print program.**

- Back cover ad (full page) space in print program
- Conference sponsorship benefits package (see page 5)

CONFERENCE REGISTRATION TECH

\$2,500

Give attendees access to tools they need to be successful during the conference: **registration technology.**

- Logo placement on kiosk welcome screens at registration desk
- Conference sponsorship benefits package (see page 5)

CONFERENCE APP

\$2,500

Give attendees access to tools they need to be successful during the conference: **mobile app.**

- Company logo featured on mobile app splash screen
- Conference sponsorship benefits package (see page 5)

CONFERENCE SPONSORSHIPS

CONFERENCE WI-FI

\$2,500

Give attendees access to tools they need to be successful during the conference:

Wi-Fi

- Company name included in Wi-Fi access code (up to eight characters)
- Conference sponsorship benefits package (see page 5)

BREAKFAST (TWO AVAILABLE)

\$2,000

Start attendees' day off right with networking and nourishment.

- Company logo at food and beverage stations and exhibit hall tables
- Company name and logo featured during breakfast
- Conference sponsorship benefits package (see page 5)

PROFESSIONAL PHOTO BOOTH

\$2,000

Provide attendees with a new complementary professional photo.

- Company name and logo displayed within the portrait area
- Conference sponsorship benefits package (see page 5)

CONFERENCE SCHOLARSHIPS

You can help the next generation of charitable gift planners get the education they need and connect them with the professionals that can advance their careers. Sponsor a first-time conference attendee with a CGP Conference Scholarship. Each scholarship includes complimentary registration and a one-year CGP membership.

\$925 per scholarship

Scholarship sponsors receive recognition at the conference, in the printed program, on the mobile app and the conference website.

FROM A SCHOLARSHIP RECIPIENT

“I always wanted to attend the CGP National Conference, but the expense was prohibitive for my organization. Applying for and receiving a scholarship was such a gift, as it was the only way I could have attended. I had an incredible experience, and really appreciated being seated with other scholarship winners at the opening dinner. That helped create an instant community and I made several new friends with whom I hope to keep in touch. I truly felt welcomed and like I belonged!”

**-Anne Rodenberg, Director of Major and Planned Giving,
Amherst H. Wilder Foundation**

ADDITIONAL OPTIONS

PRINT PROGRAM ADVERTISEMENT \$450/\$650

Your full-color ad included in the pages of the conference program. Two sizes available:

Full-page: \$650

Half-page: \$450

MOBILE APP PUSH NOTIFICATION \$250

\$250 per notification: Notify mobile app users of a promotion or brief update sent directly to their device's home screen. Notifications will appear as a pop-up message on an attendee's mobile device and also appear on the announcements section of the app. (Limit two. 10 total available.)

EXHIBITOR PROMOTIONAL EMAIL \$500

\$500 per email: Notify attendees of a promotion, event, or brief update sent directly to their email inbox. (Available to exhibitors only. Limit one. Five total available.)

LEAD CAPTURE

Collect, track, and follow up on conversations at your exhibit booth. Cvent's Lead Capture tool is the only option for scanning the QR codes included on attendees' name badges.

Single license: \$249

Three-pack: \$499, \$149 for each additional license beyond three

Lead capture will be available for purchase at a later stage. More information will be shared as CGP Conference approaches.

DO YOU HAVE QUESTIONS ON ANY OF THE SPONSORSHIPS?

Contact Michael Kenyon

(317) 269-6274, mkenyon@charitablegiftplanners.org

IMPORTANT DATES AND DEADLINES

Apr. 1: Individual and booth staff registration opens for sponsors and exhibitors

June 27: Total balances due for all sponsors and exhibitors

June 27: Cancellations: Last day for 100% of total fee refund (less 5% processing fee)

Aug. 12: Exhibitor kits emailed by exhibit decorator

Aug. 29: Last day for 50% of total sponsor/exhibitor fee refund
*No refunds after this date

Sept. 8: Copy deadline for printed program and sponsor promotion

Sept. 8: Deadline for individual and booth staff registration

Sept. 12 – Oct 9: Featured sponsor email promotion

Sept. 23: Hotel reservation deadline

Oct. 15: Exhibit hall setup hours: Noon - 5 p.m.
Exhibit hall open 5:30 - 6:30 p.m. for Opening Reception

Oct. 16: Exhibit hall open: 7:30 a.m. - 5 p.m.

Oct. 17: Exhibit hall open: 7:30 a.m. - 11:30 a.m.

Oct. 17: Exhibit hall tear down hours: 11:30 a.m. - 1:30 p.m.



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CGP Conference is hosted by the National Association of Charitable Gift Planners. The National Association of Charitable Gift Planners (CGP) is the leading organization setting standards for charitable gift planners. We bring members together to learn, connect and advocate. We provide education and resources that enrich and advance careers. We connect colleagues at all levels through our national network—including those who defined the field. We exist to serve our distinguished profession and bring to life the art and science of charitable gift planning.

CONTACT: Michael Kenyon, President and CEO
(317) 269-6274, mkenyon@charitablegiftplanners.org