

35th Annual

EXPLORING PATHS OF HOPE

INFERTILITY, ADOPTION, AND FAMILY BUILDING SUMMIT

Saturday, November 9, 2019 | 8:00am to 5:30pm
Calvary Lutheran Church
(2nd Floor, Conference Center, North Wing)
7520 Golden Valley Road, Golden Valley, MN 55427
RESOLVE is not religiously affiliated

About the Summit

This Summit is one of the most popular RESOLVE events in the nation and has been profiled on *ABCNews.com* and *The Star Tribune*. The Summit takes place in Golden Valley, MN and features workshops on every aspect of infertility and adoption. Medical experts, attorneys, counseling professionals, adoption agencies, complementary medicine practitioners and individuals who have experienced infertility firsthand will provide the most up-to-date information available for women and men traveling the family building journey.

Attendees hail from states throughout the region with a majority coming from Minnesota. We welcome anyone looking for support and information while trying to build their family. That includes individuals and couples, heterosexual and same-sex.

How To Participate

There are several ways you can participate:

- ◆ Become a **SPONSOR!** See next page for details.
- ◆ Become an **EXHIBITOR.** See next page for details.
- ◆ **ADVERTISE.** Great way to promote your business and/or service! See next page for details.
- ◆ **DONATE** to our Giveaway. At the close of the Summit, all attendees gather for the Giveaway. Items donated should be related to family building or gift cards to restaurants, spas/massage, hotel, etc. that they can use for themselves through their journey. Please see page 4.

When

Saturday, November 9, 2019

Check-in begins at 8:00AM.

Welcome remarks, followed by the keynote address begin at 8:45AM. The conference ends at 5:30PM.

Questions

If you have any questions, please contact Lisa Houts at ResolveLisa@gmail.com or 952.270.3645.

About RESOLVE

RESOLVE: The National Infertility Association, established in 1974, is a non-profit organization dedicated to ensuring that all people challenged in their family building journey reach resolution through being empowered by knowledge, supported by community, united by advocacy, and inspired to act.

RESOLVE improves the lives of women and men living with infertility.

One in eight U.S. couples of childbearing age is diagnosed with infertility. RESOLVE addresses this public health issue by providing community to these women and men, connecting them with others who can help, empowering them to find resolution and giving voice to their demands for access to all family building options.

Visit RESOLVE.org to learn more about our mission, public awareness campaigns and public policy efforts.

SPONSORSHIP OPPORTUNITIES

Levels Available	Platinum \$3,500	Gold \$2,000	Silver \$1,500	Premier Gift \$10,000 +	Gift > \$3,500	Lunch \$800	Breakfast \$500	Afternoon Break \$300
Recognition on the partner page of the event website	Logo w/URL	Logo w/URL	Logo w/URL	Logo w/URL	Logo w/URL	Logo w/URL	Text	Text
Recognition on all on-site materials at the event	Large Logo	Medium Logo	Small Logo	Large Logo	Small Logo	Small Logo	Text	Text
On-stage acknowledgement by emcee during the event	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Special recognition	Emcee will read a custom message of your choosing during opening			Emcee will read a custom message of your choosing during opening				
Run a 30 minute session of your choosing during lunch in private room	Yes			Yes				
Exhibitor Table with 2 chairs	Yes	Yes		Yes	50% off			
Ad in the printed program, distributed day of the event	Full Page <i>(see specs below)</i>	1/2 Page <i>(see specs below)</i>	1/4 Page <i>(see specs below)</i>	Full Page <i>(see specs below)</i>	Business Card <i>(see specs below)</i> OR Insert	Business Card <i>(see specs below)</i>	Business Card <i>(see specs below)</i>	
Opportunity to distribute printed marketing collateral in resource bag at the event (must be approved by RESOLVE prior to insertion)	Yes			Yes	OR Business Card size Ad			
Complimentary event registrations	10	6	4	10		2		

EXHIBIT

The exhibit area offers an exceptional opportunity to speak directly with individuals and couples seeking to build their families. Exhibit hours are 8:00am-3:30pm. Booth fees include two exhibitor passes, continental breakfast, lunch and afternoon snack. Additional passes can be purchased for \$15/each *(to include meals; with advanced notice)*.

Booth Specifications:

- Draped table with 2 chairs
- Small table top sign with your company name
- Company name on Summit exhibitor webpage
- Cost: \$400 / \$250 *(see 'Step 2' on next page for details)*

ADVERTISE

Two opportunities to promote your business and/or service:

- \$225 Resource Bag Insert - Get your flyer/brochure in the hands of all attendees.
- Take out an ad in our Summit Program. All attendees, speakers and volunteers will receive one in their packet of information. Variety of sizes available (all Black & White / Grayscale):

- \$350 Full Page - Size 10" _H x 7" _W
- \$200 Half Page - Size 5" _H x 7" _W
- \$125 Quarter Page - Size 4 1/2" _H x 3 3/4" _W
- \$ 75 Business Card - Size 2" _H x 3 1/2" _W

Ads that include graphics should be high-resolution (at least 300dpi) B/W (grayscale) and saved to an electronic file in a common image format such as JPEG, TIFF, or PDF. E-mail ads to:

ResolveLisa@gmail.com by October 18.

COMMITMENT FORM

To support this event, please either complete the 2 page commitment form and email to

Lisa at ResolveLisa@gmail.com or enter info online at <http://bit.ly/SummitPartner2019> . Questions? Contact Lisa at 952.270.3645.

CONTACT INFORMATION

Name & Title: _____

Company: _____

Address: _____

City/State/ZIP: _____ Website: _____

Telephone: _____ Email: _____

* If exhibiting, main contact person (if different than above)

Name _____ Cell # for Day of _____

Telephone: _____ Email: _____

PARTNERSHIP LEVELS *(please check all those that apply)*

Step 1: Sponsorships

- \$3,500 - Platinum Sponsor
- \$2,000 - Gold Sponsor
- \$1,500 - Silver Sponsor
- \$800 - Lunch Sponsor
- \$500 - Breakfast Sponsor
- \$300 - Afternoon Break Sponsor

Step 2: Exhibit *(included in Platinum, Gold and Premier Gift Sponsorship levels)*

I would like to Exhibit *(Please check option below. Two people are included. Additional people are \$15 each. Please fill out Step 5 below)*

- Standard Exhibitor Booth - \$400 *(Gift Sponsor of >\$3,500 = \$200)*
- Adoption Agency Exhibitor Booth - \$250 *(Gift Sponsor of >\$3,500 = \$125)*
- Nonprofit Exhibitor Booth* - \$250 *(Gift Sponsor of >\$3,500 = \$125)*

* You qualify for our non-profit discount if you fit one of the two categories listed
(please check which option you fall into):

- A nonprofit, non-commercial organization. A non-commercial organization is one that does not charge fees in exchange for services but raises money independently of products or services offered. You must be a 501 (c) 3 as defined by the IRS tax code and must not have more than 10 employees.
- You are a sole proprietor who has made a tax deductible donation of at least \$250 or has donated at least 25 hours of volunteer work to RESOLVE in the past year.

Additional people _____ x \$15 = \$ _____

Step 3: Advertise

- Printed Program Ads *(circle size choice)*
\$350 Full Page (10" _H x 7" _W) \$200 1/2 Page (5" _H x 7" _W)
\$125 1/4 Page (4 1/2" _H x 3 3/4" _W) \$ 75 Business Card (2" _H x 3 1/2" _W)
- \$225 Resource Bag Insert

Step 4: Miscellaneous

- I would like to sign up for a RESOLVE Professional Membership. *Someone from RESOLVE will contact you.*
- Your support is needed to fund family-friendly legislative work. We humbly request all professionals to make an additional donation to support state advocacy efforts.

Step 5: Giveaway Donation

- I would like to donate to the Giveaway *(Please fill out details on next page)*

Step 6: Exhibitors, please answer the following questions to help us with planning.

- 1) Will you be bringing your own tablecloth? YES NO
- 2) Will you be bringing a pop-up banner? YES NO
- 3) Is your company LGBTQ friendly? YES NO

Please list names of individuals working at booth.
(Two people are included. Additional people are \$15 each)

1. _____

2. _____

Additional booth workers at \$15 each *(if any)*

1. _____

2. _____

3. _____

4. _____

Price Worksheet

Step 1 \$ _____

Step 2 \$ _____ + Add'l people \$ _____ = \$ _____

Step 3 \$ _____

Step 4 \$ _____ *Thank you for your support!*

TOTAL \$ _____

Please complete next page

Decisions concerning participation in this event are at the sole discretion of RESOLVE: The National Infertility Association. RESOLVE will not discriminate against any person on the basis of race, creed, color, national origin, marital status, gender, sexual orientation, disability or any other classification protected by applicable state or federal law.

COMMITMENT FORM
continued

Other Ways to Partner: *(Please check at least 2)*

By supporting this event, we highly encourage professionals to distinguish themselves through creative participation both before and during the Summit. Build client loyalty by promoting your support of RESOLVE while creating a memorable event for all participants.

Your full participation in this partnership can only help your organization seek greater numbers in the infertility community. Below are some ideas that directly show greater participation increases opportunities. Please choose **at least two** from the following list and work with us to implement your choices. *(Please make your selections)*

- Include a Summit blurb with your monthly billing statements (*RESOLVE will provide you the blurb via email for you to copy and include in your mailing*).
- Send a series of emails to your client database to promote the Summit (*RESOLVE will provide content*).
- Personally mention the Summit and hand your patients/clients the postcard

- Display/distribute co-branded promotional materials to your clients and other business networks.
- Provide a giveaway item valued at no less than \$250. Consider prizes that will be attractive to a variety of participants, especially discounts on family building services, family friendly prizes, or pampering services.
- Use social media to promote Summit
- Other idea (s): _____

Please contact Lisa Houts at ResolveLisa@gmail.com or **952.270.3645** to discuss how these or other activities can be planned to support your company goals.

GIVEAWAY DONATION FORM

Item(s) Donated: *Please give detailed description(s)* _____

Company name *(if different than what's listed on Commitment Form)* under which donor would like to be acknowledged in printed materials

Value of Donation \$ _____

Please check one of the following:

- I will mail donation to: Lisa Houts, 7674 Coneflower Curve North, Chanhassen, MN 55317 to arrive by November 1, 2019
- Gift Certificate included with form via email
- Donor will deliver item(s) morning of event by 8:00am
- Please arrange to pick up item(s) from me

Restrictions/limitations *(if any)* _____

If available, please provide material such as brochures or business cards for display *(subject to space availability)* at the event.

I, undersigned donor, hereby acknowledge and agree to provide the stated goods and/or services to the RESOLVE Family Building Summit.

Date _____

PAYMENT INFORMATION

Please invoice me If paying by check please do NOT mail the check until an invoice is received.

Please charge my: Visa M/C American Express

Card Number: _____ Expiration Date: _____ Security Code: _____

Name on Card: _____

Billing Address: _____

Total Amount to be Charged: \$ _____ Signature: _____

(please use 'Price Worksheet' on page 3)

RESOLVE Accounting Use Only: GL: _____ Invoice # _____ Date Payment Processed: _____