

TAKING  
**ACTION** FOR ANIMALS



THE HUMANE SOCIETY  
OF THE UNITED STATES



Sponsor.  
Exhibit.  
Advertise.

**July 27-30, 2012**

Washington Marriott Wardman Park  
2660 Woodley Road, NW  
Washington, D.C. 20008



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**The Humane Society of the United States is excited to offer** you the opportunity to be part of Taking Action for Animals, the leading and largest national conference in the animal advocacy movement. Taking Action for Animals (Tafa) brings together diverse individuals from across the country for a shared goal: to better the lives of animals and people alike. Participants gain a better understanding of the many issues animals face in our society and learn how to take action in their communities through lobbying, education, and other citizen advocacy. Your company or organization can participate in—and benefit from—Tafa by sponsoring, exhibiting, and/or advertising directly to our audience of dedicated participants.

## **Why sponsor and/or exhibit?**

- Showcase your services or products face-to-face with approximately 1,000 participants in your target market
- Reach tens of thousands through Tafa marketing (email blasts, print ads, social marketing, etc.)
- Support an event that is important to your customers

## **Who attends Tafa?**

- Forty-seven states are represented, with 44% of participants hailing from Maryland, Virginia, and Washington, D.C. (Tafa 2011)
- An average of 62% are first-time participants (Tafa 2008-2011)
- An average of 67% have been involved with animal protection for three or more years, and an average of 32% have been involved for nine years or longer (Tafa 2008–2011)
- Average age of participants (Tafa 2008–2011):\*
  - Under 18: 2%
  - 18–30: 24%
  - 31–42: 27%
  - 43–61: 36%
  - 62–85: 5%

\*does not equal 100% as some people chose not to answer

**For more information on sponsorships, please contact  
Loraine Miscavage at [lmiscavage@humanesociety.org](mailto:lmiscavage@humanesociety.org).**

All sponsors and exhibitors are subject to HSUS approval.



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## Sponsorship Levels

Level	Bronze	Silver	Gold	Platinum	Diamond (exclusive)
	<b>\$1,000.00</b>	<b>\$2,500.00</b>	<b>\$5,000.00</b>	<b>\$8,000.00</b>	<b>\$12,000.00</b>
Exclusive sponsorship (only 1 available)					Yes
Number of 10' x 10' exhibit spaces (with 2 chairs each)	1	1	2	2	3
Number of full-conference registrations	2	2	4	4	6
VIP seating at banquet dinner				Yes	Yes
Conference bag					Yes—logo
TAFAs Padfolio (given to each attendee)				Yes—logo on padfolio cover	Yes—logo premier placement on padfolio cover
Cover of Show Directory and Guide	Name	Name	Name	Logo	Logo—premier placement
Conference bag insert			1	1	2
Inclusion in TAFAs emails to HSUS supporters (frequency and audience at HSUS discretion)			Name & URL	Logo & URL	Logo & URL
Social marketing		<ul style="list-style-type: none"> <li>• One tagged posting on TAFAs event page on Facebook (name/url)</li> <li>• Mention on TAFAs Community webpage (name only)</li> </ul>	<ul style="list-style-type: none"> <li>• One tagged posting on TAFAs event page on Facebook (name/url)</li> <li>• One tagged Twitter post on HSUS Twitter (name/url)</li> <li>• Mention on TAFAs Community webpage (logo only)</li> </ul>	<ul style="list-style-type: none"> <li>• One tagged posting on TAFAs event page on Facebook (name/url)</li> <li>• Two tagged Twitter posts on HSUS Twitter (name/url)</li> <li>• Multiple tagged Twitter posts on TAFAs Twitter</li> <li>• Mention on TAFAs Community webpage (logo only)</li> </ul>	<ul style="list-style-type: none"> <li>• One tagged posting on TAFAs event page on Facebook (name/url)</li> <li>• Mention on TAFAs Community webpage (name, logo, Twitter and Facebook URL if applicable)</li> <li>• Two tagged Twitter posts on HSUS Twitter (name/url)</li> <li>• Multiple tagged Twitter posts on TAFAs Twitter</li> </ul>
Website TAFAs homepage	Name	Name	Name & URL	Logo & URL	Logo & URL
Website Sponsor page	Name	Name & URL	Logo & URL 25-word description	Logo & URL 50-word description	Logo & URL 100-word description—premier placement



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## Sponsorship Levels *continued*

Level	Bronze	Silver	Gold	Platinum	Diamond (exclusive)
	<b>\$1,000.00</b>	<b>\$2,500.00</b>	<b>\$5,000.00</b>	<b>\$8,000.00</b>	<b>\$12,000.00</b>
Inclusion on registration confirmation emails		Name	Name & URL	Logo & URL	Logo & URL
Logo included on all TAFE print advertising (if logo received by ad submission deadline)					Yes
Comp hotel room during conference				Yes—one room up to three nights	Yes—two rooms up to three nights
Show Directory and Guide ad space		1/4 page ad	1/2 page ad	One full-page ad	Two full-page ads
Show guide Sponsor recognition page	Name	Name & URL	Logo & URL 25-word description	Logo & URL 50-word description	Logo & URL 100-word description—premier placement
Signage at conference	Name	Name	Name	Logo	Logo—premier placement
Acknowledgment on workshop screens (except for plenary & banquet dinner)	Name	Name	Name	Logo	Logo—premier placement
Verbal recognition at opening plenary	Yes	Yes	Yes	Yes	Yes
Speaking time at opening plenary (HSUS approval required)				Yes—up to 3 minutes	Yes—up to 10 minutes
Speaker for workshop OR sponsor of workshop **			1	2	3
Logo on TAFE name badge					Yes
Conference mailing list*			Yes—post-TAFE list (one-time use only)	Yes—pre-TAFE or post-TAFE list (one-time use only)	Yes—pre-TAFE & post-TAFE lists (each list one-time use only)
Mention in Wayne Pacelle's blog about TAFE				Yes—name only	Yes—name and url

\* Attendees may opt out of receiving information from sponsors.

\*\* All speakers and sponsors are subject to HSUS approval and must be confirmed by deadline.

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## Sponsor/Exhibitor—à la carte Options

- Ad in *Show Directory and Guide* \$145-\$350
- Refreshment/Snack Breaks \$375 each
- Individual Workshops \$350 each
- Conference Bag Insert \$500
- Charging Station Lounge \$800
- Saturday Lunch \$1,000
- Sunday Lunch \$1,000
- Welcome Reception \$1,500
- Banquet Dinner \$2,000

**Ad in *Show Directory and Guide*:** (deadline June 8, 2012—no extensions)

1/4 page \$145 • 1/2 page \$225 • Full page \$350

### **Refreshment/Snack Breaks: \$375 (two available)**

**Saturday, July 28 • Sunday, July 29**

Each sponsorship includes one morning coffee break and one afternoon snack break. Signage in the break area will let participants know that they have you to thank for their morning coffee and afternoon snack. Cocktail napkins with your logo will be provided at the break. Your name will also be listed in the *Show Directory and Guide*.

### **Individual Workshops: \$350 each**

TAFA 2012 continues the tradition of providing top-quality educational opportunities to animal advocates. Choose from more than 25 workshops on a variety of topics. Sponsors will be recognized with signage at the workshop and in the *Show Directory and Guide*.

### **Conference Bag Insert: \$500 each**

You provide a promotional item, such as a coupon or small giveaway item, and we'll insert it in every conference bag given to participants! There is a limit of 10 inserts, so get in on this opportunity early! All inserts are subject to review and approval. You must be able to provide a minimum quantity of 1,000.

### **Charging Station Lounge: \$800 (one available)**

Recharge your battery! Attendees can thank you for recharging their smart phones. Your logo will appear on this tabletop station (19" H x 12.5" W) and accompanying signage. Prominent location in the TAFA registration area Friday morning to Sunday evening.



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**Lunches: \$1,000 (two available)**

**Saturday, July 28: Noon–1:00 p.m. • Sunday, July 29: Noon–1:00 p.m.**

Lunch will be set up at buffet stations adjacent to the Exhibit Hall. Your sponsorship recognition includes signage at the buffet stations, mention in the *Show Directory and Guide*, and your logo printed on the ticket that participants use to claim their meal.

**Welcome Reception: \$1,500 (one available)**

**Friday, July 27: 6:00 p.m.–8:00 p.m.**

The welcome reception officially opens the conference and gives participants their first opportunity to network. The event includes hors d'oeuvres, one complimentary beverage from the bar, and a cash bar. Your exclusive sponsorship recognition includes signage at the entrance, mention in the *Show Directory and Guide*, verbal recognition during the event from an HSUS executive, possible product placement opportunities, and your logo printed on the complimentary beverage tickets.

**Banquet Dinner: \$2,000 (one available)**

**Saturday, July 28: 6:00 p.m.–9:00 p.m.**

Your logo will be displayed on the large screens at the main stage for the majority of the evening, and you will receive verbal recognition during the event. Your exclusive sponsorship will also be recognized with signage at the event's entrance, mention in the *Show Directory and Guide*, a sponsor recognition card on each table at the banquet, possible product placement opportunities, and your logo printed on the banquet entry ticket.

**For more information on sponsorships, please contact  
Loraine Miscavage at [lmiscavage@humanesociety.org](mailto:lmiscavage@humanesociety.org).**

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## 2012 TAFE Exhibitor Information

### Exhibitor Rates:

Nonprofit organization—\$250 • Commercial company—\$400

### Includes:

- Listing in *Show Directory and Guide* and on TAFE website
- 10' x 10' exhibit space
- One 6' skirted table with 2 chairs
- Two complimentary exhibitor badges (exhibit hall entry only)
- 50% off lunch tickets (4 discounted tickets per day limit)
- Discount on full-conference registrations

Please see **Sponsor/Exhibitor—à la carte Options** for ways to further enhance your visibility with participants.

### Additional exhibitor items available for purchase:

- Full-conference registration (discounted exhibitor rate) \$115
- Banquet dinner ticket \$65
- Saturday lunch ticket (discounted exhibitor rate) \$17.50
- Sunday lunch ticket (discounted exhibitor rate) \$17.50
- Additional exhibitor badge (exhibit hall entry only) \$10

**For more information on exhibiting, please contact  
Krista Rakovan at [krakovan@humanesociety.org](mailto:krakovan@humanesociety.org).**

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## 2012 Preliminary Schedule of Events

### Thursday, July 26

Registration 5:00 p.m.–9:00 p.m.

### Friday, July 27

Registration 8:00 a.m.–9:00 p.m.

Workshops 9:00 a.m.–12:00 p.m.

**Exhibitor Move-in 1:00 p.m.–9:00 p.m.**

Workshops 2:00 p.m.–5:00 p.m.

Welcome Reception 6:00 p.m.–8:00 p.m.

Movie Screening 8:00 p.m.–10:00 p.m.

### Saturday, July 28

Registration 7:30 a.m.–7:00 p.m.

Coffee Break 8:15 a.m.–8:45 a.m.

Plenary Sessions (3) 9:00 a.m.–11:30 a.m.

**Exhibitor Move-in 8:30 a.m.–11:15 a.m.**

**Exhibit Hall Open 11:30 a.m.–5:00 p.m.**

Lunch 12:00 p.m.–1:00 p.m.

Workshops 2:00 p.m.–3:00 p.m.

Snack Break 3:00 p.m.–3:30 p.m. (in exhibit hall)

Workshops 4:00 p.m.–5:00 p.m.

Banquet Dinner 6:00 p.m.–9:00 p.m.

### Sunday, July 29

Registration 7:30 a.m.–5:00 p.m.

Coffee Break 8:30 a.m.–9:00 a.m.

Lobby Day Training 9:00 a.m.–10:00 a.m.

Workshops 10:15 a.m.–11:30 a.m.

**Exhibit Hall Open 11:30 a.m.–4:45 p.m.**

Lunch 12:00 p.m.–1:00 p.m.

Workshops 2:00 p.m.–3:15 p.m.

Snack Break 4:15 p.m.–4:45 p.m. (in exhibit hall)

Workshops 4:45 p.m.–5:45 p.m.

**Exhibit Hall Dismantle 4:45 p.m.–7:30 p.m.**

Closing Session 5:45 p.m.–6:30 p.m.