



**The
Crossroads
of Coaching**

**ICF Midwest Regional Conference
June 23 - 25, 2016 | Indianapolis IN | USA**

**Fifth Annual Professional Coaching Conference
International Coach Federation (ICF)
Midwest Regional Conference**

Organized by the ICF Midwest Regional Advisory Council (MRAC)

About the ICF Midwest Regional Conference

The fifth annual ICF Midwest Regional Conference is the region's premier educational and networking event for coaching professionals. This year's conference is anticipated to attract 350 to 400 participants from across the coaching spectrum including:

- Credentialed and aspiring coaches;
- Coach educators and training organizations;
- Executives and managers of organizational coaching programs;
- Thought leaders eager to share and learn in community;
- Allies in OD, HR, Talent Management and other professions.

The growth of coaching in organizations brings with it a growing need to demonstrate quantifiable results and that is where Your Company comes in. In addition to our shared values, our professional purpose also aligns with Your Company's Purpose.

Purposes of Your Company are Shared with ICF Professional Coaches

- Provide an excellent educational experience emphasizing collaboration, responsiveness to needs of others, and respect for the worth and dignity of each individual. A key perspective of coaching is to see our clients as naturally resourceful, creative, and whole.
- Offer professional programs grounded in scholarship with well-defined educational outcomes, which emphasize communication and thinking skills, knowledge, and personal, social, and spiritual development of each student. The 11 Core Competencies of the ICF ensure that ICF coaches emphasize many of the same values with respect to their clients.
- Strive for excellence through responsiveness to on-going assessment, evaluation, and self-reflection. ICF credentialing follows a similar process, with qualified mentoring, assessment, and continuing education.
- Foster development of the whole person for life-long learning and service to the global community through curricular and co-curricular programs. ICF Continuing Education Units are an important reason our participants attend the conference.
- Address the broader needs of the greater area by exploring, initiating, and supporting partnerships within the community. By partnering with local and regional ICF chapters, Your Company can deepen and advance that impact in Indianapolis and beyond.

The ICF Midwest Regional Conference will provide tools, resources, and connections coaches need to succeed as the coaching profession continues to evolve and progress.

Who Attends the ICF Midwest Regional Conference

All who are interested in the power and potential of coaching to impact the world in a positive way will find the 2016 Midwest Regional Conference (MRC) a valuable source of information, insights, and connections. You will meet professionals involved in:

- Coaching (Financial, Life, Career, Business, etc.)
- Leadership Development
- Human Resources
- Training and Development
- Organizational Development
- Research
- Publishing
- Creating the Future of Coaching

Values of Sponsorship

- Support a growing profession with shared values to spotlight Your Company's values.
- Tremendous in-person visibility to approximately 350 to 400 coaches and supporters from all regions of the US, Canada, and beyond.
- Opportunity to cultivate and develop relationships across many levels, geographic borders, and with key stakeholders of the industry.
- Leverage press releases, media exposure, and broad awareness across your geographic area.
- Opportunity to share Your Company brand to conference attendees in your ideal target audience, including new coaches, coaches seeking certification renewals, and experienced coaches seeking to become a mentor for the profession.
- Multiple touches with a concentrated audience: high-frequency touches, including recruitment, both in-venue during the conference and follow-up messaging.

***Five Opportunities
For Your Company to Enhance Its Visibility with
Customers and Clients in the Coaching Industry:***

4 Conference Sponsor Levels

Premier

Advantage

Exhibitor—Full Table

Exhibitor—Half Table

Advertising

Market your business, products, and services to our coaches and invite them to visit your table during the conference.

Company Visibility during the Coaching Conference

**Join us as a Conference Sponsor or Advertiser as we *celebrate our 5th*
*Annual ICF Midwest Regional Coaching Conference,***

“The Crossroads of Coaching”

We fully expect a sellout to a maximum capacity crowd of 400 coaches!

<http://www.visitindy.com/icf16>

Our commitment to you:

- Host a high-quality learning experience, attracting coaches from all regions of the US, Canada, and beyond.
- Generate exposure to the ICF Global membership and provide opportunities for personal connection with the attendees, who are seeking the resources for success that you provide.
- Create a comfortable, welcoming, highly-visible, onsite space coupled with stimulating social events that encourage meeting, mingling and initiating profitable relationships with your high-value customers.
- Provide personal assistance to help you increase your visibility to this community through technology from the minute your paid registration is received.
- Offer personal support to ensure ease and efficiency in setting up your onsite presence, as needed.

As a Conference Sponsor or Advertiser you will:

- Gain exposure and meaningful connections among ICF's *largest convening of coaching professionals in the United States in 2016.*
- Be visibly supportive of the coaching profession.
- Connect with hundreds of coaches for an extraordinary and valuable conversation.

**Opportunities for Conference Sponsors and Advertisers are available
at a variety of levels.**

Space is limited. Act now for preferred location.

Terms and Conditions

1. The components of each package described in the following pages reflect the opportunities for sponsors, exhibitors and advertisers.
2. The purchase of a conference sponsorship package or an advertisement space in the conference program will be confirmed when full payment is received.
3. Conference Sponsor Maps presented by the venue reflect the general location only and are not to scale.
4. Table assignment will be determined based upon date payment in full is received.
5. Individual Meal Plans are outlined in your package.
6. The Venue – The Westin Indianapolis <http://www.westinindianapolis.com/>
 - a. The ICF-Midwest Regional Conference will exclusively occupy the the entire second-floor conference space.
 - b. Hotel rooms – A limited block of rooms will be available. <http://www.icf-midwest.com> under “Conference 2016”.

Important alert about making hotel reservations: Room-Block Piracy

We have recently learned that some large conventions are experiencing fraudulent 'piracy' for their upcoming events/meetings. Callers contact exhibitors and claim they are part of the organization and will help them locate hotel accommodations. The caller requests credit card information and offers hotel confirmations, but when the exhibitor arrives at the hotel, there is no reservation. This is occurring across the country.

No one from the ICF Midwest Regional Conference will contact exhibitors to help locate hotel accommodations, nor would we ask for credit card information to secure hotel confirmations for you.

If you receive such a request, please let us know. Only you should make your hotel accommodations.

- c. Hotel Parking - <http://www.westinindianapolis.com/>
- d. Map and Transportation while in Indy - <http://www.visitindy.com/icf16>

Terms and Conditions, continued

7. Shipping is the responsibility of sponsors and exhibitors. The Westin Indianapolis FedEx Business Center is located on the first floor of the hotel. Open Monday-Friday 7am-6pm EST, Saturday 9am-5pm EST, and closed on Sunday. For more information: <http://www.westinindianapolis.com/fedex-business-center>
8. Want to learn more about Indianapolis? Click here: <http://www.visitindy.com/icf16>

Sponsors/Exhibitors Packages Cancellation/Refund Policy

We understand that sometimes things happen and you may need to cancel your plans. Sponsors/Exhibitors package cancellations must be made in writing and sent to sponsor@icf-midwest.com. No cancellations will be accepted by phone. No portion of the Sponsor/Exhibitor fee will be refunded.

ON-LINE APPLICATION FORM NOW AVAILABLE

[Click Here for Application](#)

Joining us is a very simple 4-step process

1. Review the available offerings for Sponsors, Exhibitors and Advertisers and select a package.
2. Complete our online application. The Sponsor Committee will review your application in a timely manner.
3. After completing the online form, click "Subscribe to List" and receive an email to confirm your subscription. (You MUST click the button in the email to complete the application process.)
4. Connect with our advertising representatives via email, who will help you process your payment, streamline your submission of copy and artwork, select your location and other logistics, so your focus will be on creating an attractive presentation that engages attendees.

To speak with our sponsorship team now to assist in selecting an option, send an email to

sponsors@icf-midwest.com

Please include your contact number and the best time to reach you.

Premier Sponsor

\$4,997

[Limit 2]

Deadline for Submission:

March 31st

<p>Value Package</p>	<p>High exposure for your company and opportunity to reach coaching professionals</p>
	<ol style="list-style-type: none"> 1. Three (3) six-foot tables 2. Premium table placement (highest traffic location) 3. Skirt/electricity/wireless internet 4. Banner on the conference web site with paid registration and submitted art work 5. Two (2) minute company video at plenary session (sponsor to provide) 6. Conference bag logo identifying sponsorship level 7. Two (2) Full-page ads in the conference program 8. Company description in the conference program 9. Three (3) conference registrations (including meal packages and keynotes) 10. Attendance for three (3) sponsors at Opening Conference Reception
	<p>Presence</p> <ul style="list-style-type: none"> • Prominent signage throughout the dedicated conference floor • Listing as “Premier Sponsor” in conference program • Listing as “Premier Sponsor” on conference website • Registration area signage
	<p>Optional Marketing Specifications</p> <p>Additional conference registrations or meal packages <u><i>purchase required</i></u></p> <ul style="list-style-type: none"> • All graphics should be a minimum of 300 dpi (High resolution), preferably in .eps .ai or .png format. • A 250 x 250 pixel logo with URL link and a short (5-6 sentence) paragraph describing your business. To be added to the page - http://icf-midwest.com/exhibitors/attending-exhibitors/ • A 680 x 210 pixel banner with URL link for the top of the Home Page. It will be the first slide that pops up at http://www.icf-midwest.com for three months. (The ICF Midwest Slide will be second.) • Please send us your Facebook Business Page and Twitter profile, if available, so we can connect with you on social media.

Advantage Sponsor

\$2,997

[Limit 5]

Deadline for
Submission:

March 31st

Value	Great exposure for your company and opportunity to reach coaching professionals
Package	<ol style="list-style-type: none"> 1. Two (2) six-foot tables: Premium table placement (first paid in full, first served) 2. Skirt/electricity/wireless internet 3. Two (2) conference registrations (including meal packages & keynotes) 4. Visibility as meal sponsor [one choice] with opportunity to place collateral material provided by sponsor on tables (first come, first served) 5. Banner on the conference web site with paid registration and submitted art work 6. Conference bag logo identifying sponsorship level 7. One (1) Full-page ad in the conference program 8. Company description in the conference program
Presence	<ul style="list-style-type: none"> • Prominent signage throughout the dedicated conference floor • Listing as “Advantage Sponsor” in conference program • Listing as “Advantage Sponsor” on conference website • Registration area signage
Optional	Additional conference registrations or meal packages <i><u>purchase required</u></i>
Marketing Specifications	<ul style="list-style-type: none"> • All graphics should be a minimum of 300 dpi (High resolution), preferably in .eps .ai or .png format. • A 175 x 175 pixel logo with URL link and a short (3-4 sentence) paragraph describing their business. • A 680 x 90 pixel banner with URL link. Page choices are: <ul style="list-style-type: none"> • Conference Schedule - http://icf-midwest.com/conference2014/schedule/ • Keynote Speakers - http://icf-midwest.com/speakers/keynote-speaker/ • Breakout Presenters - http://icf-midwest.com/speakers/breakout-session-presenters/ • Special Events - http://icf-midwest.com/conference-2014/special-event-presenters/ • Hotel and Air - http://icf-midwest.com/conference2014/hotel/ • Please send us your Facebook Business Page and Twitter profile, if available, so we can connect with you on social media.

Exhibitor

(Full Table)

Early Bird*

\$1097

**1 Exhibitor
Worker**

Early Bird*

\$1297

**2 Exhibitor
Workers**

* Early Bird ends
Monday
March 31, 2016

Full Price

\$1297

**1 Exhibitor
Worker**

Full Price

\$1497

**2 Exhibitor
Workers**

Value	Exposure for your company and opportunity to reach coaching professionals
Package	<ol style="list-style-type: none"> One (1) six-foot table: Choice of table placement (first come first served) Skirt/electricity/wireless internet Space for up to two (2) Exhibitors at the table Meal Plan(s) are included in your package, as outlined
Presence	<ul style="list-style-type: none"> Listing as "Exhibitor Sponsor" in conference program Listing as "Exhibitor Sponsor" on conference website Registration area signage
Optional	Conference registration may be <i>purchased separately</i> .
Marketing Specifications	<ul style="list-style-type: none"> All graphics should be a minimum of 300 dpi (High resolution), preferably in .eps .ai or .png format A 125 x 125 pixel logo with URL link. To be added to the page - http://icf-midwest.com/exhibitors/attending-exhibitors/ Please send us your Facebook Business Page and Twitter profile, if available, so we can connect with you on social media.

Exhibitor	Value	Exposure for your company and opportunity to reach coaching professionals
	Package	<ol style="list-style-type: none"> 1. One-half (1/2) six-foot table: Choice of table placement (first come first served) 2. Skirt/electricity/wireless internet 3. Space for One (1) Exhibitor at half table 4. One (1) Meal Plan is included in your package
	Presence	<ul style="list-style-type: none"> • Listing as “Exhibitor” in conference program • Listing as “Exhibitor” on conference website • Registration area signage
	Optional	Conference registration may be <i>purchased separately</i> .
Marketing Specifications	<ul style="list-style-type: none"> • All graphics should be a minimum of 300 dpi (High resolution), preferably in .eps .ai or .png format • A 125 x 125 pixel logo with URL link. To be added to the page - http://icf-midwest.com/exhibitors/attending-exhibitors/ • Please send us your Facebook Business Page and Twitter profile, if available, so we can connect with you on social media. 	
(Half Table)		
Early Bird*		
\$776		
*Early Bird ends Monday March 31, 2015		
Full Price		
\$825		

ON-LINE APPLICATION FORM NOW AVAILABLE

[Click Here for Application](#)

Advertiser

Conference
Program

Midwest Regional Conference Program

Ad Specs

Color Ad Sizes (NO BLEED) with a 3/16" margin:

Full-page ad: Inside Front Cover	8.5" x 11"	\$425
Full-page ad: Inside Back Cover	8.5" x 11"	\$325
Full-page ad	8.5" x 11"	\$295
Half-page ad: Horizontal	7.25" x 4.875"	\$195
Quarter page: Horizontal	4.875" x 3.325"	\$125
Quarter page: Vertical	3.325" x 4.875"	\$125

Resolution Requirement – Minimum of 300 dpi

Format Requirement – .jpg, .png, .ai or .eps ONLY

Ad submissions must be received by May 1, 2016.

All ad designs are to be submitted to Marketing at marketing@icf-midwest.com. If you are working with a Graphic Designer and are willing to allow the Marketing Team to speak with them directly should there be any change requests or questions, please include the following:

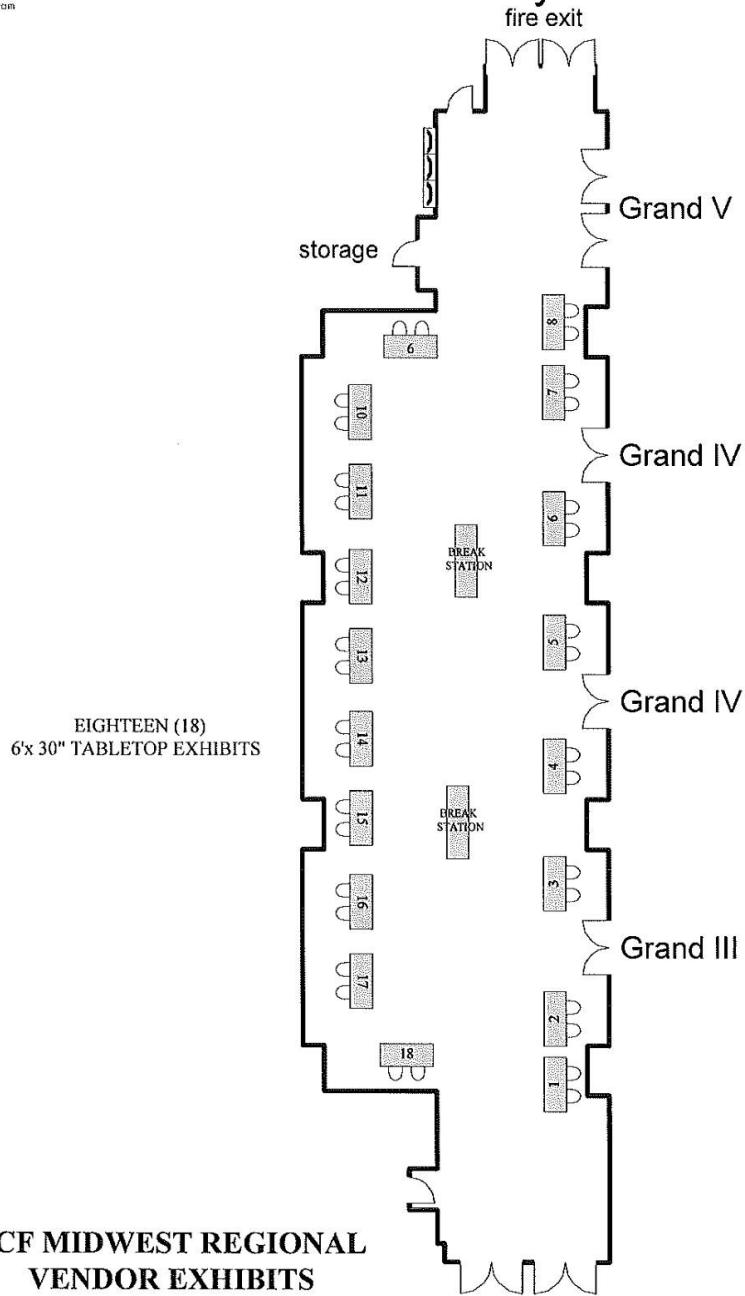
Company Name

Contact name

Contact phone number



Grand Ballroom Foyer III-IV-V



EIGHTEEN (18)
6'x 30" TABLETOP EXHIBITS

**ICF MIDWEST REGIONAL
VENDOR EXHIBITS
TH, 6/23- EO# _____**



Grand Ballroom Foyer I-II-III

Convention Center Skywalk

