

# FARTHER TOGETHER STRONGER TOMORROW



2015 LSA ANNUAL CONFERENCE

*If you want to go fast, go alone. If you want to go far, go together. – African proverb*

## ***Partnership Opportunities***

**Lutheran Services in America Annual Conference  
April 20-23, 2015**

**Hyatt Regency San Antonio – San Antonio, Texas**

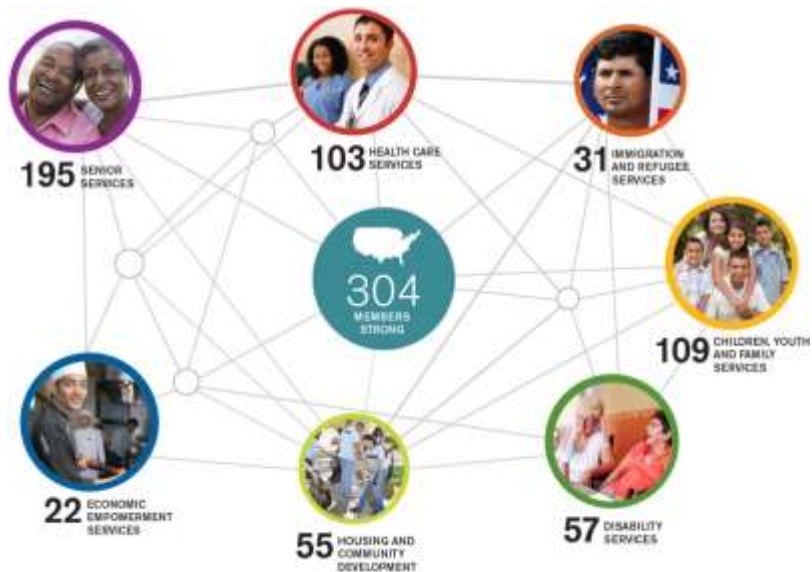
<http://lutheranservices.org/AnnualConference2015>



## Farther Together: Stronger Tomorrow

Join Lutheran Services in America for our Annual Conference, the biggest event for Lutheran social ministry! LSA is one of the largest health and human service networks in the United States, representing more than 300 nonprofit organizations.

- **Our members serve over 6 million people every year (1 in 50 people in the U.S.)**
- LSA members have a footprint in all 50 states and parts of the Caribbean
- The network employs nearly 250,000 people
- **Aggregate annual revenues of close to \$21 billion**
- **#20 on the Philanthropy 400**
- LSA is the national voice for Lutheran social ministry in the U.S.



We anticipate attendance of 350-375 LSA members and partners representing the spectrum of health and human services, nonprofit leadership and the breadth of Lutheran Social Ministry, including:

Health Care  
Hospitals  
Food Programs  
Emergencies & Disaster Relief  
Aging & Senior Residential Services  
Veterans Programs  
Volunteers  
Housing  
Rehabilitation  
Disabilities  
Employment Programs  
Caregiver Programs  
Mental Health Services  
Lutheran Community

Foster Care  
Children, Youth & Families  
Counseling  
Adoptions  
Addiction Services  
Chaplains and Pastoral Leadership  
Refugees & Unaccompanied Minors  
Community Development  
Advocacy & Public Policy  
Fundraising & Development  
Foundations  
Education, Charter Schools  
& Head Start Programs

LSA members range from some of the largest hospital systems and providers of skilled nursing care in the country to ministries of local congregations actively engaged in providing food, shelter, education and a wide range of other services to their communities. For more than 150 years, Lutherans have worked together to meet the needs of their neighbors—launching ministries, programs and new organizations as they see new needs in their neighborhoods and communities.

Attendees of the LSA Annual Conference include CEOs, Board Directors, LSA networks, communities of practice, program staff, self-advocates, emerging leaders, church and congregational leaders, community partners and suppliers. LSA members are eager to learn and partner with suppliers and vendors that can help them better serve their clients, manage costs, and enhance their ministries.

The 2015 Annual Conference is your destination to build relationships with members of the LSA network, which represents more than 300 member organizations and leaders from around the country and engaged nonprofit leaders. Participating in LSA's Annual Conference is beyond a display table, it is a rare opportunity to interact with a network of more than 300 service providers, nonprofit leaders, and health and human services professionals to build relationships and educate providers about products and services that can help them in their work and assist the people they have been called to serve.

The Conference schedule and activities are designed to offer as many opportunities as possible to network with attendees and showcase your organization. Join us!

There are many ways to participate at the 2015 Annual Conference at any budget level. Let us know how we can help you find the best fit. For more information or questions, please contact Tania Hernandez-Andersen, Vice President of Marketing & Communications, at [thernandez-andersen@lutherservices.org](mailto:thernandez-andersen@lutherservices.org) or 202-499-5846.

*"If you want to go fast, go alone. If you want to go far, go together." – African proverb*

## Sponsorship & Partnership Opportunities:

*Spark the conversation! Sponsor a meal, event or activity.*

Lead Conference Sponsor (\$20,000)

- Prime recognition as lead Conference sponsor in all Conference materials, e-mail promotions, and on site at the Conference • Signage • Logo on LSA website with hyperlink • Premium placement ad in Conference Program • General Session screen ad • Option to participate in “Behind the Brand Lunch on Us” • (5) Conference Registrations • Opportunity to bring greetings during a general session • Company literature at a general session • Sponsor ribbons for name badges • (1) Exhibitor package prime location

Connect the Dots Networking Reception (April 21) - \$15,000

*Our most popular social event*

- Recognition as Reception sponsor in all Conference materials and e-mail promotions • Signage • Full page ad in Conference Program • Logo on LSA web site with hyperlink • General Session screen ad • (2) Conference Registrations • Company literature at reception • Opportunity to bring greetings during the reception • Option to participate in “Behind the Brand Lunch on Us” • Sponsor ribbons for name badges • (1) Exhibitor package

Welcome Reception (April 20) - \$10,000

*Help us kick off the conference with a warm welcome!*

- Recognition as Reception sponsor in all Conference materials and e-mail promotions • Signage • Full page ad in Conference Program • Logo on LSA web site with hyperlink • General Session screen ad • (2) Conference Registrations • Option to participate in “Behind the Brand Lunch on Us” • Company literature at reception • Opportunity to bring greetings during the reception • Sponsor ribbons for name badges • (1) Exhibitor package

Taste of Texas Lunch Sponsor (April 22) - \$10,000

- Recognition as Lunch sponsor in all Conference materials and e-mail promotions • Signage • Full page ad in Conference Program • Logo on LSA web site with hyperlink • General Session screen ad • (2) Conference Registrations • Option to participate in “Behind the Brand Lunch on Us” • Company literature in lunch area • Sponsor ribbons for name badges • (1) Exhibitor package

Breakfast Sponsor - \$7500 (two available – April 22 or April 23)

- Recognition as Breakfast sponsor in all Conference materials and e-mail promotions • Full page ad in Conference Program • Recognition on LSA web site with hyperlink • General Session screen ad • Company literature in breakfast area • Screen ad in Destinations • Option to participate in “Behind the Brand Lunch on Us” • Sponsor ribbons for name badges • (2) Conference Registrations • (1) Exhibitor package

Donor Reception (April 22) - \$5,000

*Thank and recognize supporters of Lutheran social ministry*

- Recognition as Reception sponsor in all Conference materials and e-mail promotions • Signage • Full page ad in Conference Program • Recognition on LSA web site with hyperlink • General Session screen ad • (2) Conference Registrations • Option to participate in “Behind the Brand Lunch on Us” • Company literature at reception • Opportunity to bring greetings during the reception • Sponsor ribbons for name badges • (1) Exhibitor package

Break Sponsor - \$5000

- Recognition as Break sponsor in all Conference materials • Signage • Recognition on LSA website with hyperlink • General session screen ad • Full page ad in Conference Program • (2) Conference Registrations • Option to participate in “Behind the Brand Lunch on Us” • Sponsor ribbons for name badges • (1) Exhibitor package

Technology & Wi-Fi Sponsor - \$5,000

- Recognition as Technology sponsor in all Conference materials and e-mail promotions • Logo on LSA website with hyperlink • Full page ad in Conference Program • General Session screen ad • Option to participate in “Behind the Brand Lunch on Us” • (2) Conference Registrations • Sponsor ribbons for name badges • (1) Exhibitor package

Preconference Sponsor - \$5000

- Recognition as Preconference sponsor in all Conference materials • Sign and company materials in Preconference room • Half page ad in Conference Program • (2) Conference Registrations • Option to participate in “Behind the Brand Lunch on Us” • (1) Exhibitor package

Signage Sponsor - \$3000

- Company logo on all on-site Conference signage • (1) Exhibitor package

Transportation Sponsor - \$2500

- Recognition as Transportation sponsor in all Conference materials • Signage • Option to participate in “Behind the Brand Lunch on Us” • (1) Exhibitor package

Behind the Brand “Lunch on Us” - \$750

- Recognition as participating lunch sponsor in Conference Program • Host lunch with attendees interested in learning more about your program, product, or service • Participating company covers the cost of lunch • LSA will provide a list of restaurants in the area and attendee contacts

*Please note: Number of participants is not guaranteed.*

***Show your support and help ensure that more can participate:***

Scholarship Sponsor (\$569 per scholarship)

\$569 x \_\_\_\_ quantity

- Recognition as Scholarship sponsor in Conference Program • Recognition in scholarship letter to recipient(s)



## **Advertising Opportunities:**

*Showcase your services and products before, during and after the Annual Conference in our full-color conference program, distributed to hundreds of attendees.*

**Printed advertising deadline: All print ads are due by March 23, 2015.** Please send all files to [thernandez-andersen@lutheranservices.org](mailto:thernandez-andersen@lutheranservices.org).

Gold print ad (\$1000)

Full-page ad in conference program

Specifications: color or black and white high-resolution PDF with all fonts imbedded; 7"x10" no bleed

Silver print ad (\$750)

Half-page ad in conference program

Specifications: color or black and white high-resolution PDF with all fonts imbedded; 7"x5" no bleed

Bronze print ad (\$500)

Quarter-page ad in conference program

Specifications: color or black and white high-resolution PDF with all fonts imbedded; 3.5"x5" no bleed

Video Ad (\$500)

Add your video to Lutheranservices.org and the LSA YouTube channel – drive attendees to your website before, during and after the Annual Conference.

Deadline: April 10, 2015

Specifications:

YouTube file, please include caption

***San Antonio is a historic and charming venue for the 2015 LSA Annual Conference, and the Hyatt Regency San Antonio is our welcoming host venue, located directly on the famous Riverwalk.***

***We'll gather Lutheran social ministry leaders, advocates, Board members, CEOs, policy makers and partners for education, networking, fellowship, fun, sharing best practices and creating meaningful connections.***

## Exhibitor Opportunities:

The layout at the Hyatt Regency San Antonio is designed to afford exposure for your exhibit. Exhibitor tables are situated in areas where attendees will gather and have opportunities to interact with your staff and learn more about your company.

The LSA Annual Conference is a prime opportunity to build relationships. Enjoy one-on-one conversations with health and human services providers, share information over a meal or develop fellowship during educational sessions, worship services and social events.

In San Antonio, we'll convene our strong community of faith and sharing to find support and to renew both ourselves and our missions. Join us in the great state of Texas, April 20-23, 2015!



***Increase your organization's visibility while supporting the LSA conference through one of these valuable opportunities. Many packages come with complimentary conference registration.***

### Member & Associate Member Exhibit Options:

LSA members are the ELCA, the LCMS and their recognized or affiliated social ministry organizations.

- LSA Member Rectangle (\$825)
  - (1) full conference registration
  - 6' skirted table w/ chair and waste basket
  - Complimentary electricity and wireless Internet
  - 50-word description in Program Book
  
- LSA Member Circle (\$625)
  - (1) full conference registration
  - 3' skirted high boy table w/ waste basket
  - Complimentary electricity and wireless Internet
  - 50-word description in Program Book
  
- LSA Member Network (complimentary)
  - (1) Exhibit Table [indicate preference for \_\_\_ rectangle w/ seating or \_\_\_ circle
  - Waste basket
  - Complimentary electric and wireless Internet
  - 50-word description in Program Book

**Non-Member Exhibitor Options:**

Non-Member Rectangle (\$1225)

- (1) full conference registration
- 6' skirted table w/ chair and waste basket
- Complimentary electricity and wireless Internet
- 50-word description in Program Book

Non-Member Circle (\$1025)

- (1) full conference registration
- 3' skirted high boy table w/ waste basket
- Complimentary electricity and wireless Internet
- 50-word description in Program Book

Additional Exhibitors (\$449 per person)

Includes full conference registration. Not applicable for LSA Member Network exhibitors.  
Indicate number of additional exhibitors: \_\_\_\_\_

*Please Note: Most sponsor and exhibitor packages include complimentary registration to the Annual Conference. Exhibitors design their own exhibit schedules and are encouraged to participate in all education sessions and events.*

***Thank you for your support and participation.***



Visit the LSA website for information on Conference sessions, speakers, travel, lodging and more:

<http://lutherservices.org/AnnualConference2015>



**LSA 2015 Annual Conference – April 20-23, 2015  
Hyatt Regency San Antonio, San Antonio TX**

**REGISTRATION FORM**

Registration total (Calculations from pages 4-8)

Exhibit Table Total	\$
Additional Exhibitors	\$
Advertising Total	\$
Sponsorship Total	\$
Total Payment	\$

**METHOD OF PAYMENT**

Visa    MasterCard    Discover    Check

Billing Address for Credit Card:

Exp Date \_\_\_\_/\_\_\_\_ Security Code \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Name on Credit Card

\_\_\_\_\_

\_\_\_\_\_

Credit Card Number

\_\_\_\_\_

\_\_\_\_\_

Signature

\_\_\_\_\_

**WAYS TO REGISTER**

1. Email completed form to [thernandez-andersen@lutheranservices.org](mailto:thernandez-andersen@lutheranservices.org)
2. Fax completed form to 202-544-0890
3. Mail completed form to: LSA, 2015 Annual Conference, 100 Maryland Ave. NE, Suite 500, Washington, DC 20002

**DEADLINES**

Organization Description: March 23 - All sponsor logos, ads and descriptions due to [thernandez-andersen@lutheranservices.org](mailto:thernandez-andersen@lutheranservices.org).

Exhibitor Representatives Registration: Registrations must be received by April 3.

Exhibitor Cancellation: March 23 - Written cancellation to [thernandez-andersen@lutheranservices.org](mailto:thernandez-andersen@lutheranservices.org). A \$100 cancellation fee applies. After April 1, no refunds will be issued.

Please identify your organization's:

Service/Product/Resource: \_\_\_\_\_

Target audience(s): \_\_\_\_\_

\_\_\_ I will need electricity

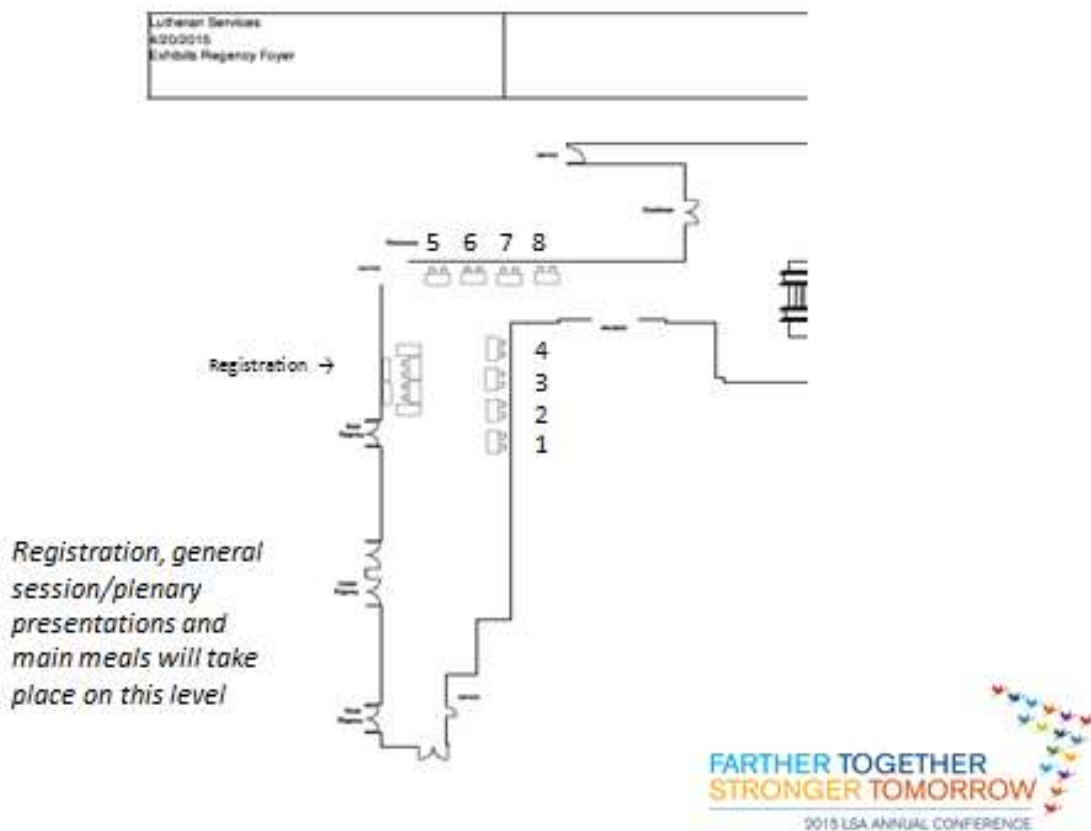
*Wireless internet is included throughout the meeting and exhibit area.*

Please indicate your preferred exhibit location by the numbers on the diagrams. There are three exhibit areas; exhibit spaces are numbered 1-25:

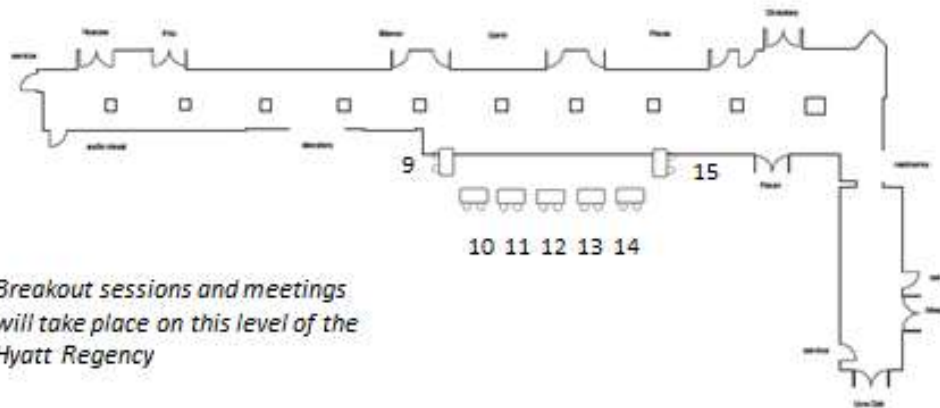
First: \_\_\_\_\_ Second: \_\_\_\_\_ Third: \_\_\_\_\_

*We cannot guarantee placement but will do our best to accommodate location requests.*

### Regency Foyer Exhibit Area



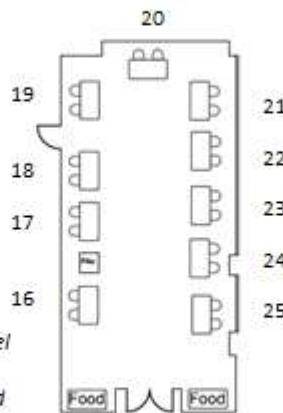
## Hill Country Foyer Exhibit Area



*Breakout sessions and meetings will take place on this level of the Hyatt Regency*



## Pecan Room Exhibit Area



*Additional space for tabletop exhibits, on the Hill Country level where breakout sessions and meetings take place. Breaks and coffee will be set in this room to drive traffic and encourage interaction.*



**TO EXHIBIT:** Please complete this section for each exhibitor and submit all registrations at the same time. *Thank you!*

Name \_\_\_\_\_

Title \_\_\_\_\_

Organization/Company \_\_\_\_\_

Address \_\_\_\_\_

City/State/ZIP \_\_\_\_\_

Email \_\_\_\_\_

Telephone \_\_\_\_\_

Emergency Contact (Name and Phone) – *Required* \_\_\_\_\_

Special Dietary Needs or Restrictions \_\_\_\_\_

Onsite Exhibitor Representatives - Please print the name of each representative.

\_\_\_\_\_  
Exhibitor 1

\_\_\_\_\_  
Exhibitor 1 E-mail

\_\_\_\_\_  
Additional Exhibitor 2 (additional fee applies)

\_\_\_\_\_  
Additional Exhibitor 2 E-mail

\_\_\_\_\_  
Additional Exhibitor 3 (additional fee applies)

\_\_\_\_\_  
Additional Exhibitor 3 E-mail

**Organization Description & Contact Information – for conference materials**

Information about your organization as you would like it to appear in our program booklet. Please complete this form or send information via email to [thernandez-andersen@lutheranservices.org](mailto:thernandez-andersen@lutheranservices.org) by March 23, following this format:

Organization Name \_\_\_\_\_

Contact Person Name \_\_\_\_\_

Company Address (Street address, city and ZIP) \_\_\_\_\_

\_\_\_\_\_

Phone number \_\_\_\_\_

Email address \_\_\_\_\_

Website \_\_\_\_\_

50-word description of your organization, products and services:  
*[Or, check here  to indicate we should use your organization’s information from the 2014 Annual Conference program.]*

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Please send your current logo to [thernandez-andersen@lutheranservices.org](mailto:thernandez-andersen@lutheranservices.org). A high-resolution JPG file or EPS file is preferred.

***Customized partnership opportunities:***

We can create customized sponsorship packages for any budget range. Please contact Tania Hernandez-Andersen, Vice President of Marketing & Communications, at [thernandez-andersen@lutheranservices.org](mailto:thernandez-andersen@lutheranservices.org) or 202-499-5846.

**Lutheran Services in America  
100 Maryland Ave NE Suite 500  
Washington, DC 20002  
[www.lutheranservices.org](http://www.lutheranservices.org)**

## In-bound Shipping Instructions

Utilize the correct addressing option from the methods listed below to eliminate any package routing delays. All packages received by FedEx Office require a release signature before being released from the custody of FedEx Office. Release signatures are captured at the time of package pick-up from the FedEx Office Business Center or during delivery of package(s) to the recipient. In-bound receiving and applicable delivery fees will be applied to all packages. Fees applied are in addition to standard shipping rates.

For the guest name field below, only use the individual who will be on site to sign for the package(s). Please do not address your packages to a hotel employee or Show Manager as this could cause the package to be delayed. Packages (excluding pallets/crates) will be available for pick-up at the FedEx Office Business Center. Delivery of packages can be scheduled after arriving at the hotel by calling \_\_\_\_\_ or ext. \_\_\_\_\_ from a house phone.

**To expedite handling of your package, please ensure your package is delivered to the hotel one or more days prior to the start of your event.**

Shipments for meetings:  
Affix a label with the following information in addition to the airbill

**(Event Name) (Arrival Date)**  
Hold for Guest **(Guest Name) (Guest Cell Number)**  
**(Guest Company Name) (Booth Number)**

**(Meeting Room)**

Shipments for individual guests:

Hold for Guest **(Guest Name) (Arrival Date)**

**(Guest Cell Number)**

## Out-bound Shipping Instructions

To expedite the process for out-bound shipments, please affix a completed carrier airbill to each package. Boxes and FedEx shipping supplies are available through the on site FedEx Office Business Center. Pickup of out-bound packages by all non-standard couriers (other than FedEx or UPS) must be coordinated with the on site FedEx Office location. Out-bound Handling Fees will be applied to each package. Fees applied are in addition to standard shipping rates.

## Handling Fees

Fees applied are in addition to standard shipping rates. All handling fees can be applied to a guest room/master account or billed to a credit card.

Weight	In-bound Receiving Fee*	In-bound Receiving with Delivery Fee**	Out-bound Handling Fee*
0.0 - 1.0 lbs	\$0.00	\$5.00	\$0.00
1.1 - 10.0 lbs	\$10.00	\$15.00	\$10.00
10.1 - 20.0 lbs	\$15.00	\$20.00	\$15.00
20.1 - 30.0 lbs	\$20.00	\$30.00	\$20.00
30.1 - 40.0 lbs	\$25.00	\$40.00	\$25.00
40.1 - 50.0 lbs	\$25.00	\$50.00	\$25.00
50.1 - 60.0 lbs	\$25.00	\$50.00	\$25.00
60.1 + lbs	\$25.00	\$70.00	\$25.00
Crate / Pallet***	\$150.00	\$150.00	\$150.00

## Storage Fees

Fees apply to each package received more than 5 calendar days before delivery to Recipient.

Time Period	\$ / Day per Package
6 - 7 Days	\$25.00
7+ Days	\$50.00
Oversized##	\$25.00

\* These fees apply per package or per pallet/crate

\*\* Delivery fees are applied when packages are delivered beyond the FedEx Office location

\*\*\*For inbound pallets or crates, receiving and delivery charges are consolidated into a single \$150 fee that should be applied to each pallet/crate handled. Similarly, for outbound pallets or crates, a single \$150 fee should be charged for pick-up and movement of each pallet/crate to the shipping dock.

## Packages that exceed either 75 inches in length or a total of 180 inches in length and girth (3 ft. square box) will be charged an additional \$25/day. The length and girth of a Package is length plus (two times the height) plus (two times the width).

**Terms & Conditions:** Receiving, delivery and storage charges are payable at the time of delivery. Recipient may be required to present government-issued photo identification and sign for delivery. Shipper must comply with all applicable local, state and federal laws, including those governing packing, marking, labeling and shipping. OBTAIN FIRE, CASUALTY AND ALL OTHER INSURANCE ON PACKAGE CONTENTS PRIOR TO SHIPPING. Neither the Hotel nor FedEx Office and Print Services, Inc. provides such insurance. Neither the Hotel nor FedEx Office and Print Services, Inc. nor the employees, agents or contractors of either firm will be liable for any damages, whether direct or indirect damages, relating to or arising out of any loss or damage to any package or its contents, unless a package is lost after receipt at the Hotel, in which case such liability shall be limited to the lesser of \$100 or the liability of the carrier indicated above. By sending your package to the Hotel, you agree to be bound by any additional terms and conditions that the Hotel or FedEx Office and Print Services, Inc. may establish from time to time for receiving and delivering your packages.