



Marketplace Registration & Sponsorship Opportunities:

**National Organization for Victim Assistance
44th NOVA Annual Training Event
August 20-23 – Jacksonville, FL**

**Hyatt Regency Jacksonville, Florida
225 East Coastline Drive
Jacksonville, FL 322202**

For Hotel Information and Rates Visit: www.trynova.org

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Founded in 1975, NOVA is the oldest national victim assistance organization of its type in the United States. The mission of NOVA is to champion dignity and compassion for those harmed by crime and crisis. In 2018, NOVA will gather in Jacksonville to present its 44th Annual Training.

Why Supporting the 44th Annual Training Event Makes Perfect Business Sense:

Over the past 43 years an estimated **36,000** plus victim advocates from across the globe have attended the Annual NOVA Training. At the 2017, 43rd Annual Training in San Diego there was over 1,600 attendees and the following data was collected:

Fact #1: 86% of attendees used the NOVA App.

Fact #2: There were **656,814 screen views** of the NOVA App. pre, during and post the Training. Screen views were broken down into the following categories:

- 459,095 by iPhone users
- 182,082 by Android users
- 15,637 by iPad users

Fact #3: 58% of attendees viewed specifically the **Vendor and Sponsor links**.

Fact #4: 43% of attendees viewed the **Sponsor links** only.

Fact #5: There were **40,124** screen views generated of the **Sponsor Links, Banner Advertisements and Targeted Messages**.

In 2018, NOVA expects the attendance to reach close to 1800. In addition, for the **very first time** the **NOVA Training App** will be able to provide vendors with **daily real-time data and analytics** that not only will support their marketing efforts but delivers an immediate return on investment.

Exhibitors who register for the Marketplace and take advantage of the **Sponsorship Options Available** can realize the following benefits:

- 👉 Advertise and promote your company or organization.
 - 👉 Custom your message and decide how you want to interact with the attendees.
 - 👉 Active participant in the *Badge Game (new and very much improved this year)* where you will receive contact information for every attendee visiting your table and custom surveys *where you ask the questions for answers you want to know*.
 - 👉 Your company name and logo advertised on the NOVA website from day one of your registration being approved.
 - 👉 Marketplace placement in a high traffic area.
 - 👉 An opportunity to have your brochure or giveaway item with your logo placed in the Training attendee goody bag.
 - 👉 Listing in the official conference program via the NOVA App.
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Marketplace Registration Form:

Name: _____
 Title: _____
 Organization/Agency/Company: _____
 Address: _____
 City: _____ State/Province: _____ Zip/Postal Code: _____
 Phone: _____ Fax: _____ Cell: _____
 Email: _____
 First Time Attending: Yes _____ No _____

Marketplace Registration Fees: (Required) Please indicate the applicable fee.

Agency/Entity:	Fee:	After June 1, 2018:	After July 1, 2018:
---- State/Local Government	\$ 260.00	\$ 285.00	\$ 300.00
---- Non Profit	\$ 80.00	\$ 90.00	\$ 100.00
---- Commercial Vendors	\$ 300.00	\$ 400.00	\$ 500.00

Note: Participation in the Badge Game is complimentary with your paid Marketplace Registration Fee

Your space comes with (1) skirted table, two (2) chairs, waste basket, and aisle cleaning.

- ⇒ I ___ **WILL** require the provided table I ___ **WILL NOT** require the provided table.
- ⇒ Will anyone be staffing the table/exhibit throughout the Training week? ___ **Yes** ___ **No**
- ⇒ If you answered **YES** to the above question **BUT** either that person is **NOT** going to be you and/or you anticipate there will be an additional person or (persons) assisting you, **it is very important that you please provide the following information for Name Badge Printing:**

First Name:	Last Name:	City:	State:

- ⇒ On what day will you be setting up your table/exhibit? **Sunday** ___ **Monday** ___
(Please note the 2018 Training will run from Monday to Thursday)
- ⇒ Will you require any audiovisual equipment or additional technical support? ___ **Yes** ___ **No**
- ⇒ Will you require being close to an electrical outlet for power? ___ **Yes** ___ **No**

SPONSORSHIP OPPORTUNITIES AND FEES: (Additional & Optional)

VENDOR LEVEL:	FEE:	AFTER JUNE 1, 2018	AFTER JULY 1, 2018:
___ Vendor Level # 1	\$ 300.00	\$ 350.00	\$ 400.00
___ Vendor Level # 2	\$ 450.00	\$ 500.00	\$ 600.00
___ Vendor Level # 3	\$ 700.00	\$ 800.00	\$ 900.00

VENDOR LEVEL # 1: SILVER

- ⇒ Company/Organization name along with website address directly advertised on the NOVA Annual Training website (post registering as an exhibitor) – **huge exposure, huge opportunity!**
- ⇒ **ONE Exhibitor Message** broadcast to registered Training attendees during the Annual Training.
- ⇒ Exhibitor logo permanently displayed on the sponsor page throughout the Annual Training.
- ⇒ Analytics provided **at the end** of the Training that specifically tracks how many attendees visited your booth via the Badge Game throughout the Training week.

VENDOR LEVEL # 2: GOLD

- ⇒ Company/Organization name along with website address directly advertised on the NOVA Annual Training website (post registering as an exhibitor) – **huge exposure, huge opportunity!**
- ⇒ **4 Exhibitor Messages** broadcast to registered Training attendees (2 prior to the Annual Training and 2 during the Annual Training).
- ⇒ Exhibitor logo permanently displayed on the sponsor page throughout the Annual Training.
- ⇒ Analytics provided **daily** during the week that specifically tracks how many attendees visited your booth via the Badge Game throughout the Training week.

VENDOR LEVEL # 3 – PLATINUM PLUS

- ❖ Company/Organization name along with website address directly advertised on the NOVA Annual Training website (post registering as an exhibitor) – **huge exposure, huge opportunity!**
 - ❖ **6 Exhibitor Messages** broadcast to registered Training attendees (3 prior to the Annual Training and 3 during the Annual Training).
 - ❖ Exhibitor logo permanently displayed on the sponsor page throughout the Annual Training.
 - ❖ Exhibitor logo promoted **daily** via static banner advertisement.
 - ❖ Analytics provided **daily** during the week that specifically tracks how many attendees visited your booth via the Badge Game throughout the Training week.
 - ❖ **Daily** report provided containing the name, email and organization of every attendee who visited your booth via the badge game.
 - ❖ Custom survey developed by you the vendor and sent out to either all of the attendees or those who specifically visited your booth.
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IF PAYING BY CHECK, PLEASE INCLUDE THE FOLLOWING INFORMATION:

Make Check payable to **NOVA**: _____

Correct Registration **Fee** and/or Sponsorship **Fee**: _____

Please make sure you **DATE** your Check: _____

Please make sure you **SIGN** your Check: _____

IF PAYING BY CREDIT CARD, PLEASE INCLUDE THE FOLLOWING INFORMATION:

Credit Cards Accepted – Please indicate what card you are using:

VISA: ___ **MASTERCARD:** ___ **AMEX:** ___

Credit Card Number: _____

Expiration Date: _____

Name on the Card: _____

Credit Card Billing Address: _____

Signature: _____

For Payment by Check, please send via snail mail to:
Christopher Greenslade: 1514 Regimental Lane, Johns Island, SC 29455

For Payment by Credit Card, please send either via snail mail or via email to:
chris.greenslade@csgmmc.com

Closing Date: August 1, 2018 5:00 PM Eastern Standard Time