

TAKING **ACTION!** FOR ANIMALS



June 27-30, 2014

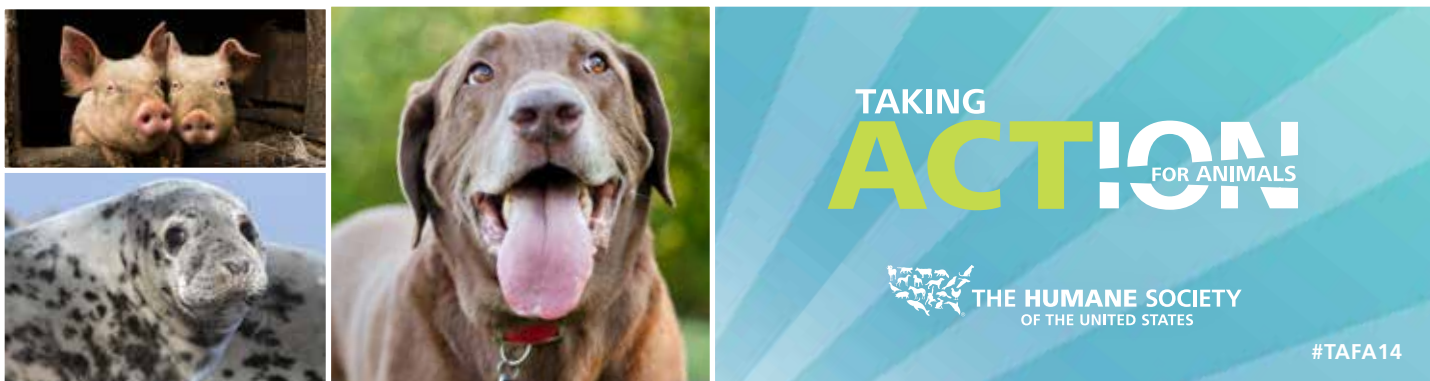
Walter E. Washington Convention Center
801 Mt. Vernon Place NW | Washington, DC 20001

Sponsor. Exhibit. Advertise.

#TAF14



THE HUMANE SOCIETY
OF THE UNITED STATES



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 (TAF14) 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—TAF14 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 TAF14 marketing (email blasts, print ads, social marketing, etc.)
- Support an event that is important to your customers.

Who attends TAF14?

- Over the last ten years, TAF14 has drawn attendees from across the country, with almost half hailing from the Mid-Atlantic region.
- Approximately half of TAF14 participants are ages 18-42, and at least one-third are ages 43-61.
- More than half of TAF14 attendees each year are first-time participants.

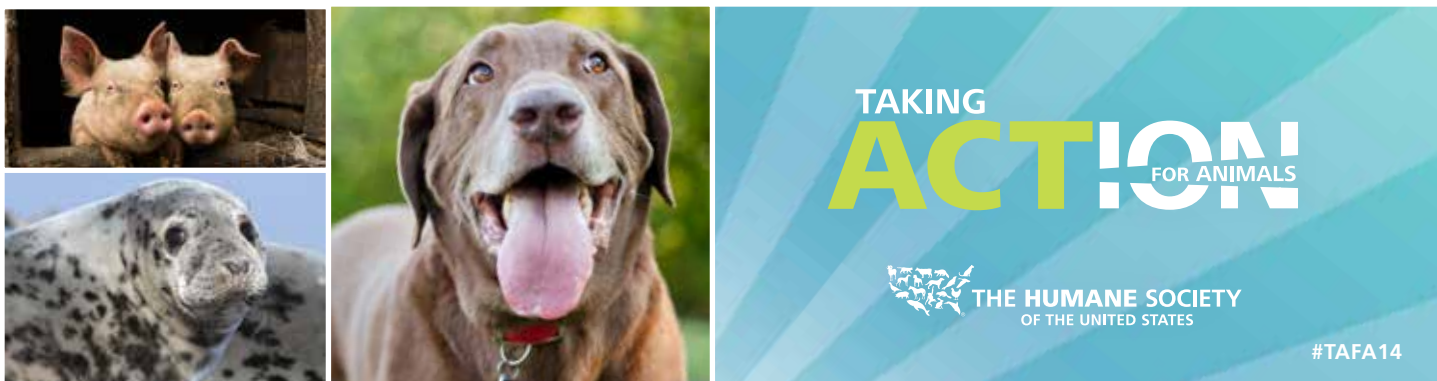
What's new in 2014?

- TAF14 2014 will be more affordable than ever, with a greatly reduced registration fee.
- The TAF14 exhibit hall will have extended open hours that do not coincide with workshop hours—attendees will have plenty of time to explore the exhibit hall and visit your booth!
- The TAF14 exhibit hall will include an assortment of food vendors, offering a diverse and exciting selection of cuisines.
- Most important, TAF14 2014 will include workshops geared toward newcomers who have wondered how to take those first steps to advocate for animals.

**For more information on sponsorships, please contact
Loraine Miscavage at lmiscavage@humanesociety.org.**

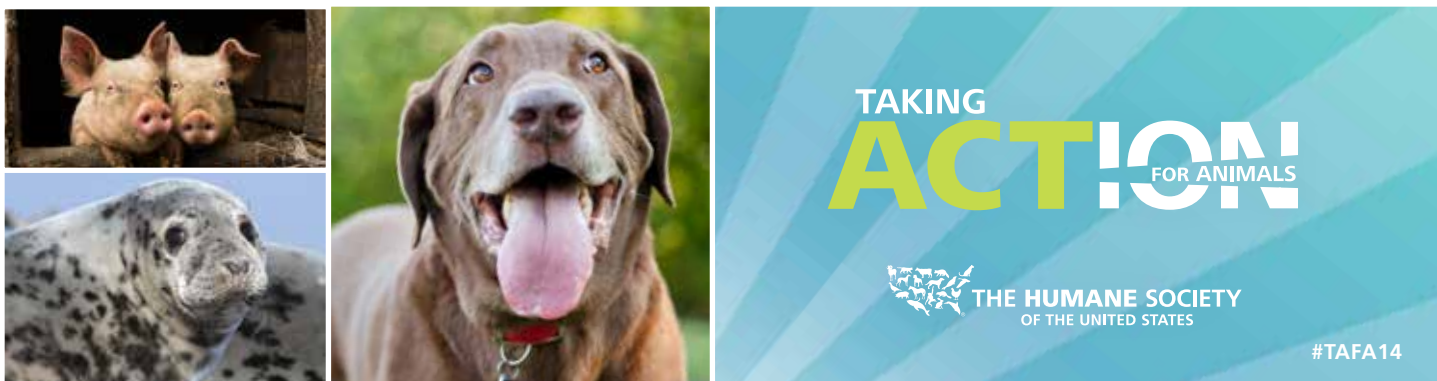
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Sponsorship Levels

Level	Bronze	Silver	Gold	Platinum	Diamond (exclusive)
	\$1,500	\$3,000	\$8,000	\$15,000	\$25,000
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	3	4	6	8
Conference bag					Yes—logo
TAF14 Padfolio (given to each attendee)				Yes—logo on padfolio cover	Yes—logo premier placement on padfolio cover
Cover of Show Guide (must be received by deadline)			Logo	Logo	Logo—premier placement
Conference bag insert (must be received by deadline)			1	1	2
Inclusion in TAF14 emails to HSUS supporters (frequency and audience at HSUS discretion)			Name & URL	Logo & URL	Logo & URL
Social Media		<ul style="list-style-type: none"> One tagged post on TAF14 event page on Facebook (name/url) 	<ul style="list-style-type: none"> One tagged post on TAF14 event page on Facebook (name/url) One tagged Twitter post on HSUS Twitter (name/url) 	<ul style="list-style-type: none"> One tagged post on TAF14 event page on Facebook (name/url) One tagged Twitter post on HSUS Twitter (name/url) Minimum of one tagged Twitter post on TAF14 Twitter Minimum of one live tweet during the conference 	<ul style="list-style-type: none"> One tagged post on TAF14 event page on Facebook (name/url) Two tagged Twitter posts on HSUS Twitter (name/url) Minimum of two tagged Twitter posts on TAF14 Twitter Minimum of two live tweets during the conference
Website TAF14 homepage	Name	Name	Name & URL	Logo & URL	Logo & URL



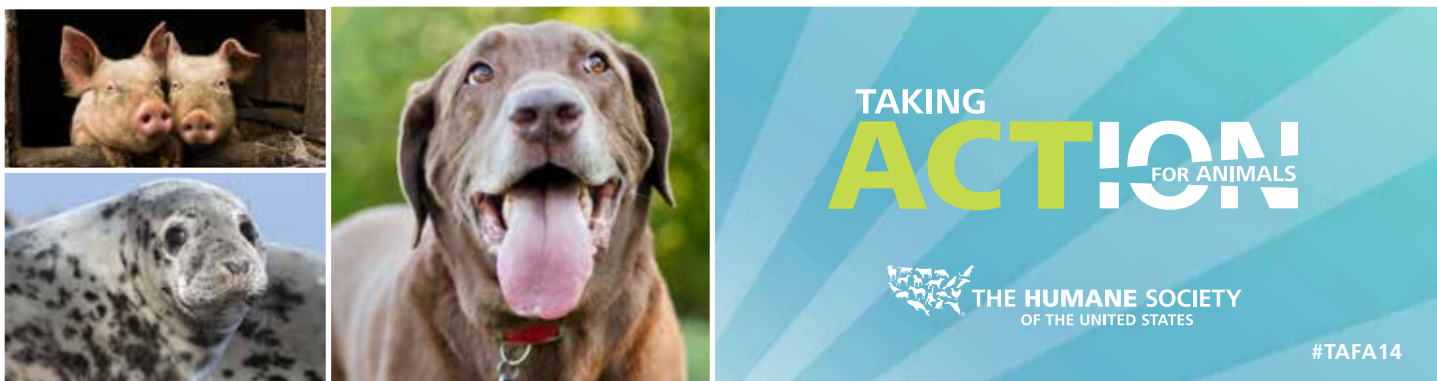
Sponsorship Levels *continued*

Level	Bronze	Silver	Gold	Platinum	Diamond (exclusive)
	\$1,500	\$3,000	\$8,000	\$15,000	\$25,000
Website Sponsor page	Name	Name & URL	Logo & URL 25-word description	Logo & URL 50-word description	Logo & URL 100-word description —premier placement
Inclusion on registration confirmation emails		Name	Name & URL	Logo & URL	Logo & URL
Logo included on all TAF1 print advertising (if logo received by ad submission deadline)					Yes
Comp hotel room during conference			Yes—one room for one night	Yes—one room up to three nights	Yes—two rooms up to three nights each
Show Guide ad space	1/4 page ad	1/2 page ad	One full-page ad	One full-page ad	Two full-page ads (choice of placement if received by deadline)
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	Logo	Logo	Logo—premier placement
Acknowledgment on workshop screens	Name	Name	Logo	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
Speaker slot at TAF1 workshop*					1
Logo on TAF1 name badge					Yes

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

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Sponsorship Levels *continued*

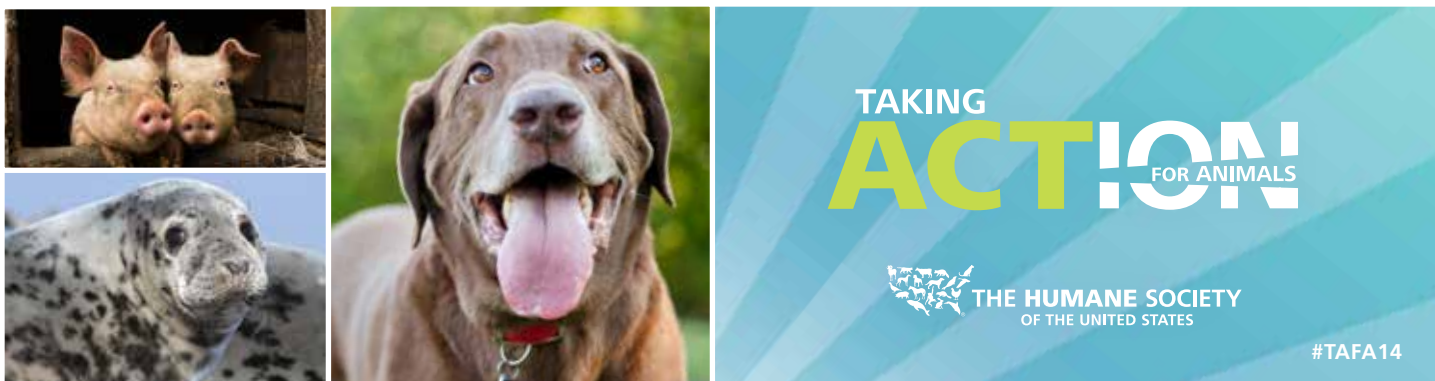
Level	Bronze	Silver	Gold	Platinum	Diamond (exclusive)
	\$1,500	\$3,000	\$8,000	\$15,000	\$25,000
Conference mailing list**			Yes—post-TAFA list (one-time use only)	Yes—pre-TAFA <u>or</u> post-TAFA list (one-time use only)	Yes—pre-TAFA & post-TAFA lists (each list one-time use only)
Mention in Wayne Pacelle's blog about TAF14				Yes—name only	Yes—name and url
Private 30 min. presentation to attendees***				1	2
Sponsorship of workshop (logo on signage & listing in Show Guide)			1	2	3
Tickets to 60th Anniversary Benefit Gala	Available at discounted rate	Available at discounted rate	2	3	4

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

*** In special area in exhibit hall; subject to HSUS approval.

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Sponsor/Exhibitor—à la Carte Options

- Ad in *Show Guide* \$160-\$350
- 52" TV Screen Display \$350 & up
- Conference Bag Insert \$500
- Welcome Reception \$2,000
- Networking Reception \$2,000
- Thumb Drives \$5,500
- Lobby Day Sponsorship \$10,000

Ad in Show Guide: (deadline **April 8, 2014**—no extensions)

1/4 page \$160 • 1/2 page \$225 • Full page \$350

52" TV Screen Wall Display: \$350 - \$700 per day (limited availability)

Your logo, webpage, social media profile, etc., can be displayed and rotated on two vertically stacked 52" LCD wall screens located in the main hallway across from the TAF14 exhibit hall. Two sets of screens (each set has two screens) are available each day (Friday, Saturday, and Sunday).

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.

Welcome Reception: \$2,000 (one available)

Friday, June 27: 5:00 p.m.–8:00 p.m.

The welcome reception officially opens the conference and gives participants their first opportunity to network. This year's event takes place in the exhibit hall and 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 Guide*, verbal recognition during the event from an HSUS executive, possible product placement opportunities (HSUS approval required), and your logo printed on the complimentary beverage tickets.

Networking Reception: \$2,000 (one available)

Saturday, June 28: 4:15 p.m.–6:30 p.m.

The Networking Reception gives all participants an extended break—after a full day of workshops—to continue networking and further explore the exhibit hall. The event includes hors d'oeuvres and a cash bar. Your exclusive sponsorship recognition includes signage at the entrance, mention in the *Show Guide*, verbal recognition during the event from an HSUS executive, and possible product placement opportunities (HSUS approval required).



Sponsor/Exhibitor—à la Carte Options

Thumb Drives: \$5,500 (one available)

Your logo will be displayed on the thumb drives distributed to all TAF1 attendees. The thumb drives will contain all of the TAF1 workshop handouts and slides that attendees will reference throughout the year and beyond.

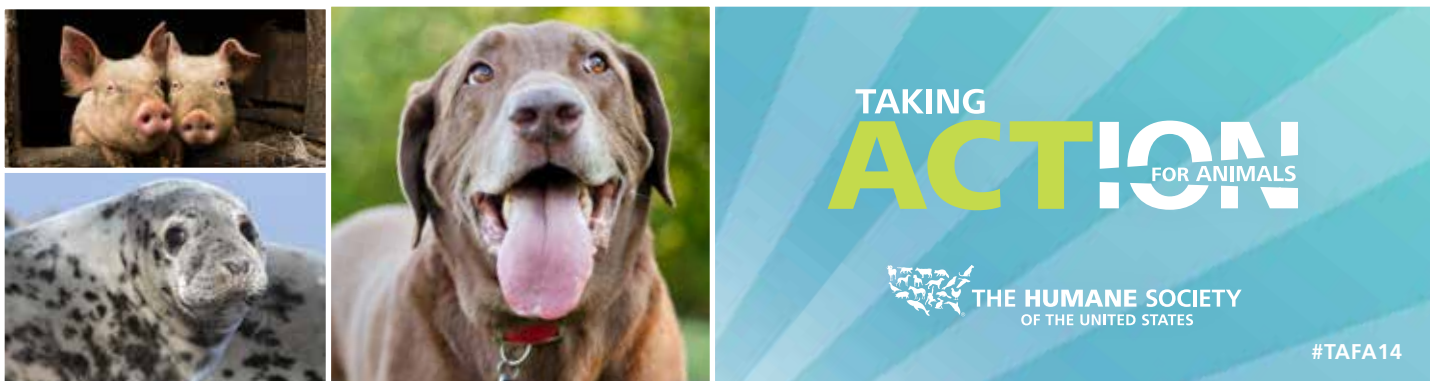
Exclusive Lobby Day Sponsor: \$10,000 (one available)

- Special Lobby Day Lapel Pin branded with both sponsor and HSUS logos
- Logo/name on all Lobby Day signage
- Logo/name on all Lobby Day printed materials* used during TAF1 and Lobby Day
 - * Deadlines and content provided by The HSUS
- Logo/name displayed in the Lobby Day description on TAF1's registration website
- Logo/name listed as the Lobby Day sponsor in the TAF1 Show Guide
- Participation (up to two representatives) in Lobby Day Training Workshop (content provided by HSUS)
- Logo/name on applicable printed materials* at Lobby Day Breakfast
 - * Deadlines and content provided by The HSUS

**For more information on sponsorships, please contact
Loraine Miscavage at lmiscavage@humanesociety.org.**

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2014 TAF14 Exhibitor Information

Exhibitor Rates:

- Nonprofit organization—\$300
- Commercial company—\$450

Includes:

- Listing in *Show Guide* and on TAF14 website
- 10' x 10' exhibit space
- One 6' skirted table with 2 chairs
- Two complimentary exhibitor badges (exhibit hall entry only)
- Discount on full-conference registrations

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

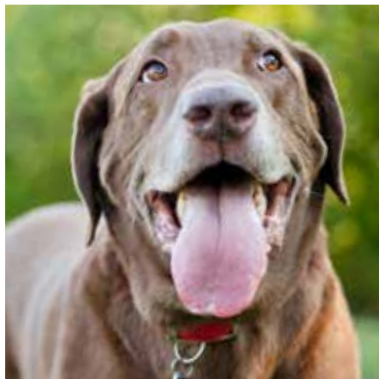
Additional exhibitor items available for purchase:

- Full-conference registration (discounted exhibitor rate) \$60
- 60th Anniversary Benefit Gala (separate ticketed event)
- Additional exhibitor badge (exhibit hall entry only) \$10

**For more information on exhibiting, please contact
Jennifer Ludwig at jludwig@humanesociety.org.**

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2014 Preliminary Schedule of Events

Thursday, June 26

Registration 5:00 p.m.–9:00 p.m.

Friday, June 27

Registration 8:00 a.m.–9:00 p.m.
Exhibit Hall Move-in 8:00 a.m.–3:00 p.m.
 Workshops 9:00 a.m.–12:00 p.m.
 Lunch on own 12:00 p.m.–2:00 p.m.
 Workshops 2:00 p.m.–5:00 p.m.
Exhibit Hall Open/Welcome Reception 5:00 p.m.–8:00 p.m.
 Movie Screening 8:00 p.m.–10:00 p.m.

Saturday, June 28

Registration 7:30 a.m.–7:30 p.m.
 Welcome Remarks 8:45 a.m.–9:00 a.m.
 Plenary Session 1 9:00 a.m.–9:45 a.m.
 Plenary Session 2 9:45 a.m.–10:30 a.m.
Exhibit Hall Open (lunch) 10:30 a.m.–2:00 p.m.
 Workshops 2:00 p.m.–3:00 p.m.
 Break 3:00 p.m.–3:15 p.m.
 Workshops 3:15 p.m.–4:15 p.m.
Networking Reception 4:15 p.m.–6:30 p.m.
 60th Anniversary Benefit Gala* 6:30 p.m.–9:00 p.m.

Sunday, June 29

Registration 7:30 a.m.–4:30 p.m.
 Lobby Day Training 8:00 a.m.–9:00 a.m.
 Workshops 9:00 a.m.–10:15 a.m.
 Break 10:15 a.m.–10:30 a.m.
 Town Hall w/ Wayne Pacelle 10:30 a.m.–11:30 a.m.
Exhibit Hall Open (lunch) 11:30 a.m.–2:30 p.m.
Exhibit Hall - Move Out 2:30 p.m.–8:30 p.m.
 Workshops 2:30 p.m.–3:45 p.m.
 Break 3:45 p.m.–4:00 p.m.
 Workshops 4:00 p.m.–5:00 p.m.

Monday, June 30

Lobby Day (Capitol Hill) 9:30 a.m.–4:00 p.m.

*Benefit ticket not included with conference. Must be purchased separately.
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