

Community Relations & Development | Social Services | Emergency Disaster Services

Exhibitor &  
Sponsor  
Prospectus

BETTER

TOGETHER



APRIL  
17-20  
2023  
DALLAS  
TEXAS



[BetterTogether2023.org](https://BetterTogether2023.org)

National professional  
development conference  
for officers and staff working  
in Community Relations &  
Development, Social Services,  
and Emergency Disaster Services.

PRESENTED BY





## Hilton Anatole Dallas

The hotel rate is \$239, plus taxes.

Book your room at  
[BetterTogether2023.org!](http://BetterTogether2023.org)

## About the Conference

Better Together 2023, our first multidisciplinary conference since the COVID-19 Pandemic, will bring together organizational leadership and three key disciplines of The Salvation Army to enhance understanding, aptitude and collaboration. The Conference will be held in Dallas, Texas April 17-20, 2023. It will offer an opportunity to connect influential leaders, development practitioners and frontline service professionals and partners to maximize our work for greater impact, together.

## Why Sponsor or Exhibit?

Throughout the conference, you will have opportunities to meet face-to-face with frontline practitioners as well as divisional, territorial and national Salvation Army leadership. We have built-in programming and dedicated exhibit hall time to maximize exposure and networking opportunities. Your support will help provide guidance and education to those serving on the frontlines and to partners throughout the United States and Canada.

As a sponsor, you will have the opportunity to showcase your organization to conference delegates during high-visibility times, like meals, workshops and general sessions.

## Who Is Attending?

Interdisciplinary Salvation Army programs representing Community Relations and Development, Social Services and Emergency Disaster Services, programs that serve a combined 25 million people each year across 7,200 centers of operations in nearly every zip code of the country.

Salvation Army officers who are decision makers and provide leadership at the local, territorial, national and international levels.

Professional staff from three disciplines who serve in fundraising, communications, emergency disaster services, social services, community centers, adult rehabilitation and much more.



# SPONSORSHIP OPPORTUNITIES

Contact Greg Tuck at [Greg.Tuck@usn.salvationarmy.org](mailto:Greg.Tuck@usn.salvationarmy.org)

## PRESENTING CONFERENCE SPONSOR - \$150,000

- Exclusive Presenting sponsorship of the Better Together 2023 NCRD, EDS, Social Services Conference
- Exclusive co-branding throughout conference
- Opportunity to speak from the stage at opening plenary session
- Official internet sponsor (password is your company name)
- Opportunity to brand select locations
- 40' x 40' exhibitor booth
- Handouts in welcome bag
- Ten (10) complimentary conference registrations
- LeadCapture opportunities

**TAKEN**

## CELEBRATION EVENT SPONSOR - \$100,000

- Exclusive sponsor of the event: Opening Reception or National Commander's Banquet
- Opportunity to speak at the event
- Exclusive branding throughout the event
- 20' x 30' exhibitor booth
- Complimentary invites to event
- Eight (8) complimentary conference registrations
- LeadCapture opportunities
- Two (2) VIP Leadership Breakfast tickets

**TAKEN**

## SPECIALTY SEMINAR SPONSOR - \$100,000

- Specialty Conference Sessions - All delegates attend large gatherings by discipline
- Opportunity to speak at the event
- Exclusive branding throughout the event
- 20' x 30' exhibitor booth
- Complimentary invites to event
- Eight (8) complimentary conference registrations
- LeadCapture opportunities
- Two (2) VIP Leadership Breakfast tickets

## PLATINUM LEVEL SESSION SPONSOR - \$50,000

- Exclusive host of a session: VIP Breakfast, Plenary Session, Special Luncheon
- Major branding opportunities throughout conference
- 20' x 20' exhibitor booth
- Opportunity for branded items at lunch
- Handouts in welcome bag
- Six (6) complimentary conference registrations
- LeadCapture opportunities
- Two (2) VIP Leadership Breakfast tickets

**TWO  
REMAINING**

## DIAMOND LEVEL SPONSOR - \$30,000

- Exclusive sponsor of one (1) session of workshops
- Major branding opportunities throughout conference
- Breaks sponsor
- 20' x 20' exhibitor booth
- Handouts in welcome bag
- Opportunity for branded items
- Four (4) complimentary conference registrations
- LeadCapture opportunities
- Four (4) VIP Leadership Breakfast tickets

**TWO  
REMAINING**

# EXHIBITOR OPPORTUNITIES

Contact Marinda Popp at [Marinda.Popp@usn.salvationarmy.org](mailto:Marinda.Popp@usn.salvationarmy.org)

## BOOTH EXHIBITORS - \$2,000

Meet face-to-face with more than 1,400 delegates from three key disciplines within The Salvation Army (Community Relations & Development, Social Services and Emergency Disaster Services). Introduce your products, ideas, and services during a two-day exhibition schedule, maximizing your exposure to all delegates.

All Booth Exhibitor packages include:

- One (1) complimentary conference registration\* (a \$500 value!)
- One (1) 10' x 10' exhibitor booth: Table, two (2) Chairs, Draping, and Trashcan
- Listing on conference mobile app and website

## VEHICLE EXHIBITORS - \$5,000

Showcase your state-of-the-art vehicles and equipment within the exhibit hall, while connecting with future clients. Discover, experience, and collaborate on innovative ideas to improve services across multiple disciplines.

All Vehicle Exhibitor packages include:

- Two (2) complimentary conference registrations\* (a \$1,000 value!)
- Space to display one (1) custom vehicle\*
- Listing on mobile app and website

## Exhibit Hall Schedule/Hours

### Sunday, April 16

8:00am Vehicles on-site\*

*\*Vehicles need to be on-site to be inspected and ensure safety requirements are met.  
Additional information will be provided after registration has been paid.*

### Monday, April 17 (1:00–6:00pm)

12:00–4:00pm Move In  
6:00pm Open Reception  
7:30–9:00pm Evening Event

### Wednesday, April 19 (7:00–11:00am)

7:00–8:30am Breakfast  
10:00–10:45am Morning Break  
2:00–4:00pm Move Out

### Tuesday, April 18 (7:00am–5:00pm)

7:00–8:30am Breakfast  
10:00–10:45am Morning Break  
12:00–1:45pm Lunch  
3:00–3:45pm Afternoon Break

*NOTE: Breakfasts, Tuesday lunch, and morning and afternoon breaks are held in the exhibit hall.*

*Exhibit Hall hours subject to change.*



\*Additional conference registrations must be purchased at the regular conference rate of \$500. Additional exhibit services, such as power, internet-access, and booth amenities are available for purchase through Freeman Company, the exhibit hall coordinator. A standard vehicle space is approximately 30' x 10'. For larger spaces and pricing, please contact Marinda Popp. Vehicle size, weight and other restrictions may apply.