



## **6th Annual Upper Peninsula Nonprofit Conference** *Powerful Missions – Profound Results* **Exhibitor Information Packet**

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The 6th Annual Upper Peninsula Nonprofit Conference is scheduled for October 22, 2010, at Northern Michigan University in Marquette, Michigan. More than 200 nonprofit organizations and foundation leaders are expected to attend this premier event, providing the opportunity for rich dialogue, learning and networking. The schedule of the conference is structured to assure that attendees spend time viewing displays and talking with exhibitors.

The theme of the conference is *Powerful Missions – Profound Results*. The exhibit area at this conference is designed to provide attendees with links to products and services that will help nonprofit organizations, foundations, units of government, educators, and the faith community meet their missions in challenging times. **Among the 2009 attendees surveyed, 94 percent rated the conference exhibit area as “Excellent” or “Good.”**

**We invite you to join us as an exhibitor at the 6th Annual UP Nonprofit Conference.** Our exhibitors are critical to the success of the conference, allowing nonprofit leaders direct access to the resources, organizations and products that will help them do their jobs most effectively. You will benefit through the opportunity to speak directly with your market; gaining feedback and insight on current needs of this diverse and growing sector. To be included in the conference program, exhibitors must be confirmed as soon as possible.

Please take a few minutes to carefully review this material. If you have any questions, please call Ann Gonyea at (906) 228-8919, ext. 15, or contact via email at [amgonyea@glycd.org](mailto:amgonyea@glycd.org). You can also visit our conference website at [www.glycd.org](http://www.glycd.org). **Space is limited and will be filled on a first-come, first-serve basis.**

Sincerely,

**Ann Gonyea**  
*Director of Marketing & Communications*

# 6th Annual Upper Peninsula Nonprofit Conference

## *Powerful Missions – Profound Results*

October 22, 2010

Northern Michigan University in Marquette, MI

## Exhibitor Information

### Exhibitor Fee Includes:

- One conference registration
- One 8' table ( please provide your own table skirt; sorry, no backdrops, pipe & drape)
- Space to hang banner up to 8 feet long
- Electrical outlet if needed
- Conference attendee list
- Conference program acknowledgement
- Internet access per T1 line: Additional \$20

Expand your market! Increase your profits!  
Share information about your organization!

### Nonprofit Exhibitor Fee: \$120\*

*\*Includes conference registration (\$110 value).*

*Additional representatives **must** register separately at full conference registration rate to attend conference sessions.*

### For-profit Exhibitor fee: \$180\*\*

*\*\*Includes conference registration (\$110 value).*

*Additional representatives **must** register separately at full conference registration rate to attend conference sessions.*

**To Register:** Complete the attached form and fax or mail to:

**6th Annual U.P. Nonprofit Conference**  
**Great Lakes Center for Youth Development**

**1175 Erie St.**

**Marquette, MI 49855**

**Fax: (906) 228-7712**

*For inclusion in the conference program, exhibitors must be confirmed as soon as possible*

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## More than 200 nonprofit leaders, staff, volunteers & board members are expected to attend!

You can reach the region's nonprofit organizations, foundations, units of government, and faith community.

## **About Great Lakes Center for Youth Development**

The mission of the Great Lakes Center for Youth Development (Center) is to serve as a catalyst for the healthy development of youth in rural communities by strengthening the nonprofit organizations that serve youth, schools, and families. Our focus on positive youth development means we serve all regional nonprofits. A strong general nonprofit community is essential in creating and maintaining healthy environments for youth. *Positive Youth Development* addresses the broader needs of youth rather than a deficit-based approach, which focuses on youth problems. The Center recognizes the key role that nonprofit organizations fill in our region- serving children and families and making our communities great places to live. The Center's mission leads us to serve as pioneers – adventurers seeking to provide the resources and knowledge we all need to best nurture our young people. We do this by providing technical assistance, training, and opportunities to convene nonprofit leaders, staff and volunteers. Our intent is to help nonprofit organizations fulfill their missions, and raise the effectiveness and efficiency of the entire youth development landscape in rural Great Lakes communities.

## **About the U.P. Nonprofit Conference**

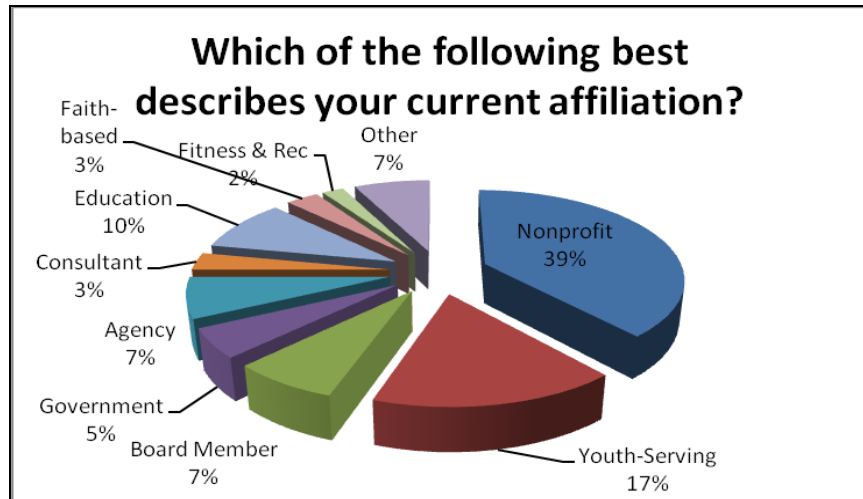
The U.P. Nonprofit Conference offers regional nonprofit leaders, staff, board members, and volunteers the opportunity to network, attend workshops, share ideas and fire up the passions that drive their nonprofit missions and visions. Attendees appreciate the opportunity to be able to convene and learn at a conference held in their own region. For many nonprofits, sending staff, volunteers or board members out of the area to build skills and network is not a feasible option at all. The U.P. Nonprofit Conference serves to fill that need expertly and cost efficiently. Attendees at the conference get the opportunity to:

- Network with peers from regional nonprofits
- Attend workshops on critical and compelling nonprofit issues such as nonprofit accountability, fundraising and marketing
- Enter drawings to win fabulous prizes
- Visit exhibitors
- Take home resources, ideas, and tools that support their mission and programs

## **This Year's Theme: *Powerful Missions – Profound Results***

The mission-driven of nonprofit organizations is as important as ever as our world, our country, our state and the U.P. work toward a healthier economy. There is evidence that we are through the worst of the recession – stocks show signs of rally, retail sales have risen, unemployment rates have leveled and are beginning to drop bit by bit. But we're not out of the woods yet. Now comes a different kind of tough time – nonprofit and youth-serving organizations must persevere through the challenging climb to a strong economy. Many people, families and organizations in our communities are still in or on the brink of being in dire situations. As organizations passionate about filling these gaps, it is critical nonprofits continue to fuel their missions, focus on their work and help deliver the powerful and life-changing results communities still need. The economic downturn resulted in a lot of cutbacks and closures, but for many, the passion that fuels our missions kept them afloat – they are in it for the long haul. Nonprofits will convene at the 6<sup>th</sup> Annual U.P. Nonprofit Conference for a day set aside to learn and talk with others about what keeps their passions alive and moves them into the new environment that is taking shape.

## *A look at the 2009 Conference Attendees*



### *Attendee Profile*

About 200 people from throughout the U.P., in addition to visitors from lower Michigan and Wisconsin, gather for this unique opportunity to gather close to home. Attendees include nonprofit leaders, staff members, volunteers and board members.

## **General Flow of Conference**

Thursday, October 21, 2010: Pre-conference reception in the evening

Friday, October 22, 2010: Conference Day, 8 a.m. to 5 p.m.

### *Primary Topics for Overall Conference Programming Include (but are not limited to):*

- Sustainability
- Capacity Building
- Youth Development
- Nonprofit Management
- Nonprofit Operations
- Fundraising and Fund Development
- Youth
- Nonprofit Governance
- Nonprofit Marketing and Communications
- Board Relations and Development
- Collaboration
- Policy and Advocacy
- Evaluation
- Volunteer Recruitment, Development and Management

**6th Annual UP Nonprofit Conference**  
***Powerful Missions – Profound Results***  
October 22, 2010  
Northern Michigan University, Marquette, MI

## Exhibitor Registration

*For inclusion in the conference program, exhibitors must be confirmed as soon as possible*

Organization \_\_\_\_\_

Contact Person \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_ Website \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

Are you able to provide an item for a drawing at the conference?  Yes  No

### Payment Information:

\_\_\_\_\_ **\$120 Nonprofit Exhibitor Fee**

*\*Includes conference registration (\$110 value).  
Additional representatives must register separately at full  
conference registration rate to attend conference sessions.*

*Please enclose a copy of your IRS 501(c)(3) letter*

\_\_\_\_\_ **\$180 For-profit Exhibitor Fee**

*\*\*Includes conference registration (\$110 value).  
Additional representatives must register separately at full  
conference registration rate to attend conference sessions*

\_\_\_\_\_ **Internet Access per line**

**Additional \$20 for T-1 line**

**Total amount enclosed: \$** \_\_\_\_\_

### Logistical Details

*How many chairs will you need?*

1                      2

*Do you need the 8ft. table?*

Yes                      No

*Do you need an electrical outlet?*

Yes                      No

*Do you need Internet access? (Additional cost)*

Yes                      No

*Do you plan to ship items to NMU?*

Yes                      No

*Do you plan to hang a banner?*

Yes                      No

**Set – up will be October 22 from 7-8 a.m.**

**Tear-down will be October 22, beginning  
at 4:30 p.m.**

*In the Conference Program, your company name should read (please print using upper and lower case letters):*

*Please print the name(s) of attendees as you would like them to appear on their name tag(s):*

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Mail or fax information to:

**6th Annual UP Nonprofit Conference Exhibitors**

Great Lakes Center for Youth Development

1175 Erie St., Marquette, MI 49855

Phone: (906) 228-8919, ext. 15, Fax: (906) 228-7712

### Have you enclosed?

- Signed copy of this contract
- Check payable to GLCYD
- 501(c)(3) letter (nonprofits only)