Partnership Guidelines*

TDPC Partnerships are reserved for similarly missioned non-profit organizations.

**Primary Partner (limit two (2)) – up to 40%** of conference cost***

**What’s Included:**
- One 6’ table in the vendor expo area
- Electricity and WiFi Internet access
- Up to ten (10) volunteer passes to the event (at least one person must be at the table throughout the day)
- Association name/logo will appear on the conference slideshow prior to keynotes & sessions (as a Primary Partner)
- Association name/logo to appear on all conference communications prior to and during the event (as a Primary Partner)
- Association name link on the ATD conference page back to your associations’ webpage

**Partner (limit three (3)) – up to 25%** of conference cost***

**What’s Included:**
- One 6’ table in the vendor expo area
- Electricity and WiFi Internet access
- Up to five (5) volunteer passes to the event (at least one person must be at the table throughout the day)
- Association name/logo will appear on the conference slideshow prior to keynotes & sessions (as a Partner)
- Association name link on the ATD conference page back to your associations’ webpage

<table>
<thead>
<tr>
<th>Estimated Conference Cost</th>
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<tbody>
<tr>
<td>Venue</td>
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<tr>
<td>Keynote</td>
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<tr>
<td>Additional Expenses</td>
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<tr>
<td>Total</td>
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*All partners will share net profit based upon partnership level and number of partners, examples can be provided prior to signing final agreement.

**Final percentage will be dependent on partnership agreement and the number of sponsors provided

***Cost is defined as the net payment after all sponsorship or donations are tallied.