

2019 Upswell Exhibitor Prospectus



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Upswell is the premier opportunity for people from across the nonprofit and philanthropic community to come together and examine pressing issues facing our organizations and the communities we serve. Join nonprofit and foundation leaders from across the country as they challenge our current thinking and explore creative solutions that will make the nonprofit community even more effective.

Upswell will identify challenges that are locally grounded and nationally relevant. Those challenges will serve as the pillars around which we structure the conference. Our aim is to create a highly energetic event that sets a level playing field where every participant can bring something to the table – expertise, experience, ideas – regardless of positional or organizational authority. You won't want to miss the opportunity to be part of Upswell's Public Square 2019, in Chicago November 13-15.

Exposure

Upswell puts you in the spotlight in front of more than 1500 attendees from 750+ organizations.

Insight

With a 38:1 ratio of attendees to exhibitors, you will have the opportunity to learn directly from the sector's diverse leaders.

What Makes Exhibiting at Upswell Different?

You've been to plenty of events where exhibitors are cast into a dreary expo hall – sandwiched between rows and rows of other exhibitors, dependent on attendees breaking off from the main action to wander in and find you. We think that's a waste of your money and expertise.

At Upswell, you're an integral part of the Public Square.

The Public Square is the bustling, fascinating, electrifying, thought-provoking, awe-inspiring, vivacious heart of Upswell. Featuring everything from quick talks to creative networking, invigorating performances to intense brainstorming sessions, the Public Square transforms open spaces into a grand canvas where changework can happen in wildly unexpected ways.

You'll be an invaluable and active resource, wired directly into the Upswell experience. And the best part? The Public Square is always open and constantly pulsing with energy.



Spotlight Stage

One of Upswell's signature features is the Spotlight Stage. When there isn't someone on the Main Stage, the Spotlight Stage becomes the center of the Public Square. It features rousing performances, powerful debates, and eye-opening presentations – right in the midst of Upswell's thousands of curious changemakers.

As an exclusive benefit in the Gold Exhibitor package, you'll have a prominent spot on the program schedule.

A Look at the Upswell Community

Upswell is for anyone who identifies as a changemaker.
Here are some quick facts about who participated in Upswell Los Angeles 2018.

60%

NONPROFITS

34

**STATES
REPRESENTED**

32%

MILLENNIALS

15%

FOUNDATIONS

47%

PEOPLE OF COLOR

35%

GENERATION X

25%

**FOR-PROFIT,
ACADEMIC
CENTER, B CORP,
GOVERNMENT**

55%

**HEADS OF
ORGANIZATIONS/
SENIOR LEVEL**

15%

BABY BOOMERS



2019 Exhibit Package Opportunities

GOLD PACKAGE—\$2,775

After August 16: \$2,925 / After September 23: \$3,075

The Gold Package includes:

- One 8' x 10' exhibit booth space and basic décor package (pipe and drape, table, chairs, ID Sign, wifi)
- One Full Conference registration that allows access to all Upswell events.
- Priority Location Placement.
- Logo placement and a 40-word description of your organization on the Upswell website.
- Opportunity to conduct a 20-minute product demonstration on the Spotlight Stage in the Public Square.
- The opportunity to meet attendees, exchange dialogue, and pre-schedule one-on-one appointments with attendees via the mobile app.
- Gold Exhibitors have the opportunity to purchase a second 20-minute stage presentation for \$250.

SILVER PACKAGE—\$2,375

After August 16: \$2,525 / After September 23: \$2,675

The Silver Package Includes:

- One 8' x 10' exhibit booth space and basic décor package (pipe and drape, table, chairs, ID Sign, wifi)
- One Full Conference registration that allows access to all Upswell events.
- Logo placement and a 40-word description of your organization on the Upswell website.
- The opportunity to meet attendees, exchange dialogue, and pre-schedule one-on-one appointments with attendees via the mobile app.

ADDITIONAL BOOTH BADGES

Each purchased Exhibit space includes a badge. As an added benefit with your booth package, exhibitors have discounted rates for additional staff badges. The rate is \$500, over 40% savings off the Core admission.



UPSWELL
CHICAGO
2019

LOCATION

Hilton Chicago
720 S Michigan Ave
Chicago, IL 60605

To learn more about exhibiting at Upswell Chicago, please contact
Liz Culkin at lizc@independentsector.org or **(202) 467-6107**.