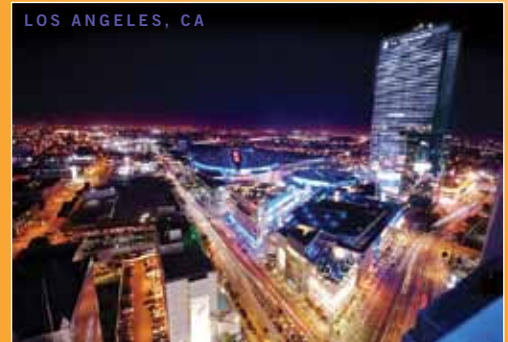


Sponsor & Exhibitor PROSPECTUS



ACMP GLOBAL CONFERENCE

JW Marriott LA LIVE
Los Angeles, California USA
April 14-17, 2013



Lights, Camera, Change...

PRODUCING RESULTS IN A GLOBAL ECONOMY

The theme of the 2013 ACMP Global Conference reflects the importance of change in moving the global economy forward, and the commitment of the organization to provide a venue for conference attendees to explore innovative speaker sessions and exhibitors who can provide products and services that help them achieve results. The conference will be held at the JW Marriott Los Angeles LA LIVE April 14-17, 2013 in the heart of downtown LA, and opens with a Welcome Reception in the Exhibit Hall on Sunday afternoon for all exhibitors, sponsors and attendees.

Extraordinary Opportunity.

When you become a sponsor or exhibitor at the Association of Change Management Professionals (ACMP) Global Conference, you open the door to extraordinary opportunity and market exposure for your organization. There are a variety of options available, designed to fit your budget and your desired exposure to change management professionals from around the world.

Sponsors & Exhibitors are the Stars at ACMP's Global Conference

ACMP members and other attendees are actively seeking products and services to enhance their organization's effectiveness, and look to our global conference to provide access to providers that can meet their business needs. Change management is about finding solutions – don't let this once-a-year opportunity to meet your target market pass you by.

Our 2012 global conference included more than 70 speakers from around the world who shared their perspective on a wide variety of change management topics. This exciting program attracted more than 800 attendees from 20 countries – attendance that was more than 30% higher than the previous year's conference. We expect more than 1,000 attendees at the 2013 Global Conference, continuing our growth with an outstanding platform of keynote speakers, breakout sessions and networking opportunities.

The ACMP Global Conference will provide you with many opportunities to interact with attendees and showcase your products and services for change management professionals from across the globe. We invite you to consider becoming an exhibitor or sponsor for this special event. Please see the information provided in this prospectus for the exhibitor and sponsor opportunities that are available. Your ongoing participation as an exhibitor or sponsor is a key part of ACMP's efforts to offer a high quality conference experience to the global change management community, and your unique opportunity to interact face to face with your existing and prospective clients and customers.



"The ACMP conference was terrific! Met great people, learned new approaches, and gained different perspectives. The planning group definitely took the feedback from last year into consideration and made great improvements."

Martha Legare, CEO, Gantt Group, Inc.

Be Recognized for Your Support of ACMP and the Profession of Change Management!

Consider sponsorship opportunities to enhance your presence at the ACMP Global Conference.

Sponsorship Opportunities

If you are interested in participating as a sponsor for this conference, we have many opportunities available that can heighten your exposure to this elite group of attendees. We value your support and look forward to partnering with you. Each sponsor is important to our organization, and we value your contribution to providing an exceptional conference experience for each attendee. We hope you will review the sponsorship options below and how they may help you promote your organization’s products and services to the largest gathering of change management professionals in the world.

Each level of sponsorship has unique benefits as outlined below:

GOLD SPONSOR.....\$15,000

- Full-page ad in conference program
- 1 complimentary conference registration
- 10’ x 10’ exhibit space, corner location
- Logo and listing in conference program
- Logo on sponsor signage
- Website listing with link to your organization’s website
- Option to host special activities (for an additional fee)
- Reserved table seating at all keynote sessions
- Company logo on advance marketing for the global conference
- Verbal acknowledgement at global conference



PLATINUM SPONSOR..... ONLY 3 AVAILABLE

Gold level sponsorship can be upgraded to platinum with exclusive keynote sponsorships and additional fee as noted below:

- Keynote Eric Wall+ \$10,000
- Keynote Charles Duhigg+ \$10,000
- Keynote Morton Hansen.....+ \$15,000

Additional benefits include:

- Introduces keynote
- Up to 4 attendees to meet and greet event with keynote
- Verbal acknowledgement at keynote session
- Platinum Sponsor slide at beginning and end of keynote session
- One hour book signing at your exhibitor booth included for sponsoring Morton Hansen and Charles Duhigg

SILVER SPONSOR \$7,500 (ONLY 4 AVAILABLE)

All of the Exhibitor benefits (listed in Exhibitor Section) including a booth, and the ability to offer a pre-conference workshop to conference attendees on Sunday afternoon from 1 PM - 4 PM. Sponsor will provide handouts, refreshments and AV.

BRONZE SPONSOR \$2,500

- Quarter-page ad in conference program
- Logo and listing in conference program
- Logo on sponsor signage
- Website listing on www.acmpglobal.org website with link to organization's website
- Verbal acknowledgement at the global conference

Other Sponsorship Opportunities

Additional sponsorship opportunities are available to increase your brand's visibility and heighten awareness of your organization's support of the discipline of change management.

FOOD EVENTS

- Welcome Refreshments during open registration on Sunday afternoon \$4,500
- Breakfast Sponsor each day \$6,000
- Break Sponsor Morning each day (Monday – Wednesday) \$4,000
- Break Sponsor Afternoon each day (Monday and Tuesday only) \$4,000
- Monday evening mixer call for pricing
- Tuesday Dinner Event call for pricing

Recognition for your organization includes:

- Logo on sponsor signage
- Logo and listing in conference program
- Website listing with link to your organization's website
- Verbal acknowledgement at the global conference

Branded Sponsorship Opportunities

- Badge holders & lanyards with your logo\$2,600
- Hotel room key cards with your logo and branded message.....\$5,700
- Stainless steel water bottles with your logo \$3,500
- Conference Carry Bags with your logo \$7,000
- Conference Notebook/Padfolio with your logo \$7,200
- Conference pens with your logo\$1,200

We invite you to review the sponsorship opportunities listed in this prospectus and fill out the Sponsor Application which can be found at: <http://www.acmpglobal.org/?page=4SponsorsExhibitors> Please contact Nikole Fridenmaker, Director of Events at nfridenmaker@acmpglobal.org for more information.

Interested in hosting a private reception for global conference attendees? Attendance at these events will be by your invitation only. Please email your written request for approval stating the name of your organization, primary contact, type of function, desired location, time and your anticipated attendance to Nikole Fridenmaker, Director of Events at nfridenmaker@acmpglobal.org.

Increase Your Visibility at the ACMP Global Conference with an Exhibit Booth

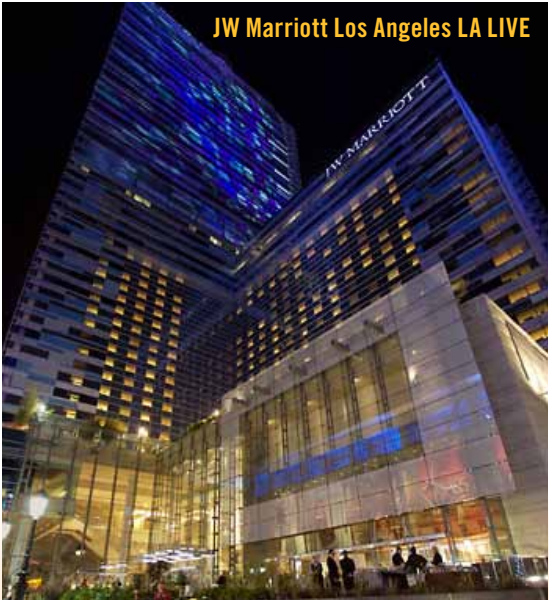
Overview of Exhibiting Opportunity

It's about opportunity. ACMP's Global Conference will provide exhibitors with many opportunities to engage with attendees, beginning on Sunday afternoon through the conclusion of the conference on Wednesday at noon. The JW Marriott LA LIVE is an outstanding venue, designed to provide many comfortable conversational areas throughout the facility, and a modern, well-lit exhibit hall so you can effectively showcase your products and services to prospective clients and potential business partners. Exhibits are open during the Welcome Reception – a great opportunity to interact with attendees.

A keynote speaker will be featured each day of the conference, from Monday through Wednesday, ensuring a consistent high level of energy and engagement.

Your Exhibitor Package will include the following:

- 10' x 10' booth
- Two (2) exhibitor badges
- One (1) six-foot table
- Two (2) chairs
- Signage for backdrop
- Carpet
- Drape
- Wastebasket
- Website listing with link to your organization's web page
- Company logo and recognition in conference program
- 110 electric service and wireless internet are available for an additional charge



Standard Booth Fees

\$5,250 10' x 10'

Tentative Exhibit Hall Schedule*

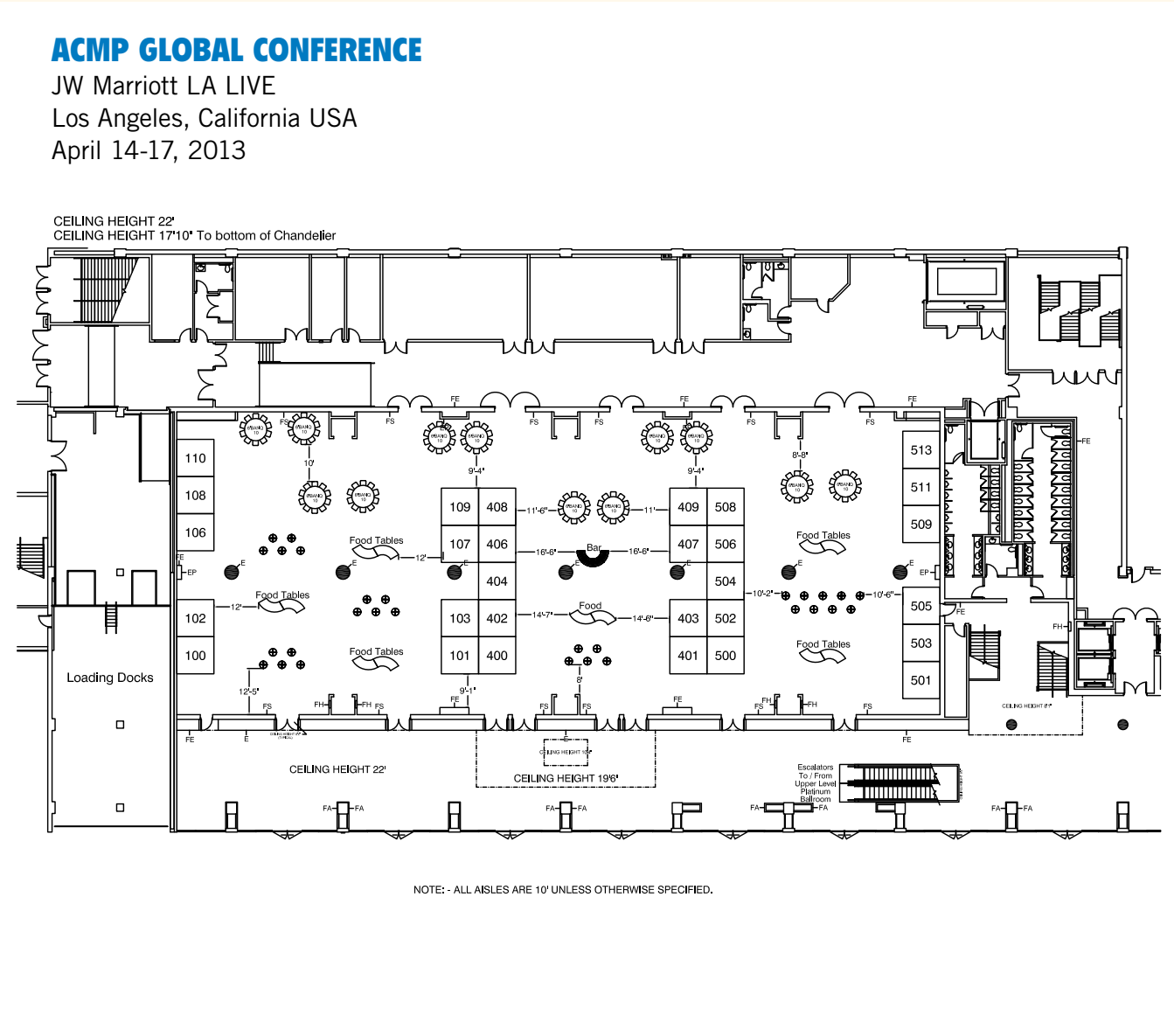
Sunday, April 14	
Move-in/Set-up	12 – 4 PM
Welcome Reception	5 – 7 PM
Monday, April 15	7:30 AM - 5 PM
Tuesday, April 16	7:30 AM - 5 PM
Wednesday, April 17	7:30 AM -12 Noon
Dismantling	12 Noon - 5 PM

**Hours are tentative and subject to change*

We invite you to review the exhibiting opportunities listed in this prospectus and fill out the Exhibitor Application which can be found at:
<http://www.acmpglobal.org/?page=4SponsorsExhibitors>

ACMP GLOBAL CONFERENCE SPONSOR & EXHIBITOR PROSPECTUS

exhibit hall floor plan

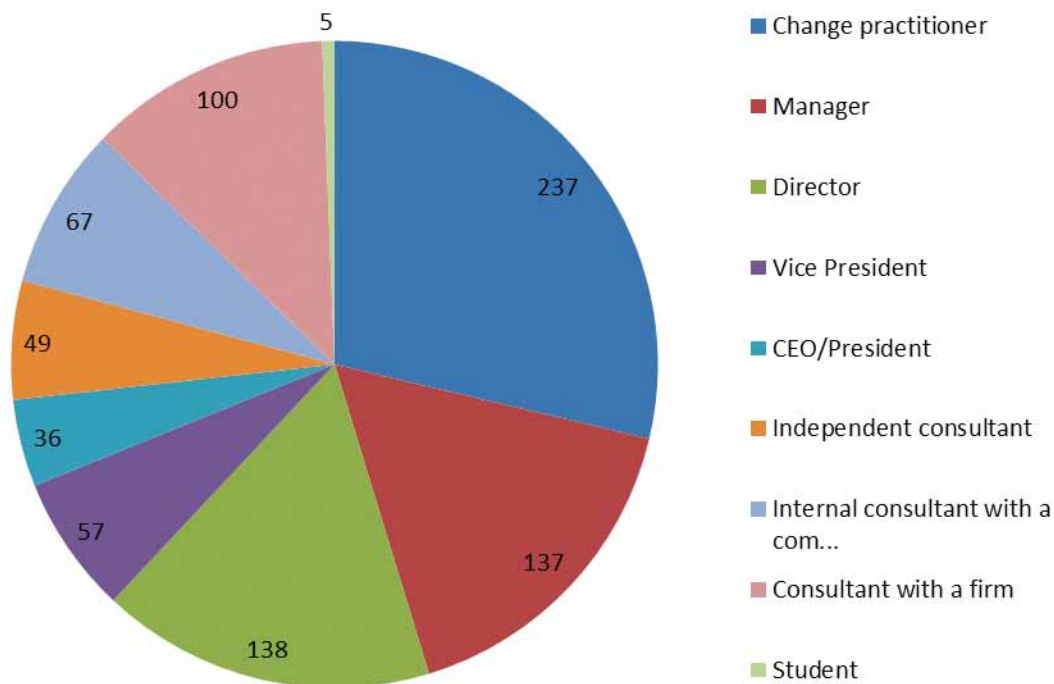


attendee snapshot

Who attends the ACMP Conference?

More than 820 change management professionals attended the 2012 Global Conference in Las Vegas, and they held a variety of roles within their organizations. The largest number of attendees, 28.7% reported that they held a change management practitioner role in their organization, managers and directors each represented

16.6% of attendees, 11.3% reported holding a Vice President or CEO position in their organization, 6% were independent consultants, 8% were internal consultants, and 12% were consultants employed by a firm. These are the decision makers and influencers who are driving the change management profession.



attendee snapshot

What industries do the ACMP conference attendees represent?

The 2012 Annual Conference Attendees represented a wide range of organizations that have demonstrated a commitment to the change management profession.

