

NATIONAL ORGANIZATION FOR VICTIM ADVOCACY

NOVA A Community
for Advocates

*50 & Forward:
Advancing Our Advocacy!*

**SPONSORSHIP & EXHIBITOR
OPPORTUNITIES**

WASHINGTON HILTON
JULY 29 - AUGUST 1, 2024
WASHINGTON, DC

NOVA's 50th Annual Training Event
Discover the impact of your contribution...

50 & FORWARD

50 & FORWARD: ADVANCING OUR ADVOCACY

As the oldest national victim assistance organization in the country and a 501(c)(3), the mission of the National Organization for Victim Advocacy (NOVA) is to champion dignity and compassion for all victims of crime and crisis. **We are a community of victim advocates and crisis responders who reimagine what it means to support survivors of trauma.**

NOVA is embarking on our 50th Anniversary and we will launch a year-long celebration at our 50th Annual Conference. Widely regarded as the premier international victims' rights conference, NOVA expects over 2,200 victim assistance professionals to attend. **Our conference theme, "50 & Forward: Advancing Our Advocacy", celebrates both our rich history and our vision for the future.**

As we look forward, we seek to advance the advocacy movement by ensuring *all* survivors are afforded victims' rights, advocacy services, and choices for safety and justice to support their unique healing journey. To build this future, we need a new generation of victim advocates who reflect the diversity of today's survivors.

For our 50th Anniversary, NOVA will provide 50 need-based scholarships to youth advocates, survivors and advocates from communities of color and traditionally marginalized communities. This #50FutureAdvocates Campaign is a critical first step in building a new generation of victim advocates prepared to meet the diverse and growing needs of survivors. **Your critical sponsorship will help us meet this goal. We hope you will join us in this initiative and be a part of our historical 50th Conference.**

Thank You!



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THE OPPORTUNITY

AS A SPONSOR OR EXHIBITOR AT NOVA'S 50TH ANNUAL TRAINING EVENT, YOU ARE DIRECTLY CONTRIBUTING TO SURVIVOR SERVICE ADVANCEMENT.

As a business looking to make a sustainable impact on the community, your support will improve the lives of crime survivors and honor those that help them heal.

NOVA takes pride in our role supporting the vital individuals and organizations which empower trauma victims across all populations. It is our contribution to bringing hope and help to those that need it most.

In return, your company's image and visibility will be enhanced in the public's perception. Your investment in the work of NOVA signals a firm commitment and concern to the advancement of advocacy services. Increased visibility to the global Victim Advocacy Community leads to increased brand recognition while clearly demonstrating your commitment to social responsibility.



DID YOU KNOW?

NOVA's network spans across community organizations, government agencies, private companies and tech, law enforcement, court systems, college campuses, military and mass casualty crisis response. Through our innovative programming, we work to partner and meet the needs of a wide variety of service providers across all industries.



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IMPACT & BENEFIT

Your contribution directly impacts those that need it most by advancing survivor services and crisis response. In turn, NOVA provides you with powerful engagement opportunities to benefit your brand and business.

PROMOTION

NOVA provides customized options to best align with your company values. Promote your brand to **2,200+ conference attendees and NOVA's network of 25,000+ community members**. Exclusive sponsorship opportunities provide more visibility and targets your audience.

RECOGNITION

Exposure from Day One! Your logo, company name and website will be listed on NOVA's conference webpage, conference app, onsite signage and at keynote presentations. Send targeted messages ahead of the event to engage your audience early!

ACCESS

Dynamic event app messaging and gamification bring attendees to you! Enjoy networking in the centrally located Marketplace that is active throughout registration and all breaks. **Sponsor the Coffee Break and you'll be the talk of the hall!**

YOU CAN PUT YOUR BRAND ON CENTER STAGE IN THE EXHIBIT HALL, BALLROOM, OR CONFERENCE APP!

WHO'S THERE?

- Over 2,200 survivor services professionals
- Civilian and Military presence
- Non-profit, government, education, mental health, legal and private sector

WHY SPONSOR OR EXHIBIT AT NOVA?

Because we are 100% invested in you, and will PROMOTE, RECOGNIZE and ELEVATE YOUR NAME to influencers and decision makers from across the US and the globe.



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CONNECT & ENGAGE

Sponsor & Exhibitor Levels

LEVEL ONE

- Your logo linked to your website, advertised on the NOVA Annual Training webpage, displayed on the app Exhibitor page and promoted daily via static banner advertisement.– huge exposure!
- 2 Exhibitor Messages broadcast to registered attendees (1 prior to, and 1 during the event) with prime booth placement.
- Complimentary admission for two to all Annual Training events
- Your logo displayed at ALL FIVE of the main plenary sessions.
- Your insert or swag item placed in the attendee bags.
- Send out a custom survey to all attendees or target those who visited your booth, as well as, a final analytics report detailing the names, email and organization of every attendee who visited you via the App. Scavenger Hunt during the Annual Training.

LEVEL TWO

- Your logo linked to your website, advertised on the NOVA Annual Training website and displayed on the app Exhibitor page.
- Your logo displayed at THREE of the main plenary sessions.
- Your insert or swag item placed in the attendee bags.
- Final analytics report detailing the names, email and organization of every attendee who visited your booth via the App Scavenger Hunt during the Annual Training.

LEVEL THREE

- Your logo linked to your website, advertised on the NOVA Annual Training website and displayed on the app Exhibitor page.
- Your logo displayed at ONE of the main plenary sessions.
- Your insert or swag item placed in the attendee bag.

LEARN MORE

ADVANCE YOUR BRAND

2024 Sponsorship Options and Rates

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PREMIUM & EXCLUSIVE SPONSORSHIPS:

- Conference Title Sponsor \$40,000
- Opening Keynote Sponsor \$25,000
- Coffee Sponsor \$20,000
- Conference Mobile App \$15,000
- Workshop Sponsor \$15,000
- All Conference Signage \$15,000
- Exhibit Hall Title Sponsor \$10,000
- Accessibility & Inclusion Champion \$10,000
- Community Care Package \$10,000
- NOVA History \$10,000
- Future of Advocacy \$10,000

UNIQUE ITEMS & VISIBLE MOMENTS:

- Tote Bags (EXCLUSIVE) \$10,000
- Lanyards (EXCLUSIVE) \$10,000
- Hotel Key Cards (EXCLUSIVE) \$10,000
- Exhibit Hall (3) \$10,000
- Individual Coffee Breaks (3) \$7,000
- Individual Plenary (4) \$6,500
- Spotlight Presentation (5) \$1,000
- Individual Workshops (9) \$500

SIGNAGE & TECH:

- Registration Desk \$8,000
- Event Wi-Fi \$7,500
- Welcome Banner \$6,500
- Digital Ad (10) \$2,000
- Ballroom Signs (4) \$3,000

VIRTUAL CONFERENCE:

- Welcome Page \$2,000
- Waiting Room (5) \$1,000
- Daily Thank You (5) \$500

▼ Keep scrolling to see our full menu of options ▼

CONNECT & ENGAGE

2024 Sponsorship and Exhibitor Rates

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EXHIBITOR SPONSORSHIP LEVEL 1

Agency Type	Until March 31	April 1 - June 30	July 1 - July 15
Non-Profit	\$1,300	\$1,450	\$1,550
Government	\$1,450	\$1,650	\$1,750
Commercial	\$1,550	\$1,750	\$1,850

EXHIBITOR SPONSORSHIP LEVEL 2

Agency Type	Until March 31	April 1 - June 30	July 1 - July 15
Non-Profit	\$1000	\$1,200	\$1,300
Government	\$1,250	\$1,400	\$1,500
Commercial	\$1,350	\$1,500	\$1,650

EXHIBITOR SPONSORSHIP LEVEL 3

Agency Type	Until March 31	April 1 - June 30	July 1 - July 15
Non-Profit	\$850	\$1,000	\$1,100
Government	\$1,000	\$1,200	\$1,300
Commercial	\$1,100	\$1,300	\$1,400

▼ Keep scrolling to see our full menu of options ▼

CONNECT & ENGAGE

2024 Sponsorship and Exhibitor Rates

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EXHIBIT ONLY (NON-SPONSOR)

Agency Type	Until March 31	April 1 - June 30	July 1 - July 15
Non-Profit	\$350	\$450	\$550
Government	\$450	\$550	\$650
Commercial	\$550	\$650	\$750

OUR VENUE, YOUR MARKETPLACE



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TESTIMONIALS

Don't take our word for it! Hear from past Sponsors and Exhibitors:

PSA

For many years, NOVA has been one of the top conferences our company looks forward to exhibiting at. There is ample opportunity to connect with current customers and familiar faces, as well as meet new people and talk through up-and-coming issues. We also found the conference to be well organized and easy to navigate as an exhibitor. I always recommend NOVA to other organizations in our sphere because PSA has gained so much by attending year after year.

QUICKSERIES

In every measurable way, the 2023 NOVA Conference was a success! As a first-time exhibitor, I was impressed with the entire NOVA staff, they were super helpful (with all my questions) and welcoming! The marketplace area was ideal to make new connections, meet current clients and also to chat and learn more about current topics within the industry. Over my career I've exhibited at well over 50 trade shows/conferences and this was by far the best experience I've ever had! You can count us in for next year - see you in DC!

NIGHT CAPIT

"NOVA was the most productive conference we've done to date and we're so glad we went. We will certainly be returning next year!"

PURPLE LEASH PROJECT, PURINA

The annual NOVA conference continues to be our favorite conference! As a speaker, exhibitor, and sponsor, our experience leading up to, and at the conference is always top-notch. The team is extremely communicative and supportive during the planning stages, and they continue to find ways to help us amplify our voice at the conference. And the connections we make with conference attendees are meaningful and long-lived. All around, this was a fantastic conference experience!

ADVOCACY ACADEMY

"I have been an exhibitor for 7 years now. I always develop great friendships while meeting people in the vendor area, so it's a priceless experience and well-worth the investment of time and resources."



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OUR WHY

WE KNOW JUST HOW CRITICAL VICTIM ADVOCATES ARE TO HELPING THOSE AFFECTED BY CRIME AND CRISIS, AND THE INSPIRING – BUT DIFFICULT – WORK THEY DO.

That's why we support the advocates and crisis responders themselves. By providing national credentialing programs, platforms for connection, and training across an incredible range of topics and levels, we empower individuals and organizations to better facilitate the path to recovery and healing.

We are always looking to the future, setting the standard for our field and continuously building resources to best serve our community. We work to ensure that all advocates – no matter where they are or who they serve – have what they need to help themselves and help victims be seen, heard, and represented.



THE DETAILS

Discover the benefits of our Exclusive and Premium Sponsorships.

CONFERENCE TITLE: ADVANCING OUR ADVOCACY (\$40,000)

Extend your brand identity and marketing capabilities with an exclusive and strong visible presence at the 50th Annual NOVA Conference. This exclusive package incorporates prime logo billing and a combination of maximum brand exposure and content input opportunities. Includes:

- Welcome remarks during the Opening Ceremonies
- Lead Logo on all main ballroom screens for all major sessions (5 total)
- Lead logo and organization/company description on the Conference website
- Lead logo on all Conference signage
- Exclusive banner to be held at registration or at the exhibit hall.
- Prominent logo placement on the Conference App.
- Daily clickable digital advertisements
- Complimentary exhibit booth
- 6 complimentary all access registrations into the Conference

OPENING KEYNOTE (\$25,000)

One of the most highly attended events will be the Opening Ceremonies. You will have prime brand recognition on the large screens while being verbally thanked and have an opportunity to show a video before the opening keynote speaker begins. Includes:

- Prominent Logo placement on all main ballroom screens for all major sessions
- Prominent logo and organization/company description on the Conference website
- Prominent logo on all Conference signage
- Prominent logo on the Conference App
 - Daily clickable digital advertisements
 - Complimentary exhibit booth
 - 5 complimentary all access registrations into the Conference



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COFFEE SPONSOR (\$20,000)

The daily morning and afternoon coffee breaks are extremely popular. Gain prime brand recognition by sponsoring these breaks which will be held on the Terrace and Concourse Levels over all four days of the Conference. Includes:

- Prominent Logo placement on all main ballroom screens for all major sessions
- Prominent logo and organization/company description on the Conference website
- Exclusive logo on Coffee Break signs
- Prominent logo on the Conference App
 - Clickable digital advertisement
 - Complimentary exhibit booth
 - 5 complimentary all access registrations into the Conference

CONFERENCE MOBILE APP (\$15,000)

Put your brand and message right in the attendees' hands. All Conference registrants gain access to the platform three weeks before the Conference begins. It provides the ONLY access to session content, schedule of events, workshop listings, sponsor & exhibitor listings, and all general Conference information. Includes:

- Primary Sponsor logo on the conference platform.
- Official welcome to all Conference attendees via the App.
- Daily clickable digital advertisements
- Prominent logo placement on main ballroom screens
- Four full registrations to the Conference

CONFERENCE WORKSHOP SPONSOR (\$15,000)

With 80+ breakouts offered over four days, your logo and tagline will be on every sign displayed outside the workshop rooms. You will gain instant brand recognition as your logo will be the first thing attendees see as they enter each workshop. Includes:

- Primary sponsor logo on all Workshop signs
- Official welcome to all Conference attendees via the App.
- Daily clickable digital advertisements
- Prominent logo placement on main ballroom screens
- Four full registrations to the Conference



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ALL CONFERENCE SIGNAGE (\$15,000)

NOVA's 50th Conference at the Washington Hilton will be our largest yet! Informational signage is going to be key to help attendees navigate the hotel and the daily agenda. Put your logo and tagline on every strategically placed sign throughout the hotel. You will gain instant brand recognition as attendees navigate the space. Includes:

- Primary sponsor logo on all Workshop signs
- Official welcome to all Conference attendees via the App.
- Daily clickable digital advertisements
- Prominent logo placement on main ballroom screens
- Four full registrations to the Conference

EXHIBIT HALL (\$10,000)

As one exhibitor commented at the 2023 49th Annual Training Event held in New Orleans, *"I have been an exhibitor for 7 years now. I always develop great friendships while meeting people in the exhibit area, so it's a priceless experience and well-worth the investment of time and resources."* Put your logo and tagline on every NOVA sign in the Exhibit Hall. You will gain instant brand recognition as your logo and company name will be the first thing that attendees will see as they enter the space. Includes:

- Logo placement on Conference website
- Logo placement on Conference App
- Logo placement on main ballroom screens
- Three full conference registrations

ACCESSIBILITY & INCLUSION CHAMPION (\$10,000)

NOVA is dedicated to creating an environment that is inclusive and accessible for all. This includes American Sign Language (ASL) and Spanish-language interpretation, closed-captioning, and other support services which make our event more accessible. Sponsor these critical resources and demonstrate your commitment to Inclusion and Belonging while achieving robust visibility across the conference platform. Includes:

- Logo placement and special Thank You on the conference website
- Logo placement and special recognition on the Conference App
- Logo placement on main ballroom screens and all materials for captioning services
- Three conference registrations

THE DETAILS

Discover the benefits of our Exclusive and Premium Sponsorships.

COMMUNITY CARE PACKAGE (\$10,000)

Support essential enhancements to the conference experience that center the needs of attendees and create a culturally affirming environment. NOVA is committed to providing attendees with space, privacy, and opportunities to build community, to meet while achieving their learning goals at the Conference. These services include a lactation room, yoga classes, a self care room and culturally specific networking opportunities such as “Cafecito Con NOVA” and other community specific gatherings.

- Logo placement on Conference website
- Logo placement on Conference App
- Logo placement on main ballroom screens
- Logo placement on designated self-care room sign
- Three conference registrations

NOVA HISTORY EXPERIENCE (\$10,000)

This is an exciting FIRST! As the oldest national victim assistance organization in the country and a 501(c)(3) the National Organization for Victim Advocacy (NOVA) will celebrate its 50th Anniversary Conference at the historic Washington Hilton. To commemorate this milestone, the NOVA Board of Directors will create its own NOVA Museum – reflecting on the 50-year journey of challenges, milestones, achievements and what lies ahead. Through this unique sponsorship you will demonstrate your support for the power of community building through action, education, and advocacy. Put your logo and tag line on every sign that will be strategically placed throughout Museum Space.

- Logo placement on Conference website
- Logo placement on Conference App
- Logo placement on main ballroom screens
- Three full conference registrations



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FUTURE OF ADVOCACY (\$10,000)

Elevate the next generation of youth leaders in victim advocacy by supporting NOVA's Victim Advocacy Corps Student Fellows. The Victim Advocacy Corps (VAC), a new NOVA program funded by the Office for Victims of Crime (OVC), provides college students around the U.S. the opportunity to engage in victim advocacy training, mentorship, and a nine-month, paid field placement at a local victim service agency. Contribute to the future of victim advocacy by supporting our inaugural cohort as they complete their advocacy training at NOVA50. Your support will contribute to exclusive t-shirts, pins, and other giveaways for the fellows, as well as giving youth leaders a chance to experience the nation's capitol by sponsoring MetroCard access during NOVA50 and keeping Corps Members energized by sponsoring group meals.

- Logo placement on Conference website
- Logo placement on Conference App
- Logo placement on main ballroom screens
- Three conference registrations

ATTENDEE TOTE BAGS (\$10,000)

This is your chance to gain exposure during – and even after the Conference. Attendees use these branded bags to carry personal items and materials throughout the event. Placement of your company logo (one color logo) along with the Conference Logo and Bag manufacturer on tote bags (imprint cost included in sponsorship).

- Logo placement on Conference website
- Logo placement on Conference App
- Logo placement on main ballroom screens
- Three full conference registrations



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LANYARDS (\$10,000)

Just imagine – your brand name being visible and displayed by every attendee at the Conference. Lanyards are a wonderful way to enhance your brand recognition. Your company logo (one color logo) on each lanyard distributed to all attendees at registration (imprint cost included in sponsorship.)

- Logo placement on Conference website
- Logo placement on Conference App
- Logo placement on main ballroom screens
- Three full conference registrations

HOTEL ROOM KEYS (\$10,000)

Attendees on check-in at the hotel, will receive a custom key card, for accessing their guest rooms and used for the entire duration of their stay – putting your company or organization name and logo into the hands of every attendee. Includes your company logo (one color logo) on each hotel key card at host hotel (imprint cost included in sponsorship).

- Logo placement on Conference website
- Logo placement on Conference App
- Logo placement on main ballroom screens
- Three registrations

REGISTRATION DESK (\$8,000)

Have your full-color company logo featured at the registration desk. Be the attendees first glimpse into the Conference by being featured at the Registration Desk. Sponsor has the option of providing a giveaway/handout in the tote bag.

- Logo placement on Conference website
- Logo placement on Conference App
- Logo placement on main ballroom screens
- Two full conference registration



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WELCOME BANNER - EXCLUSIVE (\$6,500)

This elevated banner will provide high visibility as attendees enter the Concourse Level for registration, breakouts, and the main ballroom. With your sponsorship you will receive one branded banner that is 37" wide by 114" high that features your logo and tag line. Includes:

- Logo placement on Conference website
- Logo placement on Conference App
- Logo placement on main ballroom screens
- Two full conference registrations

ROTATING DIGITAL SCREEN ADS (\$2,000 EACH)

This is a fantastic opportunity to feature your logo, tag line and booth number if you exhibit, displayed on a rotating loop. The screens will be positioned for 5 days in all high traffic areas strategically placed on the Concourse and Terrace Levels where the breakouts, registration, exhibit hall and General Sessions will be held.

SPOTLIGHT PRESENTATION (\$1,000 EACH)

Speak directly to attendees and present an in-depth overview of your product and/or services from one of our workshop rooms. These interactive presentations run for one hour, time slots are first-come, first-served. Includes:

- The presentation will be promoted in the agenda on the App.
- Audio-visual support, including (LCD Projector, screen, audio) – the presenter must bring their own laptop.



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