

National Extension Association of
Family & Consumer Sciences

14070 Proton Road, Suite 100
Dallas, TX 75244

ADDRESS CORRECTION REQUESTED



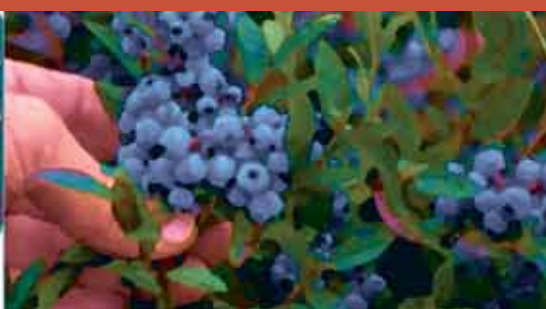
2010 ANNUAL SESSION AND EXHIBITS

SEPTEMBER 20-24,
PORTLAND, MAINE

EXHIBIT, SPONSOR AND ADVERTISING OPPORTUNITIES

As an official supporter of the 2010 Annual NEAFCS Session and Exhibits, your organization will generate exceptional visibility and immeasurable goodwill among Extension Family and Consumer Sciences educators who reach several hundred thousand consumers each year!

- 10+ HOURS OF EXHIBIT TIME, CONCENTRATED INTO 2 DAYS, REDUCING YOUR TRAVEL COSTS
- 30+ SPONSORSHIP OPPORTUNITIES (WITH OPPORTUNITY-BUNDLING AVAILABLE)
- ADVERTISING AVAILABLE IN ON-SITE CONFERENCE PROGRAM
- RIBBON-CUTTING CEREMONY WILL OFFICIALLY OPEN THE EXHIBITS AREA
- CERTAIN MEALS WILL BE PROVIDED IN EXHIBIT AREA
- TRAFFIC BUILDING ASSOCIATION EXHIBITS (BOOK STORE, SILENT AUCTION, SHOWCASE OF EXCELLENCE & STATE SALES TABLES) LOCATED ON THE EXHIBIT FLOOR





ABOUT OUR ATTENDEES & OUR MEMBERS

Typically the NEAFCS Annual Session and Exhibits attracts over 800 Extension family and consumer sciences professionals, including extension educators, district and county directors, state program leaders, state Extension administrators and program specialists. The majority of our members are responsible for multiple areas of programming. When asked to provide up to three major areas of programming for which they have responsibility, our members provided the following information:

- NUTRITION – 52%
- FOOD SAFETY – 34%
- HUMAN DEVELOPMENT – 34% (INCLUDING HEALTH AND AGING)
- PARENTING EDUCATION – 32% (INCLUDING CHILD DEVELOPMENT)
- FINANCIAL MANAGEMENT – 24%
- 4-H/YOUTH DEVELOPMENT – 23%
- COMMUNITY DEVELOPMENT – 13%
- ADMINISTRATION – 11%
- HOUSING – 6%
- CLOTHING/TEXTILES – 5%

ABOUT NEAFCS

NEAFCS has more than 2200 members actively involved in Extension Family & Consumer Sciences education in areas that are important to the quality of life for children and adults, individuals and families, including:

- FOOD PREPARATION, FOOD SAFETY AND NUTRITION
- FINANCIAL MANAGEMENT
- HEALTHY LIFESTYLES
- HOME AND WORK ENVIRONMENT AND SAFETY
- RELATIONSHIP AND PARENTING SKILLS
- AND MANY OTHERS!

HOW TO SUPPORT THE NEAFCS ANNUAL SESSION & EXHIBITS

Exhibits, sponsorships and advertising spaces will be awarded on a first-come, first-served basis. To participate in this important conference please contact:

National Extension Association of Family & Consumer Sciences (NEAFCS)
 14070 Proton Road, Suite 100, Dallas, TX 75244
 Voice: 972-371-2570 Fax: 972-490-4219
Raquel Navarette, Conference Planner
 Email: raquel@neafcs.org
OR
Dave Beebe, Executive Director
 Email: dave@neafcs.org

WHO SHOULD SUPPORT THE NEAFCS ANNUAL SESSION & EXHIBITS?

Any organization providing products, services or educational resources in any of the following program areas will benefit by supporting NEAFCS:

- Nutrition
- Food Safety/Preparation
- Financial Management
- Human Development
- Health
- Aging
- Safety
- Leadership Training
- 4-H/Youth Development
- Community Development
- Research/Evaluation
- Reaching Diverse Populations
- Parenting Education
- Child Development
- Housing
- Clothing/Textiles

and many others!



CONFERENCE HOTEL

HOLIDAY INN BY THE BAY
 88 Spring Street
 Portland, Maine 04101
 (800) 345-5050

Hotel registration information will be made available at www.neafcs.org on the 2010 Annual Session & Exhibits web page.

EXHIBITOR RECOGNITION TRAFFIC BUILDING EVENTS

All recognition is contingent on the commitment deadlines outlined on the back cover. All 2010 Portland NEAFCS exhibitors will receive the following recognition:

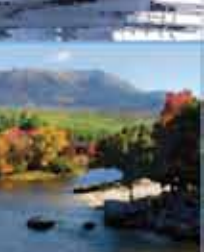
PRE-CONFERENCE RECOGNITION – Exhibitors that commit to exhibiting by the appropriate deadlines outlined on the back cover will be listed on the 2010 Annual Session & Exhibits web page.

ON-SITE RECOGNITION – Exhibitors that commit to exhibiting by the appropriate deadlines outlined on the back cover will be recognized in the official program.

POST-CONFERENCE RECOGNITION – Exhibitors will be listed in the annual issue of the *Communique*, the association's newsletter.

ON THE EXHIBIT FLOOR

- STATE AFFILIATE SALES TABLES
- NEAFCS BOOK STORE
- SILENT AUCTION, BENEFITTING AWARDS FUND
- SHOWCASE OF EXCELLENCE POSTER SESSIONS
- MEALS



EXHIBITOR FLOORPLAN

Floorplan will be published soon at www.neafcs.org on the 2010 Annual Session & Exhibits web page.

FIRST OPPORTUNITY TO SELECT EXHIBIT SPACE FOR 2011

All 2010 exhibitors will have the first opportunity to select space for the 2011 NEAFCS Annual Session & Exhibits. This rewards current exhibitors with their choice for the next year. This will help your organization strengthen your corporate identity among NEAFCS attendees.

EXHIBIT HALL SCHEDULE

TUESDAY, SEPTEMBER 21

8 a.m. – Noon.....Decorator Move-In
 1 – 5 p.m.....Early Exhibitor Set-up
 (Decorator present)
 5 – 6 p.m.....Exhibitor Set-up
 (Decorator not present)

WEDNESDAY, SEPTEMBER 22

6 – 7:30 a.m.....Exhibitor Set-up
 8 a.m. – 2:15 p.m.....Exhibit Hall Open

THURSDAY, SEPTEMBER 23

8 a.m. – 1:30 p.m.....Exhibit Hall Open
 1:30 – 4 p.m.....Exhibitor/Decorator
 move-out

IMPORTANT DEADLINES

The earlier you commit to supporting the NEAFCS Annual Session & Exhibits by exhibiting or sponsoring, the longer your name will appear on the “Conferences” section of the NEAFCS web site. Other important deadlines for pre-conference and on-site exposure include:

- **JULY 9** – Advertising Materials Deadline, if ad requires NEAFCS alteration
- **JULY 16** – Advertising Space Reservation Deadline
- **JULY 16** – Recognition in the Conference Program
- **JULY 23** – Advertising Materials Deadline
- **SEPTEMBER 10** – Recognition in the post-conference issue of annual *Communique* newsletter

PAST EXHIBITORS

AARP

Active Parenting Press

Activities Club, The

Alabama Radon Program (ACES)

Alltrista Consumer Products Co.

Am. Assoc. of Family & Consumer Sciences (AAFCS)

American Bedding Mfg.

American Income Life Insurance

Arm and Hammer Div. Church & Dwight Co., Inc.

Brevis Corp.

Cabot Creamery

Center for Divorce Education

Centers for Medicare & Medicaid Services

Challenge Masters, Inc.

Colortime Crafts and Markers

ConAgra Foods

Cookbook Cupboard

Dibble Fund for Marriage Education

Discovery Education

Doughmakers Gourmet Bakeware

EDEN (Extension Disaster Education Network)

Egg Nutrition Center

Epsilon Sigma Phi

eXtension

Fair Publishing House, The

Family Information Services

Favorite Recipes Press (FRP)

Flaghouse (Coordinated Approach to Child Health, or CAATCH)

Food & Nutrition Info. Center

Growing Communities for Peace

Healthy Homes Partnership

Healthy Lifestyle Choices

Hoover Company

HUD “Healthy Homes for

Healthy Kids” Campaign

Ideal You

Innovation Center for Community

& Youth Development

Insight Learning Foundation

Int’l Food Information Council Foundation

Joint Council of Ext. Professionals

Journal of Extension (JOE)

Kansas State University, 4-H & Military

Family Partnerships

Leafy Greens Council

Learn Key, Inc.

Learning ZoneXpress

Live Wire Media

Maytag / Amana / Jenn-Air Appliances

Mello Smello

Minnesota Beef Council

Motorist Assurance Program

NASCO, Inc.

National 4-H Council / 4-H Family

Strengthening Award

National Agricultural Library

National Council on Family Relations

National Institutes of Health, Office

of Dietary Supplements

National Pork Board

National Presto Industries, Inc.

National Safety Council

Nebraska 4-H Curriculum

Northharvest Bean Growers Association

Nuttall, Inc.

Office of Children’s Health Protection,

U.S. Environmental Protection Agency

Office on Women’s Health, U.S. Department

of Health and Human Services

Parent’s Toolshop Consulting, Ltd.

Partnership for Food Safety Education

Practical Parent Education

Procter and Gamble, Co.

Produce for Better Health Foundation

Prudential Financial

Realityworks

Redleaf Press

Regalia Manufacturing Co.

SNAP-Ed Food Stamps Nutrition Education

Soap and Detergent Association

Soyfoods Council / United Soybean Board

Sugar Association

Study Circles Resource Center

Thermidor

University of Georgia Extension

USDA-CSREES Families, 4-H and Nutrition

USDA-CSREES-CYFERNet

USDA Food and Nutrition Service

USDA Food Safety and Inspection Service

USDA Rural Information Center

WIN/ESILSG (Nat’l Institute of Health Weight

Control Information Net)



NEAFCS EXHIBIT SPACE APPLICATION
NEAFCS ANNUAL SESSION AND EXHIBITS
SEPTEMBER 20-24, 2010

HOLIDAY INN BY THE BAY • PORTLAND, MAINE

Complete all sections of the form. Please type or print.
 Questions? Contact Raquel Navarette 972-371-2570,
 Return to: **NEAFCS 2010 Exhibits,**
14070 Proton Road, Suite 100, Dallas, TX 75244 Fax 972-490-4219

Please complete the following:

Full Company Name _____

Address _____

City _____ State _____ Zip Code _____

Phone _____ Fax _____ Web Site _____

General Company Email Address _____

Marketing/Sales Contact _____ Title _____

Direct Phone _____ Direct Fax _____ Email Address _____

DESCRIPTION OF PRODUCT OR SERVICE NEAFCS reserves the right to determine eligibility of any company or product to participate in the show. To help us determine your eligibility, please describe the product or service you will be exhibiting.

THE EXHIBITOR FLOOR PLAN WILL BE POSTED SOON ON THE NEAFCS WEBSITE FOR EXHIBIT SPACE SELECTION. CHECK THE WEBSITE FREQUENTLY.

ONCE POSTED, PLEASE INDICATE YOUR FIRST THREE CHOICES FOR BOOTH PLACEMENT:

1ST CHOICE: _____ 2ND CHOICE: _____ 3RD CHOICE: _____

Booths will be assigned only upon the receipt of this form and full payment. Booths will be confirmed upon return of signed contract.

FEES:

- ___ \$925 for a single booth
- ___ \$650 for first-time Exhibitor OR after 5-year hiatus from Annual Session
- ___ \$475 for a single booth for 501(c)(3) non-profit organization with less than \$500,000 annual operating budget, **OR** University Extension Program, **OR** small 'in region' business exhibiting for the first time at Annual Session
- ___ \$75 for a State sales table

BOOTH RESERVATIONS ARE ONLY CONSIDERED FIRM ONCE PAYMENT & SIGNED CONTRACT ARE RECEIVED. CONFIRMATION WILL BE SENT VIA E-MAIL. PLEASE ADD NEAFCS.ORG TO YOUR SAFE-SENDERS LIST.

___ Registration Bag Insert, \$500 (Another way to reach our attendees)

Payment Method: ___ Check (payable to NEAFCS) ___ Visa ___ MasterCard ___ American Express

Card Number _____ Expiration Date _____

Name on Card _____ Cardholder's Signature _____

Credit Card Billing Address _____

City _____ State _____ Zip _____ Receipt Email Address _____

At this point of the application process, 100% of the exhibit fee must accompany this application.
 (Before June 15th, 50% of this fee is refundable. After that date, this fee will be nonrefundable for eligible exhibitors.)
 If the company is ineligible to exhibit, this fee will be refunded.