

*Nurturing the
Richness of*
**LIFELONG
LEARNING**



NEAFCS *Annual Session* **2019**

September 30 - October 3

HERSHEY LODGE • HERSHEY, PA



Hotel photo courtesy of Hershey Entertainment & Resorts Company. Hershey Lodge is a trademark used with permission.



EXHIBITOR PROSPECTUS & SPONSORSHIP OPPORTUNITIES

JOIN US IN HERSHEY, PA!

EXHIBITOR SCHEDULE OF EVENTS

Tuesday, October 1, 2019

2:00 PM – 5:00 PM Exhibitor Move-In

Wednesday, October 2, 2019

7:00 AM – 11:00 AM Exhibitor Move-In

11:00 AM – 11:30 AM Exhibitor Orientation

12:00 PM Exhibit Hall Ribbon Cutting

Exhibit Hall Open
(Boxed Lunch Provided)

TBD* Exhibit Forums

4:30 PM – 6:00 PM Reception in the Exhibit Hall

Thursday, October 3, 2019

8:00 AM – 10:00 PM Exhibit Hall Open
(Continental Breakfast Provided)

TBD* Exhibit Forums

10:00 AM – 1:00 PM Exhibitor Move-out

**Exhibit Forum times will be finalized in early 2019.*

To see the full schedule, please visit www.neafcs.org.

PAST NEAFCS ANNUAL SESSION REGISTRATIONS

*(Full registrations only.
Not including exhibitors.)*

670
2016

560
2017

890
2018



Host Hotel

Hershey Lodge • Hershey, PA



The Hershey Lodge will serve as the host hotel for the 2019 NEAFCS Annual Session.

Make your reservations directly with the Hershey Lodge by calling **855-729-3108**, and ask for the room block for the NEAFCS - National Extension Association of Family & Consumer Sciences Conference to receive the discounted room rate of **\$189 per room, per night** (excluding taxes). The Hershey Lodge will only be able to offer this rate through **August 29, 2019**. Once the room block is sold out, even if this is before the cut-off date, a higher prevailing rate may apply.

You may also book your room online at
<https://book.passkey.com/go/NEAFSC2019>.

Hotel photo courtesy of Hershey Entertainment & Resorts Company. Hershey Lodge is a trademark used with permission.

EXHIBITING

EXHIBIT BOOTH PACKAGE INCLUDES:

8' X 10' exhibit booth, side rails and back draping, 6ft. skirted table, wastebasket, identification sign and two chairs. Any additional booth furnishings and equipment may be ordered by the exhibitor at their own expense through the contracted trade show decorator. An exhibitor kit with order forms, deadlines and additional information will be emailed to each confirmed exhibitor. All shipping and any other additional expenses will be at the expense of the exhibitor.

(8' x 10') Exhibit Booth Space Only

- \$1,000 – Single Booth
- \$500 – Non-Profit 501(c)(3) non-profit organizations
- \$650 – First Time Exhibitor

EXHIBIT FORUM

All registered exhibitors have the opportunity to purchase an Exhibit Forum. Exhibit Forums are scheduled during the Annual Session and allow companies 30 minutes to promote their products, services, programs, research, etc. in a session format. Exhibit Forums will be promoted throughout Annual Session marketing materials including the onsite Program Book and Annual Session App. To sign-up for an Exhibit Forum, please complete the application on page 6 and select the appropriate payment option on the Agreement Form enclosed.

2019 NEAFCS ANNUAL SESSION TRADE SHOW FLOOR PLAN



ENTRANCE

1
2
3
4

Beverage

5

Buffet

12	13
11	14
10	15
9	16
8	17
7	18
6	19

26	27
25	28
24	29
23	30
22	31
21	32
20	33

40
39
38
37
36
35
34

Meal Function Seating

Buffet

Silent Auction

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EXHIBITOR & SPONSORSHIP PACKAGES

NEAFCS has created several sponsorship packages which include booth space as well as various forms of sponsor recognition to increase your return on investment for supporting the 2019 Annual Session. The new and improved sponsorship levels are detailed below:

GENERAL SPONSORSHIPS (INCLUDES BOOTH SPACE)

	Gold \$7,000 1 Available	Silver \$5,000 Multiple Available	Bronze \$3,000 Multiple Available	Exhibit Booth Only
One (1) Annual Session Double Booth Package in Prime Location (includes a 8' x 20' draped booth in front of the trade show hall; prime spaces only available to Gold Sponsor	X			
One (1) Annual Session Complimentary Single Exhibit Booth Package (includes a 8' x 10' draped booth in front of the trade show hall)		X	X	
Number of Complimentary Exhibit Hall Reps	4	3	2	2
Logo Recognition on NEAFCS Annual Session webpage with link to website	X	X	X	
Sponsor Recognition on all marketing materials and event signage at the Annual Session	X	X	X	
Complimentary Advertisement in Program Book and on Annual Session App	Full Page	1/2 Page	1/4 Page	
One (1) Announcement in a NEAFCS Email sent to all attendees and potential attendees promoting and highlighting your sponsorship at convention. (This will feature your company logo and a 50 word highlight)	X	X		
Full Annual Session registration with option to purchase additional at member rate	2	1		
Conference Attendee Mailing List	Pre/Post	Pre/Post	Post	Post
Opportunity to provide remarks at the General Session	Yes	Yes		
Recognition at Awards Banquet	X	X	X	
Complimentary Exhibit Forum	X	X		
Banner Ad on home page of NEAFCS website	X			
Complimentary Partner Membership for Current Year	X			
Raffle tickets to distribute to attendees	40	30	20	10

ADDITIONAL SPONSORSHIPS

In addition to the various **General Convention Sponsorships** and exhibit booth space, NEAFCS offers a wide variety of additional sponsorships which are available to both exhibiting and non-exhibiting companies.

CONVENTION MOBILE APP SPONSOR \$2,000 (1 available)

- Logo on App launch screen
- Logo throughout the App
- One (1) promotional post to run the week of convention, one (1) to run during convention and one (1) to run post convention
- Sponsor will have their own page on the app
- Sponsor recognition on all marketing materials and signage at the convention
- Sponsor recognition in the Annual Session Program Book

PRE-CONFERENCE BREAKFAST SPONSOR \$1,000 (1 available)

- Sole sponsorship of the Pre-Conference Breakfast
- Recognition on signage during breakfast
- Sponsor recognition on all marketing materials and signage at the Annual Session
- Sponsor recognition in the Annual Session Program Book

WEDNESDAY EXHIBIT HALL LUNCH SPONSOR \$2,000 (1 available)

- Sole sponsor of the Wednesday lunch
- Recognition on signage during lunch
- Announcement as sponsor during lunch to promote booth location and company
- Sponsor recognition on all marketing
- Sponsor recognition in the Annual Session Program Book

THURSDAY EXHIBIT HALL BREAKFAST SPONSOR \$2,000 (1 available)

- Sole sponsor of the Thursday breakfast
- Recognition on signage during breakfast
- Announcement as sponsor during breakfast to promote booth location and company
- Sponsor recognition on all marketing
- Sponsor recognition in the Annual Session Program Book

ATTENDEE LANYARDS \$1,000 (1 available)

- Sole sponsorship of the NEAFCS Attendee Lanyards
- Company logo (along with NEAFCS logo) printed on lanyards given to all attendees. Company may also provide pre-made company lanyards
- Sponsor recognition on all marketing materials and signage at the convention

CONVENTION REGISTRATION DESK \$900 (1 available)

- Sole sponsorship of NEAFCS Annual Session Registration Desk
- Company logo (along with NEAFCS logo) on registration desk signage and design
- Sponsor recognition on all marketing materials and signage at the convention

REGISTRATION BAG INSERT \$500 (multiple available)

- One (1) marketing piece to be placed in attendee onsite conference bag

EVENT TRANSPORTATION (multiple available) Leadership Event – \$2,000 Welcome Event – \$5,000 In-Depth Sessions – \$6,000

- Recognition on signage at event
- Recognition on bus signage
- Sponsor recognition on all NEAFCS Annual Session marketing
- Sponsor recognition in Annual Session Program Book and App
- One (1) Annual Session App push notification with sponsor recognition

WELCOME EVENT ENTERTAINMENT \$2,000 (1 available)

- Recognition on signage at event
- Opportunity to provide remarks and introduce Entertainment at the Welcome Event
- Sponsor recognition on all NEAFCS Annual Session marketing
- Sponsor recognition in Annual Session Program Book and App
- One (1) Annual Session App push notification with sponsor recognition

BECOME AN ANNUAL SESSION DONOR (See the form on page 6)

Your gift will support the general activities and contribute to the overall success of Annual Session. You can donate money in any amount, or donate in-kind goods or services (include description in the form on page 6). A promotional package will be offered to each donor based on the level of support.

NEAFCS EXHIBIT FORUM AND/OR DONOR APPLICATION

Attach a separate document for descriptions below if needed.

EXHIBIT FORUM PRESENTER INFORMATION

Name: _____

Title/Position: _____

Address: _____

City: _____ State: _____ Zip: _____

Email: _____ Phone: _____

EXHIBIT FORUM PRESENTATION INFORMATION

If you have elected to present an Exhibit Forum, please complete the following information for review and approval. Please return this page with your Exhibitor Application and Terms and Agreement by email to the NEAFCS National Office at elane@executiveoffice.org. Please put "2019 NEAFCS Annual Session Application" in the subject line.

Title of Presentation: _____

Short Description for promotional use (30 words or less): _____

Full Description including proposed information to be included in the Session (i.e. new products, new research, etc.) (300 words or less):

ANNUAL SESSION DONOR INFORMATION

If you wish to be an Annual Session Donor, please complete the following information. Your gift will support the general activities and contribute to the overall success of Annual Session. A promotional package will be offered to each donor based on the level of support.

For monetary donations, please complete the payment information section on the agreement form enclosed.

☐ Monetary Donation Amount: \$_____ OR ☐ In-Kind Donation (include description below)

In-Kind Donation Description: _____

2019 NEAFCS ANNUAL SESSION | SEPT. 30 – OCT. 3, 2019 | HERSHEY LODGE | HERSHEY, PA
SPONSOR / EXHIBITOR AGREEMENT

Company: _____

Contact Name: _____ Title: _____

Contact Email: _____ Contact Phone: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Website: _____

Email Address (for publicity purposes): _____

Description of Products and Services (50 words or less to be used in Annual Session Program Book):

BOOTH LOCATION(S) DESIRED

Please note: NEAFCS will be assigning booth preference to companies on a first-come, first-served basis. If your company requests a booth that is already assigned, NEAFCS will have the right to reassign your company to the next best available booth. (Reminder: Booths include pipe and drape and ID signage only. Furniture can be purchased for an additional fee from the show decorator.)

1st choice: _____ 2nd choice: _____ 3rd choice: _____

If possible, do not place our booth(s) next to the following companies (please list specific names): _____

EXHIBIT BOOTH REPRESENTATIVES

Each exhibit booth purchase provides for two (2) representatives and two (2) tickets for complimentary meals serviced in the Exhibit Hall. Please provide the names of those who will be representing your company/organization in the Exhibit Hall at the Annual Session.

Name 1: _____ Phone: _____ Email: _____

Name 2: _____ Phone: _____ Email: _____

SPONSORSHIP & EXHIBIT BOOTH OPTIONS (Please check all that apply)

- | | | |
|---|---|---|
| <input type="checkbox"/> Single Booth – \$1,000 | <input type="checkbox"/> Single w/ Additional Booth – \$900 | <input type="checkbox"/> Gold Sponsor – \$7,000 |
| <input type="checkbox"/> First Time Exhibitor – \$650 | <input type="checkbox"/> First Time Exhibitor w/ Additional Booth – \$550 | <input type="checkbox"/> Silver Sponsor – \$5,000 |
| <input type="checkbox"/> Non-Profit Booth* – \$500 | <input type="checkbox"/> Non-Profit w/ Additional Booth – \$400 | <input type="checkbox"/> Bronze Sponsor – \$3,000 |

**for 501(c)(3) non-profit organizations 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*

ADDITIONAL SPONSORSHIP SELECTION

- | | | |
|---|--|--|
| <input type="checkbox"/> Mobile App – \$2,000 (1 available) | <input type="checkbox"/> Registration Desk – \$900 (1 available) | <i>Event Transportation (multiple available)</i> |
| <input type="checkbox"/> Pre-Con. Breakfast – \$1,000 (1 available) | <input type="checkbox"/> Exhibit Hall Breakfast – \$2,000 (1 available) | <input type="checkbox"/> Leadership Event – \$2,000 |
| <input type="checkbox"/> Exhibit Hall Lunch – \$2,000 (2 available) | <input type="checkbox"/> Attendee Bag Insert – \$500 (multiple available) | <input type="checkbox"/> Welcome Event – \$5,000 |
| <input type="checkbox"/> Attendee Lanyards – \$1,000 (1 available) | <input type="checkbox"/> Welcome Event Entertainment – \$2,000 (1 available) | <input type="checkbox"/> In-Depth Sessions – \$6,000 |

ANNUAL SESSION PROGRAM BOOK ADVERTISEMENT (additional purchase)

Full Page Ad ☐ \$200.00 Half Page Ad ☐ \$150.00 Quarter Page Ad ☐ \$100.00

OTHER (Please complete the enclosed form)

☐ Exhibit Forum – \$150.00 ☐ Partner Member Exhibit Forum – \$100.00 ☐ Annual Session Donor \$_____ or ☐ In-Kind Donation

TOTAL PAYMENT DUE (including Sponsorships, Booth Space, Advertising, and/or Donation): \$_____

PAYMENT INFORMATION

☐ Check enclosed (made payable to NEAFCS) Check # _____ Check Amount: \$ _____

☐ Credit card (complete the following information) ☐ Visa ☐ MC ☐ AMEX Charge Amount: \$ _____

Card #: _____ Exp. Date: _____ CVV Code:* _____

Name on Card: _____ Signature: _____

Billing Address & Zip Code: _____

*This is the 3 digit number found next to the signature panel on the back of the card. AMEX ONLY - This is the four digit number found on the front of your card.

Upon completion, please return along with payment to the National Extension Association of Family & Consumer Sciences, 325 John Knox Rd, Ste L103, Tallahassee, FL 32303, by fax to (850) 222-3019 or by email to elane@executiveoffice.org. For additional questions or requests, please contact Elizabeth Lane at (850) 205-5638 or email at elane@executiveoffice.org.

NEAFCS TERMS OF EXHIBITOR / SPONSOR AGREEMENT

AGREEMENT: The following terms shall become binding upon acceptance of this agreement between the applicant and his/her employees and the National Extension Association of Family & Consumer Sciences (NEAFCS), the meeting and exhibits host. The failure of a NEAFCS to enforce any provision of this Agreement shall not constitute a waiver of such provision or the NEAFCS' right to enforce such provision or any other provision in the future.

ASSIGNMENT: Exhibit space and sponsorship will be assigned based on the date contract is received with payment in full. In the case of multiple contracts received on the same date, priority will be given to those exhibitors/sponsors who have previously participated with NEAFCS.

PUBLIC POLICY: Exhibitors are charged with knowledge of all ordinances and regulations pertaining to taxes, health prevention, over-the-counter sales, customs and public safety while participating in this event. Compliance with such laws is mandatory for exhibitors and the responsibility of the exhibitor.

DISMANTLING: No part of an exhibit shall be removed during show hours. Exhibits must be kept intact until 10:00 a.m. on Thursday, October 3, 2019. All exhibits must be dismantled and removed by 1:00 p.m. on Thursday, October 3, 2019; otherwise NEAFCS reserves the right to remove the exhibit at the exhibitor's expense.

EXHIBIT DIMENSIONS: 8' X 10' booths – Height of any part of the display may not exceed 8' from the floor or the display come forward by more than 10'. All exhibits must fit in the space provided and cannot exceed each 8'x10' space. This provision will be strictly enforced.

COMPLIANCE: The Exhibitor assumes responsibility for compliance with all pertinent ordinances, regulations, and codes of local, state, and federal governing bodies; together with the rules and regulations of the operators and/or owners of the property wherein the exhibit is held. Cloth decorations must be flameproof. Wiring must comply with facility, fire department and Electrical Underwriters' rules. The Exhibitor will abide by and comply with the rules and regulations of NEAFCS authorized contractors and local unions operating at the exhibition facility.

USE OF EXHIBIT SPACE: Exhibitors shall reflect their company's highest standards of professionalism while maintaining exhibit space during exhibit show hours. No exhibitor shall assign, sublet or share exhibit space.

- Distribution by the Exhibitor of any printed matter, souvenirs or other articles must be confined to the assigned space. No undignified manner of attracting attention will be permitted.
- Food products are prohibited from being distributed or sold at an exhibit booth without prior permission from the NEAFCS National Office. Hotel rules and regulations must be followed at all times.
- Use of the NEAFCS logo by other organizations is prohibited without permission. Contact the NEAFCS National Office for more information.

SECURITY/LIABILITIES/INSURANCE: NEAFCS, the official service contractor, the exhibit facility, their members, representatives and/or employees, shall not be liable or responsible for any injury, loss or damage that may occur to the Exhibitor, or to the Exhibitor's employees or property, from any cause whatsoever, prior, during or subsequent to the period covered by this application/agreement. The Exhibitor agrees to obtain the following insurance coverage: Comprehensive general liability insurance coverage including protective and contractual liability coverage of one million dollars (\$1,000,000.00) per incident, two million dollars (\$2,000,000.00) in the aggregate for bodily injury and property damage. NEAFCS must be named as an additional insured on the policy. In addition, Exhibitors are advised

to carry special insurance to cover exhibit materials against damage and loss, and public liability insurance against injury to the person or property of others. Exhibitor is requested to furnish NEAFCS with a certificate of insurance to by August 15, 2019.

Exhibitors are liable for any damage caused to building, floors, walls, columns, or to standard exhibit equipment or to other exhibitor's property and shall indemnify and hold harmless NEAFCS, the Convention Center, agents, and employees from any and all such losses, or any loss, liability, damage or costs, including court costs and attorney's fees, that NEAFCS may incur in the event of any action related to exhibitors participation.

NEAFCS, its agents and employees, will not be liable for failure to hold the Show as scheduled. Payments for exhibit space, less any expenses incurred in connection with the Show, shall be refunded if the Show is cancelled 90 days or less prior to the opening date due to fire, or any act of God, or public enemy, or epidemic, or any law, or regulation, or public authority, which makes it impossible or impractical to hold the Show.

The exhibit area will be locked at the close of each day for the protection of the exhibits. Only authorized personnel will have access to the exhibit area during non-show hours. The hotel management and NEAFCS will take all reasonable precautions to avoid the loss of exhibitor's property by theft or fire, but under no circumstances shall the hotel management or NEAFCS be responsible for such losses. It is recommended that exhibitors cover their property with suitable insurance. Children are allowed in the exhibit areas. Please take the necessary precautions for their safety as well as for your display.

ADA REQUIREMENTS: Exhibitors are reminded that the Americans with Disabilities Act (ADA) ensure equal access to all participants of NEAFCS meetings. Booth spaces must be fully accessible to those with physical disability or sight impairment in compliance with all applicable laws and regulations, including without limitation, the Americans with Disabilities Act (U.S. Public Law 101-336).

REQUIREMENTS:

The following must be included with this form. Exhibitors will not be accepted without this documentation.

- Proof of Insurance (as indicated above)
- Proof of non-profit status (if applicable)

REFUND POLICY: Before June 25, 2019 50% of this fee is refundable. After that date, this fee will be non-refundable for eligible exhibitors. If the company is ineligible to exhibit, this fee will be refunded.

INSTRUCTIONS TO VALIDATE THIS AGREEMENT:

We, in order to validate this agreement, agree to the following:

1. Payment for the exhibit, sponsorship, exhibit forum, and/or bag insert will be provided with this form.
2. All rules and regulations governing this show, as referenced below will be strictly adhered to.
3. The products/services described below are those that rightfully represent our company and those that we propose to exhibit. Any changes made regarding the products or services to be exhibited will be forwarded to the NEAFCS National Office in writing at least 30 days prior to the show.

We, the undersigned company/organization, do hereby make application to reserve space and participate as an Exhibitor and/or Sponsor in the Show indicated by this agreement. We agree to all rules and regulations governing this show.

CONTRACT AGREEMENT: We understand this agreement becomes a contract when signed by us and accepted by the NEAFCS Conference Planner. We agree to abide by the terms located below. Application will not be accepted without a signature.

Authorized Signature

Printed Name

Date