

# EXHIBITOR INFORMATION

Saturday,

**February 23, 2008**

8:30 am – 4:00 pm

**Belén High School**



## Filling Your Toolkit: Partnering for Student Success

AN EVENT SPONSORED BY BELÉN CONSOLIDATED SCHOOLS

February 23, 2008 • Belén High School

# JOIN US!

The Belén Consolidated School District is excited to announce its 1<sup>st</sup> Annual Community Event for parents and guardians of Belén's children: Filling Your Toolkit: Partnering for Student Success.



What's in store for attendees at the "Filling Your Toolkit" event:

- Opportunities for the community to attend workshops focusing on helping children succeed in school
- Complimentary lunch for all attendees provided by the Belén Consolidated School District in the school cafeteria
- Performance by local comedienne Virginia Gonzales
- Free childcare for children 4-13 at the Community Center
- Free totebags to the first 250 pre-registered attendees
- Program book with a list of resources
- Door prize drawings throughout the day

What's in store for exhibitors, to ensure YOU have a positive experience:

- Visibility to the community
- Program book with booth locations and listings
- Complimentary lunch provided by the Belén Consolidated School District in the school cafeteria
- A variety of sponsorship and promotional opportunities to participate beyond your exhibit booth

## LOGISTICS AT A GLANCE

**Date:** Saturday, February 23, 2008  
**Time:** 8:30 am – 4:00 pm  
**Location:** Belén High School  
1619 West Delgado Street  
Belén, 87002



# EXHIBITING AT THE EVENT

Exhibitors receive the following benefits:

- One 6' table, with table top and two chairs
- Booth identification sign (max 26 letters)
- Organization name and contact information listed in program book
- Listing and link on event web site

## Investment:

For-profit Organization	\$100	Non-profit Organization* <small>*501 (c) 3 organizations that do not generate income by selling product(s).</small>	No charge
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# SPONSORSHIP OPPORTUNITIES

Many exhibitors choose to increase their exposure at the "Filling Your Toolkit" event by adding on one of the many sponsorship opportunities available below to their participation. Please review the options and make your commitment right away. To guarantee maximum exposure some sponsorships are limited in number and are available on a first-come, first-served basis.

### Superintendent Sponsor - \$1,000 sponsor (2)

Sponsors receive:

- Full page advertisement, inside front or back cover, in program book
- Extended listing in program book, up to 50 words
- Logo on event marketing materials
- Logo and sponsor "featurette" on web site
- Listing on sponsor sign at registration
- Special acknowledgement in event program
- Opportunity to include marketing materials in attendee packet
- Premium booth location

### Principal Sponsor - \$750 sponsor

Sponsors receive:

- Half page advertisement in program book
- Extended listing in program book, up to 50 words
- Logo on web site
- Listing on sponsor sign at registration
- Special acknowledgement in event program
- Opportunity to include marketing materials in attendee packet

### Textbook Sponsor (Program Book) - \$1,000

exclusive sponsor (1)

The first thing attendees will receive when they come through the door will be an event program

which will include a map of the exhibit areas and listing of all of the exhibitors and activities. This exclusive sponsor will receive:

- Back cover full page advertisement
- Extended listing in program book, up to 50 words
- Highlight on website as program book sponsor

### Backpack Sponsor (Attendee Bag) - \$1,000

exclusive sponsor (1)

- Logo on one side of bag (or you may supply the bags)
- Extended listing in program book, up to 50 words
- Logo on web site
- Special acknowledgement in event program
- Opportunity to include marketing materials in attendee packet

### Notebook Sponsor (Attendee Packet) - \$500

sponsor (2)

- Logo on front side of packet
- Extended listing in program book, up to 50 words
- Logo on web site
- Special acknowledgement in event program
- Opportunity to include marketing materials in attendee packet

The sponsorship is now closed

# PROGRAM ADVERTISING

Rates for b/w ads in the Filling Your Toolkit program book are as follows:

Full page	\$400
Half page	\$250
Quarter page	\$150

Ad specifications will be forwarded upon space reservation.

An extended program listing offering 50 words of text about your organization is available for \$100

# EXHIBITOR GUIDELINES AND TERMS



**Filling Your Toolkit:**  
Partnering for Student Success  
AN EVENT SPONSORED BY BELÉN CONSOLIDATED SCHOOLS  
February 23, 2008 - Belén High School

**Please review the following exhibitor guidelines and terms to assure your participation in the Filling Your Toolkit event is as effortless as possible.**

**Attendance at the event:** Sponsors and exhibitors agree to abide by the installation and dismantling times set by the Event Management Office and to have at least one person staffing their booths during published exhibitor hours.

**Cancellations:** Cancellation of exhibit space must be in writing. Cancellations received before February 8, 2008 will be refunded less a 20% service charge on the net cost of the original space. No refunds for cancellation can be made after February 8, 2008.

**Set Up:** All exhibits must be in place no later than 8:00 am on February 23, 2008. Packing crates and supplies must be placed under tables. All exhibits must fit within the confines of their assigned space so as not to impede traffic flow, infringe on the space of other exhibitors, or violate the emergency exit routes set forth by the facility.

**Break Down:** Breakdown must be completed by 4:30 pm on February 23, 2008. Materials not removed by this time will be removed by the Sponsor and put in storage at Exhibitor's expense.

**Security/Liability:** No security will be provided. Do not leave valuables in your booth unattended. Exhibitor assumes the entire responsibility and hereby agrees to protect, indemnify, defend, and hold harmless Belén Consolidated Schools, Belén High School, their employees, and agents against all claims, losses, and damages to persons and property.

**Restrictions:** All decorative material must be flame proofed. Every effort will be made to maintain a business-like atmosphere. Extremely loud noises, such as bells, sirens, buzzers, etc., are not permitted. Use of audio-visual equipment must be played in a moderate volume. No food items allowed (with the exception of individually wrapped candy.) No drinks, cookies, bottled water, popcorn, pastries or cut fruit may be served. No popcorn machines or heating elements allowed in booths. All other food items must be purchased through the event host facility with the approval of Kesselman-Jones, Inc. No heating or gasoline-powered equipment.

**Damage:** Exhibitors will not fasten any fixtures to the floors, walls, columns or ceilings of the exhibit area.

Exhibitors will be liable for any damages caused by such fastening and for any damage to equipment furnished by Kesselman-Jones, Inc. or service suppliers designated by them.

**Booth Assignments:** Exhibit booths are sold on a first come, first served basis. Booth assignments will be made as applications and payments are received. Priority space will be given to event sponsors.

**Payment Procedures:** The full fee must be received in no later than February 1, 2008. Booths for which payment has not been received in full will be released for resale. A credit card may be used to pay for exhibit space. Booth assignment may be delayed until payment is received.

**Participation:** The Event Management Office has the right to reject an exhibitor application if it is deemed that the subject matter/content is not appropriate for the event audience.

**Giveaways:** Plan your giveaways carefully and monitor your supply during the day. Call Kesselman-Jones, Inc. for an attendance estimate if you're unsure what to bring. Please note that a copier is not provided at this event.

## CONTACT INFORMATION

### **Event Management Office**

Kesselman-Jones, Inc.  
P.O. Box 30182  
Albuquerque, NM 87190

Web: [www.KessJones.com](http://www.KessJones.com)

Tisha Aldredge, *Event Coordinator*

Phone: (505) 715-5240 - direct

Main: (505) 266-3451

Fax: (505) 266-3461

E-mail: [Tisha@KessJones.com](mailto:Tisha@KessJones.com)

### **Host Facility**

Belén High School  
1619 West Delgado Street  
Belén, NM 87002  
Phone: (505) 966-1300