

EXHIBITOR INFORMATION

Saturday,

February 21, 2009

8:30 am – 1:00 pm

Belén High School



Filling Your Toolkit: Partnering for Student Success

AN EVENT SPONSORED BY BELÉN CONSOLIDATED SCHOOLS

February 21, 2009 • Belén High School

JOIN US!

The Belén Consolidated School District is excited to announce its 2nd 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
- Free childcare for children 4-13 at the Community Center
- Free tote bags 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 21, 2009
Time:	8:30 am – 1:00 pm
Location:	Belén High School 1619 West Delgado Street Belén, 87002
Booths:	BCS schools will be located in the cafeteria. Colleges, universities and other organizations will be located in the 9th Grade Academy where the breakout sessions will be taking place.



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
Colleges & Universities	\$35	BCS Schools	No charge

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

This 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

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 6, 2009 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 6, 2009.

Set Up: All exhibits must be in place no later than 8:00 am on February 21, 2009. 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 3:30 pm on February 21, 2009. 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, 2009. Booths for which payment has not been received in full will be released for resale. A credit card or check 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

Tisha Aldredge, *Event Manager*

Phone: (505) 715-5240 - direct

Main: (505) 266-3451 x105

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Host Facility

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