

Kiwanis

California-Nevada-Hawaii District

Serving the Children of the World™

www.cnhkiwanis.org

*92nd Annual
Cal-Nev-Ha Kiwanis
District Convention*

*Santa Clara, California
August 16-18, 2012*

***2012 Exhibitor and
Sponsorship Prospectus***
for the 2012 District Convention

www.cnhkiwanis.org

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Kiwanis

California-Nevada-Hawaii District

The sponsorship opportunities listed here are available during the 2012 Cal-Nev-Ha Kiwanis District Convention, to be held August 16-18, 2012, at the Santa Clara Hyatt Regency in Santa Clara, California. Full descriptions can be found on the following pages.

2012 Convention Sponsor.....	\$5,000
Inter-club Luncheon Sponsor	\$2,000
Interfaith Breakfast Sponsor	\$1,000
Awards Luncheon Sponsor.....	\$1,000
Registration Insert	\$300
Exhibitor (for-profit*).....	\$400
Exhibitor (non-profit*)	\$225
Convention Program Ad	\$150 - \$1,000

*Both for-profit and non-profit exhibitors receive a 20% discount for convention program advertising and/or inserts

What is Kiwanis?

Kiwanis is a global organization of volunteers dedicated to changing the world one child and one community at a time. With more than 16,000 Kiwanis members in our three-state district, the Cal-Nev-Ha District is the biggest in Kiwanis International. Our clubs and members contribute 850,000 volunteer service hours and over \$5 million to their communities each year! Together, we ARE changing the world, one child and one community at a time.

About the Cal-Nev-Ha Kiwanis District Convention

The Cal-Nev-Ha Kiwanis District Convention is an annual meeting of over 1,500 Kiwanians and their guests in which we elect our officers for the next administrative year and conduct the business of the District. Additionally, attendees will have the opportunity to network with members from across California, Nevada and Hawaii; learn growth strategies and leadership skills; and enjoy social events.

Why sponsor or exhibit with us?

Our members are successful business owners, corporate executives and retired professionals who have tremendous purchasing power. Our audience encompasses leaders from our three-state district of California, Nevada and Hawaii. With over 1,500 attendees, your investment has the potential to see a significant return.

Demographics

Our members include young adults to retirees with the average age being 58. The average annual household income of our members is \$100,000. Most members possess a bachelor's degree and many possess advanced degrees. Our members include corporate executives, business owners and retired professionals.

Questions?

Please take a moment to review this information and choose the program that works for your organization. If you have any questions, please contact Pete Horton at (909) 989-1500, ext. 104 or by email at pete@cnhkiwanis.org.



Sponsorship Opportunities

Convention Sponsorship: \$5,000 (Three available)

As the presenting sponsor of the convention, your company logo will be included on all promotional materials. Benefits of this sponsorship include:

- Signage placement at convention in high-traffic areas
- Company link and logo on convention microsite
- Opportunity to sample or sell merchandise in an exhibit¹
- Opportunity to provide promotional materials or samples in bags²
- Full page ad in convention program³
- Full page, full-color message in the Kiwanis Cal-Nev-Ha Magazine; 16,000+ readers⁴

Inter-club Luncheon: \$2,000

Convention registrants and their guests gather on Saturday afternoon for our Inter-club luncheon. This is the largest gathering of our members with approximately 1,000 in attendance. Benefits of this sponsorship include:

- Signage placement inside luncheon venue
- Company link and logo on convention microsite
- Opportunity to provide promotional materials or samples in bags²
- Full-page ad in convention program³

Interfaith Breakfast: \$1,000

Registrants and their guests are invited to attend the Interfaith Breakfast on Friday morning to hear an uplifting program. Benefits of this sponsorship include:

- Signage placement inside breakfast venue
- Company link and logo on convention microsite
- Opportunity to provide promotional materials or samples in bags²
- Half-page ad in convention program³

¹ Subject to any restrictions imposed by the facility

² Some restrictions may apply

³ Your application, ad (if applicable) and payment must be received by July 13, 2012 in order to be included in the convention program.

⁴ This opportunity is only available to Convention Sponsors of the Annual Cal-Neo-Ha District Convention

Awards Luncheon: \$1,000

The Awards Luncheon provides an avenue to recognize outstanding members and clubs. This event occurs on Friday afternoon and is usually attended by 600 people. Benefits of this sponsorship include:

- Signage placement inside luncheon venue
- Company link and logo on convention microsite
- Opportunity to provide promotional materials or samples in bags²
- Half-page ad in convention program³

Registration Insert: \$300

This opportunity is available to organizations that want to be sure to get their promotional materials or samples² in the hands of all registered convention attendees. Ship 1,600 items to our office no later than July 13, 2012.

Exhibiting Opportunities

For-Profit: \$400

A fundraising project or for-profit business offering merchandise, programs, products or services that may be of interest to Kiwanians and/or Kiwanis clubs.⁵

Non-Profit: \$225

A Kiwanis club or outside 501(c)(3) organization seeking support from Kiwanians and/or Kiwanis clubs to further develop its goals and objectives.⁵

District Club Service Projects: \$75

A Kiwanis club promoting a service opportunity to other clubs. *Please note clubs may not make application for an outside organization.* The exhibiting fee is a refundable "no show" deposit. If electrical power is required, the fee will be nonrefundable.

District Committees & Projects: N/C

Kiwanis District Committees and Projects may request an exhibit space for no charge to promote their committee or project.

⁵ Both for-profit and non-profit exhibitors receive a 20% discount for convention program advertising and/or inserts

With your exhibit, you will receive:

- 10' x 10' or 8' x 10' space (8' fabric wall and 3' fabric side rails)
- 1 skirted table with 2 chairs and 1 identification sign
- Listing in the official convention program³
- Company link on convention microsite

Location

Santa Clara Hyatt Regency
Grand Ballroom A, B, G & H
5101 Great America Parkway, Santa Clara, CA 95054

Exhibit Hall Hours

Thursday, August 16

Exhibitor move in10 a.m. - noon
Exhibit Hoursnoon - 5 p.m.

Friday, August 17

Exhibit Hours8 a.m. - 5 p.m.

Saturday, August 18

Exhibit Hours8 a.m. - noon
Exhibitor move-out.....noon - 2 p.m.

Exhibits MUST be removed from exhibit area no later than 2:00 p.m. on Saturday, August 18

Advertising Opportunities

Advertising Rates

Size	Net Rate	Colors
Full Page	\$200	Black & white
Half Page	\$150	Black & white
Inside front cover	\$350	Black & white
Inside front cover	\$700	4-color process
Inside back cover	\$350	Black & white
Inside back cover	\$700	4-color process
Outside back cover	\$500	Black & white
Outside back cover	\$1,000	4-color process

Program Dimensions:

Full page: 4" x 8.5" live area 3" x 7.5"

Half page: 4" x 4.25" live area 3" x 3.25"

Rates are for ads supplied in a format that meets our digital ad specifications. Files and ads that require file conversion, typesetting and/or design may incur additional production charges. For information about ad specifications, contact Trina Falvey at trina@cnhkiwanis.org or 909-989-1500, ext. 122.

Ads are restricted to services, products or fundraising ideas. Ads of religious or political nature, ads which are discriminatory or ads that are disrespectful of a person or group of persons are prohibited. All ads are subject to review and approval by the Convention Management.

Ads less than 1 MB should be e-mailed to trina@cnhkiwanis.org. Ad and payment must be received by July 13, 2012.

Exhibiting at the Cal-Nev-Ha District Convention provides you with an opportunity to make an impact - and show your Stuff!



Exhibitor Contract

for the 92nd Annual Cal-Nev-Ha Kiwanis District Convention

Exhibit Dates: Thursday, August 16, 2012 - Saturday, August 18, 2012

The undersigned makes application to participate as an exhibitor at the annual Cal-Nev-Ha District Convention of Kiwanis International at the Santa Clara Hyatt Regency in Santa Clara, CA, August 16-18, 2012. We understand exhibit fees are charged as shown on the application form, and payment for the appropriate fee must accompany this contract. **We also understand written cancellation must be sent to the Cal-Nev-Ha District Office and must be received no later than 14 days prior to the first day of the convention to receive a refund. A \$50.00 cancellation fee will be charged on all cancellations.** After the cancellation deadline, no refunds can be issued, regardless of circumstances.

We agree to have our exhibit in place by 12:00 p.m., Thursday, August 16, 2012, and to staff it until 12:00 p.m., Saturday, August 18, 2012. We agree to remove all materials from our exhibit no later than 2:00 p.m. on Saturday, August 18, 2012. We agree that Cal-Nev-Ha Kiwanis will not be held liable for any theft or damage to our exhibit when it is left unattended.

We agree to furnish the materials needed for our exhibit. **Cal-Nev-Ha Kiwanis will furnish a 10' x 10' or 8' x 10' space (8' fabric wall and 3' fabric side rails), two chairs, and one skirted table.** For additional tables and chairs, we agree to pay \$50 per table (two chairs will be included for each table ordered). We assume responsibility for the men and/or women who represent our club or firm and will guarantee expenses incurred by them as our representatives. **We understand that all Kiwanians and spouses of Kiwanians working in the exhibit must be registered for the convention and will be required to pay the appropriate registration fee.**

We agree to abide by the decision of convention management for location assignment. A limited number of exhibit spaces are available and reserved on a first requested, first reserved basis. **We further agree that no items of any kind will be sold by our company anywhere on the grounds of the convention facility without prior written approval.** If such activity takes place, we acknowledge that our exhibit shall be shut down immediately and all materials will be removed from the convention facility.

Liability and insurance: We agree Kiwanis International and the Cal-Nev-Ha District of Kiwanis (Kiwanis) shall not be held liable for any damages to any property or equipment whatsoever brought into the Kiwanis District Convention by us, claimed to result from the alleged negligence, act, or omission of Kiwanis, or because of the condition of the premises, or because of any cause whatsoever. We understand that exhibitors who desire to carry insurance on their exhibits must place it at their own expense.

On any and all claims, other than for damages to Applicants' property as set forth in the preceding paragraph, it is agreed that Kiwanis and Applicant each will indemnify and hold harmless the other from and against all losses, claims, suits or other legal liability, and legal expenses of any nature, imposed upon or brought against the other by reason of any negligent or intentional act or omission of their respective agents or employees.

We agree to faithfully observe and to comply strictly with the rules and regulations set forth in this agreement and with such other reasonable rules and regulations as the convention management may, in their judgment, deem necessary for the proper conduct, safety or care of the exhibition area. We further agree to comply with all rules and regulations of the hotel and/or convention center and acknowledge our responsibility to obtain and abide by these rules. In the event that we breach any portion of this Agreement, Cal-Nev-Ha Kiwanis shall have the right to immediately terminate this Agreement and any amounts paid for our exhibition space shall be forfeited.

Application acceptance dependent upon date of submittal, availability of space, type of project.

Signature of Applicant

Title of Applicant

Printed Name

Date

***** Please submit this contract along with application and proper payment *****