

Kiwanis

California-Nevada-Hawaii District

Serving the Children of the World™

www.cnhkiwanis.org

Cal-Nev-Ha Kiwanis 2012 Mid-Year Conferences

February 11, 2012
Riverside, California

March 3, 2012
Monterey, California

2012 Exhibitor and Sponsorship Prospectus for the 2012 Mid-Year Conferences

www.cnhkiwanis.org

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Kiwanis

California-Nevada-Hawaii District

The sponsorship opportunities listed here are available during the **2012 Mid-Year Conference South**, to be held February 11, 2012, at the Riverside Convention Center in Riverside, California and the **2012 Mid-Year Conference North**, to be held March 3, 2012, at the Hyatt Regency Monterey in Monterey, California. Your organization may opt to sponsor one or both conferences, as well as participate as an exhibitor at one or both conferences. The fees shown below are per conference. Full descriptions can be found on the following pages.

2012 Mid-Year Conference Sponsor.....	\$2,500
Inter-club Luncheon Sponsor	\$1,000
Registration Insert	\$200
Exhibitor (for-profit*).....	\$160
Exhibitor (non-profit*)	\$110
Conference Program Ad.....	\$150 - \$1,000

*Both for-profit and non-profit exhibitors receive a 20% discount for conference 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 nearly 15,000 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 Mid-Year Conference

The Cal-Nev-Ha Kiwanis Mid-Year Conference is an annual meeting of over 1,000 Kiwanians and their guests in which 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 1,000 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.



With over 1,000 attendees, your investment has the potential to see a significant return!

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Sponsorship Opportunities

Conference Sponsorship: \$2,500 (Three available)

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

- Signage placement at conference in high-traffic areas
- Company link and logo on conference microsite
- Opportunity to sample or sell merchandise in exhibit¹
- Opportunity to provide promotional materials or samples in registration packets²
- Full page ad in conference program³

Inter-club Luncheon: \$1,000

Conference 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 conference microsite
- Opportunity to provide promotional materials or samples in registration packets²
- Full-page ad in conference program³

Registration Packet Insert: \$200

This opportunity is available to organizations that want to be sure to get their promotional materials or samples² in the hands of all registered conference attendees. Ship 1,200 items (per conference) to our office no later than January 27, 2012.

Exhibiting Opportunities

For-Profit: \$160

A fundraising project or for-profit business offering merchandise, programs, products or services that may be of interest to Kiwanians and/or Kiwanis clubs.⁴

Non-Profit: \$110

A Kiwanis club or outside 501(c)(3) organization seeking support from Kiwanians and/or Kiwanis clubs to further develop its goals and objectives.⁴

District Club Service Projects: \$75

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

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 January 16, 2012 in order to be included in the conference program.

⁴ Both for-profit and non-profit exhibitors receive a 20% discount for conference program advertising and/or inserts

District Committees & Projects: N/C

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

All exhibits will receive:

- 1 skirted table with 2 chairs
- Listing in the official conference program³
- Company link on conference microsite

Location

Mid-Year Conference South

Riverside Convention Center

East and West Foyers

3443 Orange Street, Riverside, CA 92501

Mid-Year Conference North

Hyatt Regency Monterey

Regency Foyer

1 Golf Course Road, Monterey, CA 93940

Exhibit Hours

Exhibitor move in... 6:30 a.m. - 7:30 a.m.

Exhibit Hours..... 7:30 a.m. - 3:30 p.m.

Exhibits MUST be removed from exhibit area no later than 6:00 p.m. on Saturday

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 Conference Management.

Ads less than 1 MB should be e-mailed to trina@cnhkiwanis.org. Ad and payment must be received by January 16, 2012.

Advertising space in the conference program is limited and sells quickly. Reserve your advertising space early!

Exhibiting at the Cal-Nev-Ha Mid-Year Conference provides you with an opportunity to make an impact – and show your stuff!

Exhibitor Contract

for the 2012 Mid-Year Conferences

Exhibit Dates: **Saturday, February 11, 2012**, Riverside Convention Center, 3443 Orange Street, Riverside, CA 92501 and **Saturday, March 3, 2012**, Hyatt Regency Monterey, 1 Golf Course Road, Monterey, CA 93940

The undersigned makes application to participate as an exhibitor at the Cal-Nev-Ha District of Kiwanis International Mid-Year Conference(s). We understand the exhibit fees are charged as shown on the application form, and payment for the appropriate fee must accompany this application. **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 respective conference to receive a refund. A \$25.00 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 7:30 a.m. on the day of the conference(s) and to staff it until 3:30 p.m. We agree to remove all materials from our exhibit no later than 5:00 p.m. on the day of the conference(s). 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 two chairs, and one skirted table.** For additional tables and chairs, we agree to pay the stated rate per table and \$5 per chair. 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 conference(s) 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 Mid-Year Conference(s) 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 Applicant's 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*****