



National Extension Association of  
Family & Consumer Sciences  
September 15-18, 2014  
Hyatt Regency Lexington  
Lexington, Kentucky

**WIN** with research-based educational programming  
**PLACE** a priority on teaching excellence and sharing knowledge  
**SHOW** positive impact for individuals, families, and communities

# Exhibitor & Sponsor Prospectus





**NEAFCS EXHIBIT SPACE & SPONSORSHIP APPLICATION**  
**NEAFCS ANNUAL SESSION SEPTEMBER 15-18, 2014**  
**HYATT REGENCY LEXINGTON • LEXINGTON, KY**

Complete all sections of the form. Please type or print.  
Questions? Contact Jody Rosen Atkins (561) 477-8100

**Return to:** NEAFCS 2014 Exhibits,  
20423 State Road 7, Suite F6-491, Boca Raton, FL 33498 • Fax (561) 910-0896

**PLEASE COMPLETE THE FOLLOWING:**

Full Company Name

Address

City

State

Zip Code

Phone (for publicity purposes)

Fax

Web Site (for publicity purposes)

Email Address (for publicity purposes)

Marketing/Sales Contact

Title

Direct Phone

Email Address

**DESCRIPTION OF PRODUCT OR SERVICE:**

NEAFCS reserves the right to determine eligibility of any company or product to participate in the show. To help us determine your eligibility, please describe the product or service you will be exhibiting. This description may also be used for publicity purposes.

**BOOTH SPACE:**

Booth space is 8'X10' and includes a backdrop, side rails, a draped table, identification sign, waste basket and one chair per representative. Additional equipment and services will be available through the official show decorator. Shipping and service information kits will be sent in advance of the show.

**REPRESENTATIVES:**

Each exhibit booth purchased provides for two (2) representatives and two (2) tickets for complimentary meals served in the exhibit hall. We will contact you closer to show time for the names of your representatives.

**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. Space will be assigned on a space available basis.
3. All rules and regulations governing this show, as referenced below will be strictly adhered to.
4. 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.

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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## NEAFCS ANNUAL SESSION SEPTEMBER 15-18, 2014

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#### USE OF EXHIBIT SPACE:

- Over-the-counter sales are defined as transfer of goods for money, check, draft, or other kind of payment. These sales will be permitted in accordance with local, city, state, and federal regulations. Please contact the Kentucky Department of Revenue at <http://www.revenue.ky.gov/business/salesanduse.htm> for information on Sales & Use Tax. Exhibitors are responsible for adhering to these laws.
- 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. **All exhibits must fit in the space provided and cannot exceed each 8'x10' space. This provision will be strictly enforced.**
- Use of the NEAFCS logo by other organizations is prohibited without permission and as is and intact. Contact the NEAFCS National Office at [jody@neafcs.org](mailto:jody@neafcs.org) or (561) 477-8100 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.
- Damage to the exhibit facility or to the property of other exhibitors, caused by Exhibitor or its agents or employees, shall be replaced or repaired by the Exhibitor. Exhibitor assumes the entire responsibility and liability for losses, damages, and claims, arising out of injury or damage to Exhibitor's displays, equipment, and other property brought upon the premises of the Convention Center and shall indemnify and hold harmless NEAFCS, the Convention Center, agents, and employees from any and all such losses, damages and claims.
- 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.
- With this application, the Exhibitor must provide **proof of the following insurance, naming NEAFCS as the additional insured:**
  - Workers Compensation: as required by statute
  - Commercial General Liability: \$1 million/\$2 million

#### REQUIREMENTS:

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

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

#### REFUND POLICY

Before June 15, 50% of this fee is refundable. After that date, this fee will be nonrefundable for eligible exhibitors. If the company is ineligible to exhibit, this fee will be refunded.



## EXHIBIT & SPONSORSHIP DETAILS

	PLATINUM \$7,000 (1 available)	GOLD \$5,000 (1 available)	SILVER \$4,000 (multiple available)	BRONZE \$3,000 (multiple available)	COPPER \$2,000 (multiple available)	EXHIBIT ONLY \$500/non-profit \$1,000/for profit
<b>Conference</b>						
Tote Bag Sponsor (s) (logo on conference bag)	•	•	•	—	—	—
Name Badge Sponsor (logo on name badges)	—	•	—	—	—	—
Breakfast/Luncheon Sponsor	•	•	•	—	—	—
Refreshment Break Sponsor	•	•	•	•	•	—
Workshop Sponsor	—	—	—	•	•	—
Conference Attendee List (to include name and address)	•	•	•	•	•	—
Full Conference Registration	2 (with option to purchase up to 2 additional at member rate)	1 (with option to purchase up to 1 additional at member rate)	—	—	—	—
Exhibit Booth at conference	1 booth	1 booth	1 booth	—	—	As purchased
Sponsor Ribbon (on name badge) at Conference	•	•	•	•	•	—
Opportunity to the Provide Welcome/Greeting at Conference	• 20 min.	• 10 min.	• 5 min.	—	—	—
Recognition in Conference Program	•	•	•	•	•	•
Advertisement in Conference Program	2-page	1-page ad	1/2 page	1/4 page	1/8 page	—
Recognition at Awards Event	•	•	•	•	—	—
Exhibit Forum	•	•	•	•	•	—
<b>Web Site</b>						
Logo, link, and description on Sponsor/Exhibit Page of web site	•	•	•	•	•	•
Web banner ad on homepage of the NEAFCS web site	Banner ad on home page for one year	Banner ad for 6 months	Banner ad for 3 months	—	—	—
<b>Membership</b>						
Access to the member directory	Complimentary NEAFCS Partner Membership for the current membership year.	Complimentary NEAFCS Partner Membership for the current membership year.	—	—	—	—
<b>Webinar*</b>						
<b>Communications</b>						
Article/Advertisement on the web site and in the Journal of NEAFCS	2 articles or advertisement	1 article or advertisement	—	—	—	—
Name listed once on the web site and in the Journal of NEAFCS	•	•	•	•	•	•

\* A Forum Application Form must be submitted and approved. See page 6.

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**MAKE YOUR SELECTION(S):**

The Exhibitor Floor Plan is posted on the NEAFCS website ([www.neafcs.org](http://www.neafcs.org)) for exhibit space selection. Please indicated your first three choices for booth placement.

**1ST CHOICE:** \_\_\_\_\_ **2ND CHOICE:** \_\_\_\_\_ **3RD CHOICE:** \_\_\_\_\_

**EXHIBIT ONLY:**

- \_\_\_\_\_ \$1,000 for a single booth / \$900 for each additional booth.
- \_\_\_\_\_ \$650 for first-time Exhibitor OR after 5-year hiatus from Annual Session / \$550 for each additional booth.
- \_\_\_\_\_ \$500 for a single booth for 501(c)(3) non-profit organization 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 / \$400 for each additional booth.

**SPONSORSHIP:**

- \_\_\_\_\_ \$2,000 COPPER
- \_\_\_\_\_ \$3,000 BRONZE
- \_\_\_\_\_ \$4,000 SILVER
- \_\_\_\_\_ \$5,000 GOLD
- \_\_\_\_\_ \$7,000 PLATINUM

**OTHER:**

- \_\_\_\_\_ \$150 for Exhibitor Forum / \$100 for Partner Members  
*An Exhibitor Forum is a 30-minute educational presentation in the Exhibit Hall (open only to registered exhibitors; short abstract on scientific or evidence-based topic required; limited availability).*
- \_\_\_\_\_ \$500 for Registration Bag Insert

\_\_\_\_\_ **TOTAL**

**PAYMENT**

Booth reservations are only considered firm once payment and signed contract are received. Confirmation will be sent via e-mail. Please add [neafcs.org](http://neafcs.org), [memberclicks.net](http://memberclicks.net), and [memberclicks.com](http://memberclicks.com) to your safe-sender list.

**Payment Method:** \_\_\_ Check (payable to NEAFCS) \_\_\_ Visa \_\_\_ MasterCard \_\_\_ American Express

\_\_\_\_\_  
Card Number Expiration Date

\_\_\_\_\_  
Name on Card Cardholder's Signature Security Code

\_\_\_\_\_  
Credit Card Billing Address

\_\_\_\_\_  
City State Zip

\_\_\_\_\_  
Receipt Email Address

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**EXHIBITOR FORUM APPLICATION**

If you have elected to present an Exhibit Forum, please complete the following information for review and approval. Please return this page to the NEAFCS Professional Development & Exhibits Team by e-mail ([sdkoukel@gmail.com](mailto:sdkoukel@gmail.com), [rchowin@uky.edu](mailto:rchowin@uky.edu), [shumaker.68@osu.edu](mailto:shumaker.68@osu.edu), [susanc@ext.msstate.edu](mailto:susanc@ext.msstate.edu)). Please put "2014 AS Exhibit Forum" in the subject line.

**Presenter's Information:**

Name	Title/Position		
Title of Presentation			
Address	City	State	Zip Code
Phone	Email Address		

**Short Description** (30 words or less) for use in promotion:

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

