



EXHIBITOR FLOOR PLAN

Floor plan available at www.neafcs.org on the 2012 Annual Session & Exhibits web page

FIRST OPPORTUNITY TO SELECT EXHIBIT SPACE FOR 2014

All 2012 exhibitors will have the first opportunity to select space for the 2014 NEAFCS Annual Session & Exhibits in Lexington, KY. (2013 is the Galaxy IV combined Extension association conference in Pittsburgh, PA.) Current exhibitors are rewarded with their booth space choice for the next Annual Session & Exhibits, strengthening corporate identity among NEAFCS attendees.

EXHIBIT HALL SCHEDULE

TUESDAY, SEPTEMBER 25

8am - 12pm.....Decorator Move-In

12pm - 5pm.....Exhibitor Move-In

WEDNESDAY, SEPTEMBER 26

12:30pm - 5pm.....Exhibit Hall Open

THURSDAY, SEPTEMBER 27

8am - 12pm.....Exhibit Hall Open

12pm - 3pm.....Exhibitor/Decorator
Move-Out

IMPORTANT DEADLINES

Commit early to supporting the NEAFCS Annual Session & Exhibits! All sponsors and exhibitors are part of the conference promotion on the NEAFCS website when their commitment is secure. Mark these important deadlines for pre-conference and on-site exposure:

- **JULY 9** – Advertising Materials Deadline, if ad requires NEAFCS alteration
- **JULY 16** – Advertising Space Reservation Deadline
- **JULY 16** – Recognition in the Conference Program
- **JULY 23** – Advertising Materials Deadline
- **SEPTEMBER 10** – Recognition in the post-conference issue of annual Communique newsletter

PAST EXHIBITORS

- AARP
- Active Parenting Publishers
- Activities Club, The
- Alabama Radon Program (ACES)
- Alltrista Consumer Products Co.
- Am. Assoc. of Family & Consumer Sciences (AAFCS)
- American Bedding Mfg.
- American Cleaning Institute
- American Income Life Insurance
- Arm and Hammer Div. Church & Dwight Co., Inc.
- Brevis Corp.
- Cabot Creamery
- CATCH (Coordinated Approach to Child Health)
- Centers for Disease Control and Prevention
- Center for Divorce Education
- Centers for Medicare & Medicaid Services
- Challenge Masters, Inc.
- Colortime Crafts and Markers
- Commit 2B Fit
- ConAgra Foods
- Cookbook Cupboard
- Dairy MAX
- Dibble Fund for Marriage Education
- Discovery Education
- Doughmakers Gourmet Bakeware
- EDEN (Extension Disaster Education Network)
- Egg Nutrition Center
- Epsilon Sigma Phi
- eXtension
- Fair Publishing House, The
- Family Information Services
- Favorite Recipes Press (FRP)
- Flaghouse (Coordinated Approach to Child Health, or CATCH)
- Food & Nutrition Info. Center
- Growing Communities for Peace

- Healthy Homes Partnership
- Healthy Lifestyle Choices
- Home Baking Association
- Hoover Company
- HUD "Healthy Homes for Healthy Kids" Campaign
- Ideal You
- Innovation Center for Community & Youth Development
- Insight Learning Foundation
- Int'l Food Information Council Foundation
- Jarden Home Brands
- Joint Council of Ext. Professionals
- Journal of Extension (JOE)
- Kansas State University, 4-H & Military Family Partnerships
- Leafy Greens Council
- Learn Key, Inc.
- Learning Seed
- Learning ZoneXpress
- Live Wire Media
- Maytag / Amana / Jenn-Air Appliances
- Mello Smello
- Minnesota Beef Council
- Motorist Assurance Program
- Nasco Family & Consumer Science
- National 4-H Council / 4-H Family Strengthening Award
- National Agricultural Library
- National Center for Biomedical Training (NCBRT)
- National Council on Family Relations
- National Endowment for Financial Education
- National Institutes of Health, Office of Dietary Supplements
- National Pork Board
- National Presto Industries, Inc.
- National Safety Council
- New Mexico Beef Council
- NIFA (National Institute of Food and Agriculture)

- Northarvest Bean Growers Association
- Nuttall, Inc.
- Office of Children's Health Protection,
- Office on Women's Health, U.S. Department of Health and Human Services
- Parent's Toolshop Consulting, Ltd.
- Partners in Parenting
- Partnership for Food Safety Education
- Penn State Extension, "Better Kid Care"
- Practical Parent Education
- Precision Foods, Inc. / Mrs. Wages
- Procter and Gamble, Co.
- Produce for Better Health Foundation
- Prudential Financial
- Realityworks
- Redleaf Press
- Regalia Manufacturing Co.
- Share Our Strength – No Kid Hungry
- Soyfoods Council / United Soybean Board
- Southwest Dairy Farmers
- Study Circles Resource Center
- Sugar Association
- Thermidor
- The OrganWise Guys
- University of Georgia Extension
- University of Nebraska-Lincoln Extension 4-H Curriculum
- USDA-CSREES Families, 4-H and Nutrition
- USDA-CSREES-CYFERNet
- USDA Food and Nutrition Service
- USDA Food Safety and Inspection Service
- USDA Rural Information Center
- USDA SNAP-Ed Connection
- US Dept of Health & Human Services, Office on Women's Health
- U.S. Environmental Protection Agency
- WIN/ESILSG (Nat'l Institute of Health Weight Control Information Net)

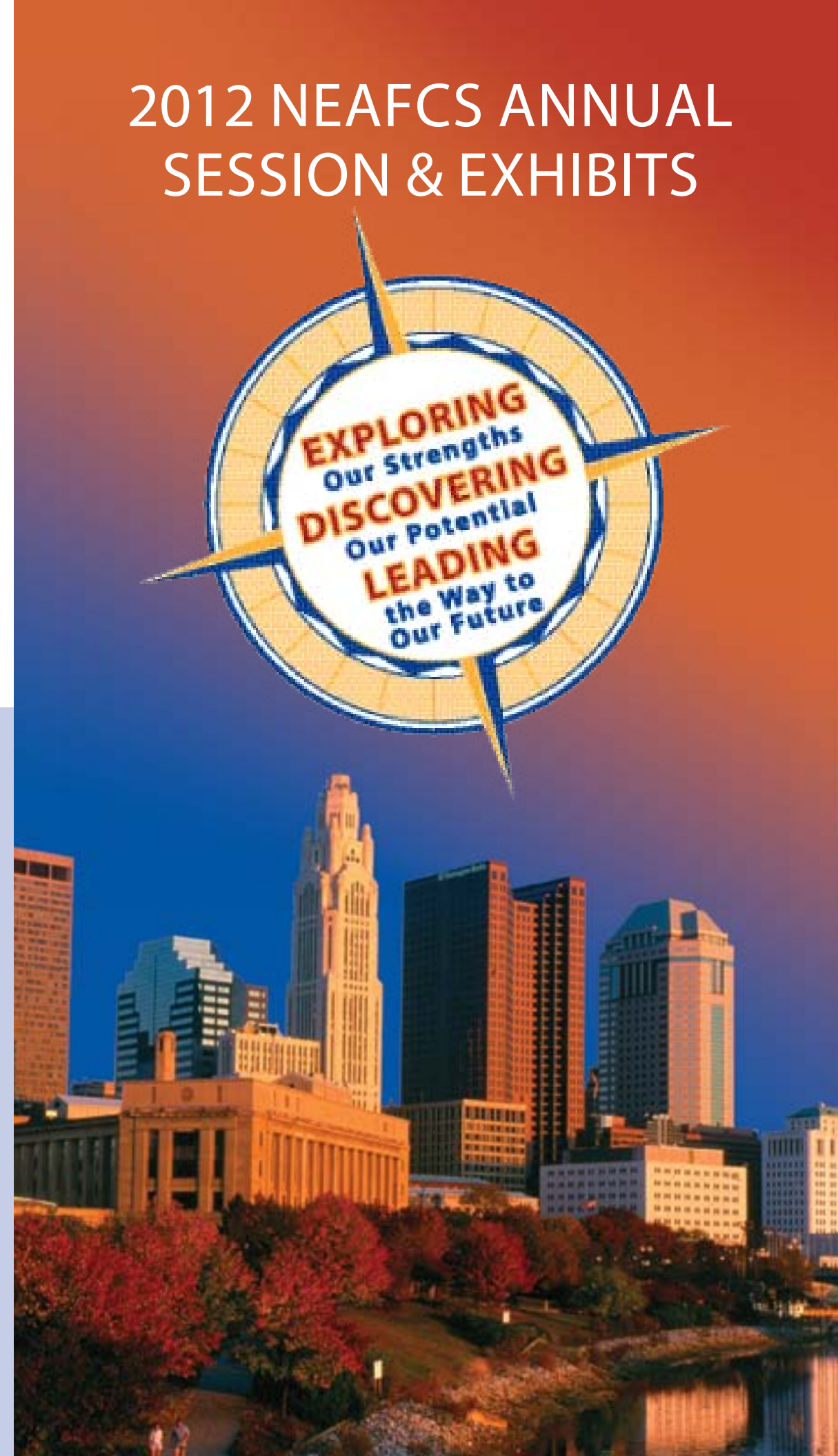
2012 NEAFCS ANNUAL SESSION & EXHIBITS



EXHIBIT, SPONSOR AND ADVERTISING OPPORTUNITIES

Come join us as an official Exhibitor of the 2012 NEAFCS Annual Session & Exhibits. Your business or organization will benefit from the exceptional visibility and relationship building opportunities among Extension Family and Consumer Science professionals who educate several hundred thousand consumers each year nationwide!

- Eight hours of exhibit time, concentrated into two days, reducing your travel costs
- 30+ sponsorship opportunities (with opportunity-bundling available)
- Advertising available in on-site conference program
- Exhibitor forum for educational presentations (by prior arrangement)
- Ribbon-cutting ceremony
- Certain meals will be provided in exhibit area
- Traffic building association exhibits located on the exhibit floor





ABOUT OUR ATTENDEES & OUR MEMBERS

NEAFCS, with more than 1900 members, educates and recognizes Extension professionals who impact the quality of life for individuals, families and communities. The NEAFCS Annual Session and Exhibits annually attracts over 700 Extension Family and Consumer Sciences professionals, including Extension educators, Registered Dietitians, state Extension program leaders, administrators, and program specialists.

Extension educators often teach in multiple program areas. Current areas of focus include:

- NUTRITION – 52%
- FOOD SAFETY – 34%
- HUMAN DEVELOPMENT – 34%
(INCLUDING HEALTH AND AGING)
- PARENTING EDUCATION – 32%
(INCLUDING CHILD DEVELOPMENT)
- FINANCIAL MANAGEMENT – 24%
- 4-H/YOUTH DEVELOPMENT – 23%
- COMMUNITY DEVELOPMENT – 13%
- ADMINISTRATION – 11%
- HOUSING – 6%
- CLOTHING/TEXTILES – 5%

HOW TO SUPPORT THE NEAFCS ANNUAL SESSION & EXHIBITS

Exhibitors, sponsorships, and advertising space are awarded on a first-come, first served basis. For more information on how to be a part of this important national conference, contact:

National Extension Association of Family & Consumer Sciences (NEAFCS)

20423 State Road 7 • Suite F6-491 • Boca Raton, FL 33498

Voice: 561-477-8100 Fax: 561-910-0896

Cindy Rosen, Conference Planner

Email: crosen@associationsource.com

OR

Jody Rosen Atkins, Executive Director

Email: jody@neafcs.org

WHO SHOULD SUPPORT THE NEAFCS ANNUAL SESSION & EXHIBITS?

Any organization or business that provides products, services, or educational resources in any of the following program areas will benefit by supporting NEAFCS:

- 4-H/Youth Development
- Aging
- Child Development
- Clothing/Textiles
- Community Development
- Financial Management
- Foods and Nutrition
- Food Safety
- Health
- Housing
- Human Development
- Leadership
- Parenting Education
- Reaching Diverse Populations
- Research/Evaluation
- Technology
- Safety

AND MANY OTHERS!

CONFERENCE HOTEL

HYATT REGENCY, DOWNTOWN COLUMBUS

350 North High St.
Columbus, OH 43215
(614) 463-1234

Hotel registration information is available at www.neafcs.org on the 2012 Annual Session & Exhibits web page.



NEAFCS SPECIALTY EXHIBITOR EVENTS

Great opportunities are available to maximize your company's exposure to our membership at NEAFCS Annual Session & Exhibits. Don't miss being a part of these recognition events!

PRE-CONFERENCE RECOGNITION

– Exhibitors that commit to exhibiting by the appropriate deadlines outlined on the back cover will be listed on the 2012 Annual Session & Exhibits web page.

ON-SITE RECOGNITION – Exhibitors that commit to exhibiting by the appropriate deadlines outlined on the back cover will be recognized in the official program.

POST-CONFERENCE RECOGNITION

– Exhibitors will be listed in the annual issue of the Communique, the association's newsletter.

ON THE EXHIBIT FLOOR

- EXHIBITOR FORUM FOR EDUCATIONAL PRESENTATIONS (BY PRIOR ARRANGEMENT)
- SILENT AUCTION, BENEFITTING AWARDS FUND
- SHOWCASE OF EXCELLENCE POSTER SESSIONS
- MEALS
- STATE AFFILIATE SALES TABLES



NEAFCS EXHIBIT SPACE APPLICATION NEAFCS ANNUAL SESSION AND EXHIBITS SEPTEMBER 24-28, 2012

HYATT REGENCY DOWNTOWN • COLUMBUS, OHIO

Complete all sections of the form. Please type or print.

Questions? Contact Jody Rosen Atkins 561-477-8100

Return to: NEAFCS 2012 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

Fax

Web Site

General Company Email Address

Marketing/Sales Contact

Title

Direct Phone

Direct Fax

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.

THE EXHIBITOR FLOOR PLAN WILL BE POSTED SOON ON THE NEAFCS WEBSITE FOR EXHIBIT SPACE SELECTION. CHECK THE WEBSITE FREQUENTLY. ONCE POSTED, PLEASE INDICATE YOUR FIRST THREE CHOICES FOR BOOTH PLACEMENT:

1ST CHOICE: _____ 2ND CHOICE: _____ 3RD CHOICE: _____

FEES:

___ \$925 for a single booth

___ \$650 for first-time Exhibitor OR after 5-year hiatus from Annual Session

___ \$475 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

BOOTH RESERVATIONS ARE ONLY CONSIDERED FIRM ONCE PAYMENT & SIGNED CONTRACT ARE RECEIVED. CONFIRMATION WILL BE SENT VIA E-MAIL. PLEASE ADD NEAFCS.ORG TO YOUR SAFE-SENDERS LIST.

___ \$150 for Exhibitor Forum. 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

___ Bag Sponsor, Meal Sponsor, or Other Sponsorship (see web site for available opportunities)

Payment Method: ___ Check (payable to NEAFCS) ___ Visa ___ MasterCard ___ American Express

Card Number

Expiration Date

Name on Card

Cardholder's Signature

Credit Card Billing Address

City

State

Zip

Receipt Email Address

At this point of the application process, 100% of the exhibit fee must accompany this application. (Before June 15th, 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.