



**FOOTHILLS AREA
FAMILY YMCA**

RESOLUTION EXPO
January 21, 2012

Exhibitor Prospectus



Photo credit: Photostock



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About the Foothills Area Family YMCA

The mission of the YMCA is to put Christian principles into practice through programs that build a healthy spirit, mind, and body for all. We believe strongly in four core values: honesty, caring, respect, and responsibility. We strive to incorporate these core values throughout all of the programs and events provided by our organization. In addition, all staff, volunteers, players, and parents are encouraged to practice these principles.

The Foothills Area Family YMCA was founded over 117 years ago in a collaborative agreement with then Clemson College. The original purpose of the organization was to provide programs for Clemson students. Today, however, our focus expands well beyond the students at Clemson. Our programs are offered for people of all ages within Oconee County, Clemson, and Central.

The YMCA is known most for programs such as youth camps, sports such as soccer, tee ball, and flag football, After School Care, and swim lessons. However, our Foothills Area Family YMCA also provides many other programs including dog obedience classes, gingerbread house decorating, holiday mini camps, and Money Cents For Kids which helps children learn smart money skills.

Ultimately, the goal of all programs provided by the Foothills Area Family YMCA is to provide essential lifelong lessons that will outlast the many skills that are taught. For example, soccer players learn dribbling, shooting, and passing, but also how to better communicate with teammates and to be responsible for their actions.

The organization chose to create the **Resolution Expo** because we are focused on helping members of our community improve the quality of their lives.

About the event

Join the Foothills Area Family YMCA for the **Resolution Expo**, a special event designed to connect members of our community with businesses and organizations that can help them improve their lives. It will give you the chance to promote your products or services, and simply give back to the community.

Timed just after the first of the year, the event will encourage people to make positive changes in 2012 and help them make and keep their new year's resolutions. We will promote not only better physical health and wellness, but mental, spiritual, and financial well-being.

During the event, attendees will be able to visit with exhibitors, attend workshops, see demonstrations, get free screenings, try healthy foods, and enter to win prizes.

Popular New Year's Resolutions

- Spend more time with family & friends
- Lose weight / Exercise / Get fit
- Quit smoking
- Quit drinking
- Get out of debt
- Save money
- Go back to school
- Learn something new
- Reduce, reuse, recycle
- Get a better job
- Help others / Volunteer
- Get organized
- Manage stress
- Enjoy life more
- Take a trip

According to About.com and USA.gov

About the attendees

This event is for those who live or work in Oconee County, Clemson, and Central—the community that the Foothills Area Family YMCA serves. It will draw people of all ages—from children to seniors—with a promise of helping everyone in our community learn ways to live better. Our goal is to attract at least 1,500 attendees.

About the exhibitors

The Foothills Area Family YMCA will accept Sponsorship and Exhibitor applications on a first-come, first-served basis. However, because the focus of this event is on helping people in our community live better, exhibitors must be appropriate for the event. All products and services exhibited at the event must be appropriate and beneficial to attendees. Please see the Rules and Regulations section of this prospectus for more information.

Preliminary event schedule

Friday, January 20, 2012

12:30—4:30 p.m. Exhibit set-up

Saturday, January 21, 2012

9:00 a.m.—2:00 p.m. Exhibit hall open; workshops

12:00—1:00 p.m. Lunch and Learn workshop

2:00—5:00 p.m. Exhibit tear down

Sponsorship opportunities

Show the community that you support the Foothills Area Family YMCA and our programs by becoming a **Resolution Expo** sponsor.

Primary Sponsor

\$1,000

- Logo on all printed promotional materials for the event to include billboards and posters
- Mention of your sponsorship in all press releases and interviews for the event
- Logo and organization description (up to 60 words) in the event program
- Recognition on the Foothills YMCA Web site
- Two exhibit spaces; top priority in the selection of location
- One 20-minute workshop session during the event
- Exclusive sponsorship in your industry at this level
- First opportunity to sponsor next year’s event at the same level
- Participation in the *Passport to Better Living* program (see page 5)

Secondary Sponsor

\$750

- Small logo on event posters
- Logo and organization description (up to 40 words) in event program
- Recognition on the Foothills YMCA Web site
- One exhibit space; second priority in the selection of location
- One 20-minute workshop session during the event



- First opportunity to sponsor next year’s event at the same level
- Participation in the *Passport to Better Living* program (see page 5)

Basic Sponsor **\$500**

- Listed on event posters
- Name and organization description (up to 25 words) in event program
- Recognition on the Foothills YMCA Web site
- One exhibit space; selection priority over standard exhibitors
- First opportunity to sponsor next year’s event at the same level

Resolution Partner **\$150**

This level is designed for businesses or individuals that want to support the event, but not participate as an exhibitor.

- Recognition in event program
- Recognition on the Foothills YMCA Web site

Basic exhibiting opportunities and information

Exhibitor

- One standard exhibit space; selection priority after all sponsors
- Listed in event program

Organizations which verify 501(c)3 status will receive a 50% discount off of the exhibitor package.

Exhibit booth pricing

	By Nov 30	After Nov 30
One exhibit space	\$250	\$300
One exhibit space—501(c)3 verified	\$125	\$150
Two exhibit spaces	\$450	\$500

Each exhibit space includes

- One table
- Two folding chairs
- Pipe and drape behind each space

Items not included with an exhibit space

- Booth carpeting (unless exhibit is located in the meeting space)
- Other furniture rental
- Installation/dismantling services
- Storage

Resolution Passport

This is designed to increase traffic to your exhibit booth. All attendees will be given the *Resolution Passport* upon entering the Expo. An individual must visit all participating booths and one workshop to fill the *Passport* with stamps. A completed *Passport* earns the attendee one entry into a drawing for an iPad.

Resolution Passport Participant

\$100

This value is automatically included for primary and secondary sponsors. Basic sponsors or other exhibitors may add this value so that attendees must visit their exhibit booth for a stamp and a chance to win the iPad.

Passport printing sponsor

In kind

The sponsor will cover the cost to print and fold 1,500 *Passport to Better Living* brochures to be used by the attendees. Each brochure will be one 8.5 x 14 inch page, printed double-sided, in color, and folded twice (to create 4 panels). The sponsor will receive one half panel of the brochure for a coupon or small advertisement (approximately 3 x 3.5 inches). This sponsor does not have to be an exhibitor, but must be appropriate for the event.

Passport prize sponsor

\$500

This donation will cover the cost to purchase the iPad prize for the *Passport* activity. The sponsor will receive one half panel of the brochure for a coupon or small advertisement (approximately 3 x 3.5 inches). This sponsor does not have to be an exhibitor, but must be appropriate for the event.

Additional opportunities

Lunch and Learn box lunch sponsor (1 available)

In kind

One Lunch and Learn workshop will be offered to attendees. A Lunch and Learn sponsor must provide enough box lunches for up to 50 attendees. The sponsor will be verbally recognized at the beginning and end of the workshop, may display a sign or banner in the workshop room (must be provided by the sponsor), and can include appropriate promotional materials in the box lunch. This sponsor does not have to be an exhibitor, but the meal must be appropriate for the event.

Other sponsorships (cash or in kind)

The Foothills YMCA may choose to create additional sponsorship opportunities as plans for the event progress. This may include cash or in kind sponsorships.

Offers of in kind sponsorships will be considered on a case by case basis. Businesses that wish to offer an in kind sponsorship, including media, should do so in writing. Please include specific products or services that can be provided for the event and the value you wish to receive in return.

Exhibit hall floor plan

Exhibit spaces will be assigned in order of sponsorship level, on a first-come, first-served basis. Booth selection will begin once the exhibit hall floor plans are finalized.

Rules and regulations

These rules and regulations are fully incorporated as part of the contract between the exhibiting organization and the Foothills Area Family YMCA.

The Foothills Area Family YMCA will accept Sponsorship and Exhibitor Applications on a first-come, first-served basis. Complete and return your form, including your payment as early as possible to guarantee sponsorship and priority booth selection. Sponsorship and exhibit space is not guaranteed until the application is approved and payment is received. Mail your completed application and check to:

Foothills Area Family YMCA
The River House
225 Tee Ben Trail
Seneca, SC 29672

Please note that the Foothills Area Family YMCA is unable to accept purchase orders for exhibit space or sponsorship opportunities.

- All products and services exhibited at the Expo must be directly related to the YMCA mission and must be of benefit and interest to attendees.
- All decorations, drapery, and fabrics used in exhibits must be flame retardant.
- No candles, incense, or other items may be burned on site.
- No alcohol may be brought onto the property.
- No exhibitor may sublet, assign, or share any part of the space allocated to his or her organization without prior written consent from the YMCA.
- The rights and privileges of any exhibitor shall not be infringed upon by any other exhibitor. No booth may obstruct expo attendees' views of adjacent booths from any angle. Booth activities that cause attendees to congregate in the aisles and impede or restrict traffic are forbidden. All displays, signs, flyers, distribution of literature and souvenirs, entertainment, or any other activities must take place inside the contracted booth space only.
- Exhibits including audio and/or video devices must be conducted and arranged so that no noise will disturb adjacent exhibitors or attendees. The YMCA reserves the right to prohibit the use of amplifying devices that it considers objectionable.
- Any exhibiting organization wishing to cancel will be charged a 15% processing fee if received by November 30, 2011. No refunds will be issued for exhibit space cancellations received after that date.
- Anyone selling products on the exhibit hall floor should see the City of Seneca directly for an appropriate business license.
- Advertising material or signage of companies other than those that have paid for exhibit space are prohibited. This includes canvassing and solicitation of a business or other event. The YMCA will appreciate being informed of any infraction of this rule during the event.
- Exhibitors may collect contact information from attendees independently and/or conduct individual drawings; however, you must disclose how you plan to use the collected information directly to the attendees.
- Exhibitors may not give away food or beverages. An exception may be made for small samples; however, prior approval must be received by the YMCA at least 30

days prior to the event. Items will need to be appropriate for the theme of the event. Sugary or fatty snacks such as cookies, candy, and chips are not appropriate.

- Exhibitors are encouraged to provide giveaways to attendees, but items must be appropriate for the event. Acceptable giveaways include items such as pens, pencils, notebooks, flash drives, mugs, Frisbees, water bottles, and luggage tags. If an exhibitor is unsure if an item will be considered appropriate for the event, submit a request to the YMCA at least 30 days prior to the event. The YMCA reserves the right to stop an exhibitor from continuing to give away any inappropriate items.
- Exhibitors may set up and dismantle exhibits as necessary but must only do so during specified hours. Set up must be completed by the time the expo opens and break down may not occur prior to the end of the show.
- The exhibitor agrees to adhere to and be bound by all applicable fire, utility, and building-code regulations at the facility. The exhibitor also agrees to the contract and terms between the facility and the YMCA.
- The exhibitor shall not deface or damage the exhibition facility or exhibit area in any way.
- Insurance and liability are the full and sole responsibility of the exhibitor. This contract shall not constitute or be considered a partnership, joint venture, or agency between the YMCA and exhibitor.
- Each exhibitor agrees to protect, save, and hold the YMCA, the City of Seneca, and these entities' owners, agents, contractors, and employees forever harmless for any damages or charges imposed for violations of any law or ordinance, whether occasioned by the negligence of the exhibitor or those holding under the exhibitor. Further, each exhibitor shall, at all times, protect, indemnify, save, and hold harmless indemnities against and from any and all the losses, costs, damage, liability, or expenses arising from or out of, or by reason of, any accident or bodily injury or other occurrence to any person or persons, including the exhibitor, its agents, employees and business invitees, which arise from or out of, or by reason of said exhibitor's occupancy and use of the exhibition premise or a part thereof.
- No pets or animals shall be permitted in the exhibit hall, with the exception of service dogs. Exceptions may be made in advance by obtaining the written consent of the YMCA and City of Seneca.
- Each exhibit must be open during all official show hours. Exhibiting organizations that do not adhere to this policy may not be eligible to exhibit at future events.
- In the event of cancellation due to acts of God, fire, strike, government regulations, or other causes beyond the control of the parties to the agreement, the YMCA will refund that portion of exhibitor fees that it deems consistent with the expenditures and commitments already made.
- Unethical conduct or disregard for any rules on the part of an exhibitor, his or her representatives, or both will be considered just reason for the YMCA to dismiss the exhibitor, his or her representatives, or both from the exhibit hall and to prohibit the exhibitor from attending future YMCA events. In this case, it is agreed that no refund shall be made by the YMCA and that no demand for redress will be made by either the exhibitor or his or her representatives.



Sponsorship and Exhibitor Application / Contract

In the first section, indicate the business or organization name, address, and contact information, exactly as you wish it to appear in printed materials.

Company name			
Address			
City / State		Zip	
Telephone		Fax	
Web site		E-mail	
Logo and workshop description	If you are a primary or secondary sponsor, please e-mail an electronic file of your logo (in black and white and color, .tif file type preferred) and a description of your workshop(s) to Expo@Y4all.org . If the files are large, please mail a disk or flash drive with this application.		
Company description	If you are a primary, secondary, or basic sponsor, e-mail your company description to Expo@Y4all.org . Please adhere to the number of words specified.		

Provide contact information for the person the Foothills Area Family YMCA should contact with any questions. This information will not appear in printed materials.

Contact name			
Mailing address			
City / State		Zip	
Telephone		Fax	
E-mail		Other	

Select the sponsorship option you would like. Enter the amount or "in kind" in the column on the right. You may e-mail Expo@Y4All.org in advance to guarantee your sponsorship level.

<input type="checkbox"/>	Primary sponsorship	\$1,000	Includes two exhibit spaces	
<input type="checkbox"/>	Secondary sponsorship	\$750	Includes one exhibit space	
<input type="checkbox"/>	Basic sponsorship	\$500	Includes one exhibit space	
<input type="checkbox"/>	Resolution partner	\$150	No exhibit space included	
<input type="checkbox"/>	Passport participant	Included or \$100	Included with primary and secondary sponsorships.	
<input type="checkbox"/>	Passport printing sponsor	In kind		
<input type="checkbox"/>	Passport prize sponsor	\$500		
<input type="checkbox"/>	Lunch and Learn lunch sponsor	In kind		

Select the exhibit space you would like. Enter the amount in the column on the right.

<input type="checkbox"/>	Standard exhibit space	\$250 \$300	By November 30 After November 30	
<input type="checkbox"/>	Two standard exhibit spaces (must be used by single exhibitor)	\$450 \$500	By November 30 After November 30	
<input type="checkbox"/>	Standard exhibit space 501(c)3 verified (include documentation)	\$125 \$150S	By November 30 After November 30	

We agree to sponsor/exhibit at the levels indicated above. We have read and accept the Rules and Regulations provided in the Exhibitor Prospectus and recognize that the Foothills Area Family YMCA reserves the right to decline any application.

Sign	Date

Please mail payments to:
 Foothills Area Family YMCA, Attn: Resolution Expo, 225 Tee Ben Trail, Seneca, SC 29672.
 Completed and signed applications can be e-mailed to Expo@Y4All.org. Payments must be mailed.



Foothills Area Family YMCA
The River House
225 Tee Ben Trail
Seneca, SC 29672
(864) 888-0622
Y4All.org

Office hours:
9:00 a.m.—4:00 p.m.
Monday, Wednesday, Friday

**For questions or information about the Resolution Expo,
contact Trish McAlister at Expo@Y4All.org.**