



# Your Guide to Exhibiting, Sponsorship & Advertising

**beyond**  
SCHOOL HOURS® XIV

Expanding Foundations for  
Learning Across the Day

**February 23–26, 2011**

Hyatt Regency Atlanta  
Atlanta, Georgia

[www.beyondschoolhours.org](http://www.beyondschoolhours.org)

**LOOK INSIDE** for everything you need to reach premium prospects and expand your business opportunities at the nation's most popular education conference!

**foundations.**   
for a brighter future

**888-977-5437**

**[www.foundationsinc.org](http://www.foundationsinc.org)**

# Exposure Beyond Ordinary



This year, more than 1,500 professionals from across the teaching and learning spectrum will converge in Atlanta for Beyond School Hours XIV—the nation’s most popular education conference.

## All About Beyond School Hours® XIV

Beyond School Hours offers attendees a chance to refresh, renew and have fun connecting with peers and experts. They discover what’s new in funding and programming strategies, and they attend workshops and site visits to explore best practices and cutting-edge issues.

Beyond School Hours XIV is the *only* event of its kind offering the latest tools and insights to address the national grade-level reading crisis and improving outcomes for young people across the entire day.

## Make sure you’re there to reach them.

Don’t miss your opportunity to make valuable connections for your business at Beyond School Hours XIV. You’ll get up-close and personal with key decision makers and practitioners from across the country who are actively seeking high-quality services, products and programming.

## Choose from several options to gain exceptional exposure for your brand:

- **As an Exhibitor (pages 4 - 7):** The traffic on the floor is terrific—so are the opportunities to engage your biggest prospects. We’ve unveiled exciting changes and new additions this year that benefit all exhibitors.
- **As a Sponsor (pages 8 - 9):** Give your brand prominence before, during and long after the event with one of six sponsorship levels—all of which include an exhibit booth.
- **As an Advertiser (pages 10 - 11):** For the first time, Foundations lets you promote your business message to a national audience in the Beyond School Hours Conference Guide—a year-round source of information for all attendees.



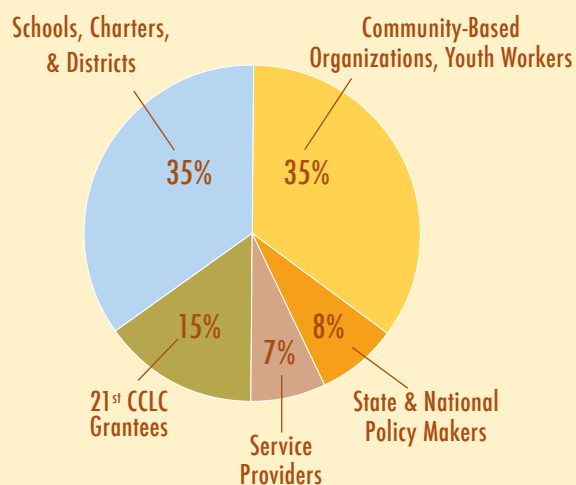
## Exposure at Beyond School Hours is a must for products

and services that align with this year's conference strands:

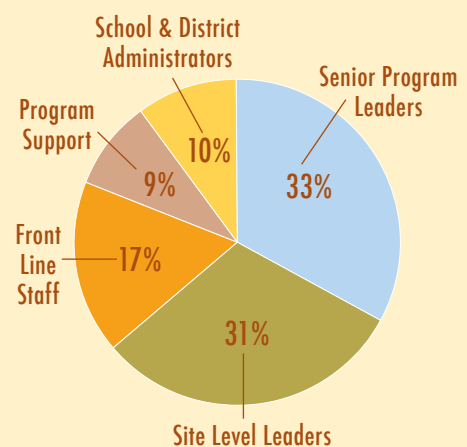
- Partnering for Success
- Grade Level Reading, Language and Literacy
- Innovations and Explorations for Learning
- Quality Building
- Education for Sustainable Communities
- Engaging Older Youth

For more details about the strands, visit [www.beyondschoolhours.org](http://www.beyondschoolhours.org).

## Who Attends Beyond School Hours?



Staff in organizations needing supplies, materials, and support including: 21<sup>st</sup> CCLC, community-based organizations, schools and districts, and the organizations that fund their work and programs.



Five of every six participants in BSH have leadership and supervisory responsibilities in their programs and schools. They are the key decision makers about program content, materials and supplies.

# Exhibitor Opportunities

This year marks the beginning of a new era in exhibiting at Beyond School Hours. For starters, there's a reward for acting quickly, as you can select the space of your choice on a first-come, first-served basis.

We're also giving you more room to show your stuff, with 10' x 10' pipe-and-drape standard booths. Your booth includes an eight-foot skirted table and two chairs—in our fully carpeted exhibit hall.

## Pricing

**Register Now for a Prime Space at a Great Price!**

Booth space will be assigned on a first-come, first-served basis once full payment is received.

- 10' x 10' standard booth:  
**\$1050**
- 2<sup>nd</sup> standard booth:  
**\$750**
- Non-profit, non-commercial standard booth:  
**\$850** *(must be approved by BSH)*

## Traffic Report

We drive prospects your way with dedicated exhibit hall hours each day. We've also arranged to have breakfasts, breaks, and one lunch in the exhibit hall for added visibility.

Because we intentionally limit the number of exhibitors in our gallery, you'll have more opportunities for informal, one-on-one interactions with community, school, university, and government leaders.

## Enjoy Two Days of Perks and Privileges

Being an exhibitor has its rewards, including:

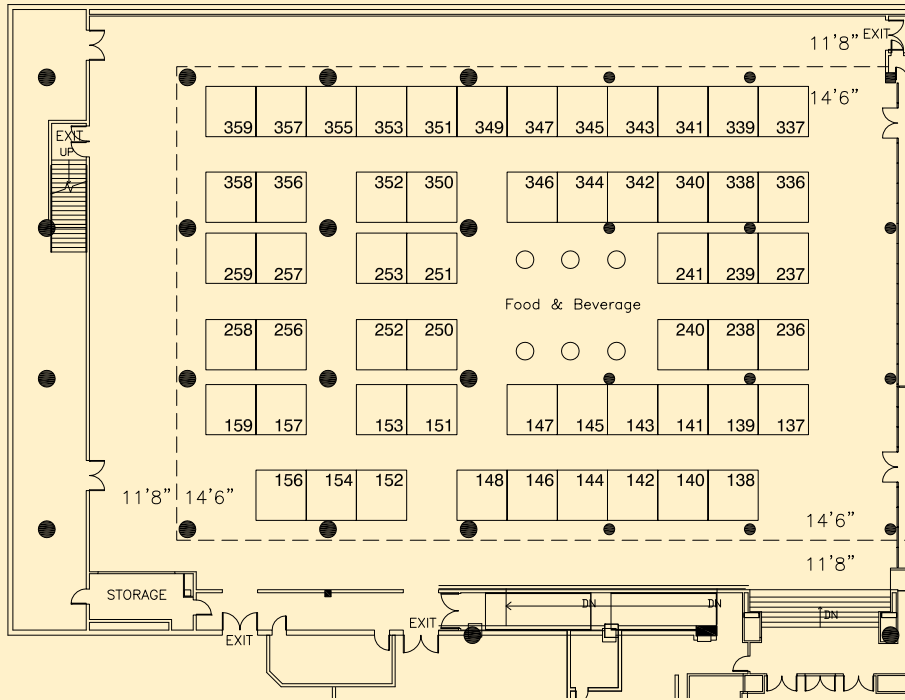
- Breakfast and lunch each day\*
  - Two passes to exhibit hall
  - Prominent inclusion in our Exhibitor Directory
  - A listing on the Beyond School Hours website
  - A private "Thank You" reception
- \* up to two people per exhibit

## Double Your Impact as an Exhibitor-Sponsor

Gain even more exposure during Beyond School Hours as an Exhibitor-Sponsor. You'll receive a booth, plus a variety of other valuable benefits and promotional opportunities. Many sponsor levels also include a private room to use in the evening for your own prospect presentations and meetings.



## Booth Location



Please check [www.beyondschoolhours.org](http://www.beyondschoolhours.org) for availability.

## Exhibit Dates & Hours

Thursday, February 24 to  
Friday, February 25, 2011

### Exhibit Hours

Thursday, February 24

7:00 am – 5:00 pm

Friday, February 25

7:00 am – 5:00 pm

### Exhibit Set Up

Wednesday, February 23

11:00 am – 4:00 pm

All exhibits must be set up by  
4:00 pm on Wednesday.

### Exhibit Breakdown

Friday, February 25

5:00 pm – 7:00 pm

## Hotel and Air Travel Information

Once you have completed and submitted your exhibitor registration form you need to arrange for your hotel and air travel.

You can arrange discounted hotel and air travel rates through Travel Leaders. A special room rate of \$174 plus tax per night for single or double accommodations is available at the Hyatt Regency Atlanta through Travel Leaders. The rate is guaranteed while space lasts, if paid in full, through January 7, 2011, so please register early. Call 800-248-9990 for information. Credit cards are recommended for booking travel.

## Questions?

Renie Nieves

Program Assistant, Communications  
Foundations, Inc.

Moorestown West Corporate Center

2 Executive Drive, Suite 1

Moorestown, NJ 08057

856-533-1650

[BSHexhibits@foundationsinc.org](mailto:BSHexhibits@foundationsinc.org)



# Exhibitor Registration

Company

Address

City/State/Zip

Phone

Fax

Name of Contact Person

Title

Phone

Email of Contact Person (very important)

**Description of Products/Services (Required):** Descriptions will be published in the Exhibitor Directory and distributed to all attendees. We must receive your description (75 word maximum) by October 1, 2010. Description can be faxed to Renie Nieves at: 856-533-1651 or emailed (preferred) to BSHexhibits@foundationsinc.org. Foundations reserves the right to edit all submissions.

Name(s) and title(s) of person(s) attending (2 person maximum per booth): Please print clearly.

1. \_\_\_\_\_  
Name & Title

2. \_\_\_\_\_  
Name & Title

- 10' x 10' standard booth: \$1050
- 2<sup>nd</sup> standard booth: \$750
- Non-profit, non-commercial standard booth: \$850 (must be approved by BSH)

**Preferred Booth Location** (See exhibit map on page 5 and note space number)

1) \_\_\_\_\_ 2) \_\_\_\_\_ 3) \_\_\_\_\_

## Method of Payment

Please indicate payment type and amount:

- Visa
- Master Card
- Discover
- American Express
- Company Check
- PO # \_\_\_\_\_ in the amount of \$ \_\_\_\_\_

Account Number \_\_\_\_\_ Exp. Date \_\_\_\_\_

Security Code (3 numbers near signature panel) \_\_\_\_\_ Customer Code (4 digits on front of card) \_\_\_\_\_

Cardholder Name (please print) \_\_\_\_\_

Cardholder Billing Address \_\_\_\_\_

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

Email Address for Confirmation \_\_\_\_\_

Signature \_\_\_\_\_

## Exhibit Space

Exhibitor shall be supplied with Space in which to display Exhibitor's products/services at a cost of \$1,050.00 per 10' x 10' booth which includes: 8' high draped back wall and 3' draped side rail, (1) draped 6' table, (2) chairs, (1) wastebasket, (1) I.D. sign. In the event an Exhibitor requires additional space, Exhibitor shall be charged in accordance with Foundations' then-current rate. Exhibitor acknowledges that Foundations cannot guarantee that additional space will be available. Exhibitor must set up displays in accordance with the time and space allocated. Should Exhibitor exceed the space allocation, Exhibitor shall be subject to a Foundations imposed fine as well as any/all charges assessed by the hotel and shall be required to comply with space allocation as set forth by Foundations. Exhibitor location may be changed at any time at the sole discretion of Foundations.

## Check In

Exhibitor shall check-in and pick up badge(s) between 9:00 am and 2:00 pm, Wednesday, February 23, 2011. Once check-in is complete, set-up shall begin at 11:00 and must be complete by 4:00 pm, Wednesday, February 23, 2011. Badges must be worn throughout the conference and during set-up. No badges will be issued for guests. All personnel must be listed in Exhibitor's registration form.

## Hours

Exhibits shall be open from 7:00 am to 5:00 pm Thursday, February 24, 2011 and exhibits shall be open from 7:00 am to 5:00 pm on Friday, February 25, 2011.

## Breakdown

Breakdown must occur after 5:00 pm Friday, February 25, 2011 and end by 7:00 pm. No exhibit or any part of an exhibit may be removed until after the closing at 5:00 pm on Friday, February 25, 2011.

## Conduct

Exhibitors shall not injure or deface any part of their space or items included in such space. In the event such damage occurs, Exhibitor shall be liable to the owner of the property so damaged.

## Liability

The Exhibitor is solely responsible for the space leased by Exhibitor and has the sole responsibility of keeping said space free from any condition that may be dangerous to persons coming onto the premises. Exhibitor is solely liable for the legality of Exhibitor's merchandise. Foundations shall not be liable to Exhibitor, Exhibitor's agents, employees, or other persons coming into Exhibitor's leased space, for injury to the person or property of any such person(s), and Exhibitor fully undertakes to indemnify Foundations as to any liability. Foundations shall not be responsible for any injury that arises to Exhibitor, or Exhibitor's employees or agents for the loss or damage to any goods from any cause whatsoever while in transit and/or while in the leased space. Exhibitor shall indemnify, defend, and hold harmless Foundations from any/all costs/fees associated with Exhibitor.

## Insurance

Exhibitor shall insure goods at Exhibitor's own cost/expense. Exhibitor acknowledges and agrees that in no case shall Foundations, its officers, agents, or employees, be responsible for any loss, theft, damages, and/or injury for any reason.

## Restrictions

Foundations reserves the right to restrict exhibits that may be deemed unsuitable or objectionable. This reservation applies to noise, persons, things, printed/video/audio material, and/or anything of a character that may be considered, in Foundations' sole discretion, objectionable. Exhibitor's application shall be confirmed upon receipt of payment to Foundations. There are absolutely no refunds. Exhibitor understands and agrees that in the event Exhibitor breaches any obligation herein Exhibitor shall be subject to (and Foundations shall pursue) any and all legal remedies, including but not limited to any and all charges, fees, loss of business, etc. suffered by Foundations and/or Foundations' partners, including but not limited to ancillary damages, resulting from said breach.

## Licenses/ Compliance

Exhibitor shall be solely responsible for obtaining any licenses and/or permits necessary to exhibit in said space. Exhibitor shall fully comply with all federal, state, and local laws/regulations.

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Exhibitor Name (please print)

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Exhibitor Signature

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Date

# Sponsorship Opportunities

Make your company name synonymous with expanded learning opportunities for children and youth through a sponsorship at Beyond School Hours XIV.

You'll realize substantial returns for your investment with optimal exposure before, during and after the conference. Most tier options include a booth on the exhibit floor, prominent signage and special acknowledgements.

To secure the tier of your choice, please contact:

Martha Cook Davidson  
Director of Development  
Foundations, Inc.  
Moorestown West  
Corporate Center  
2 Executive Drive, Suite 1  
Moorestown, NJ 08057  
Tel: 888-977-5437  
Email: BSHsponsorships@foundationsinc.org

The following sponsorship opportunities are limited.

## **\$20,000 Diamond—Event (breakfast, lunch or break)**

- Two complimentary conference registrations
- One 10' x 20' exhibit booth in premium location
- Use of workshop room for evening demonstrations
- Full-page color ad on inside front or back cover of conference guide
- Acknowledgement address or audience warm up at the Foundations-designated lunch
- Top billing onsite signage (registration area, lobby)
- Web link included on email blasts and conference website
- Inserts in conference bags (flyer or giveaway)

## **\$15,000 Platinum—Event (opening reception)**

- Two complimentary conference registrations
- One 10' x 10' exhibit booth in premium location
- Use of workshop room for evening demonstrations
- Full-page ad in conference guide
- Top billing onsite signage (registration area, lobby)
- Web link included on email blasts and conference website

## **\$12,000 Gold—Internet Café**

- Prominent signage above free Internet kiosks (which save attendees up to \$20/day)
- Logo on Internet kiosk PC log-in screens
- One complimentary conference registration
- One 10' x 10' exhibit booth in premium location
- Use of workshop room for evening demonstrations
- Half-page ad in conference guide

## **\$10,000 Pearl—Program Guide**

- Designation on first page of the program, "Printed Courtesy of (Company Name)"
- One complimentary conference registration
- One 10' x 10' exhibit booth in premium location
- Use of workshop room for evening demonstrations
- Half-page ad in conference guide

## **\$8,000 Ruby—Mini Reception**

- Acknowledgement address to select audience
- One complimentary conference registration
- One 10' x 10' exhibit booth in premium location
- Signage in reception area
- Half-page ad in conference guide

## **\$5,000 Silver—Site Visits**

- One 10' x 10' exhibit booth
- One complimentary conference registration
- Web link included on site visit email blasts
- Logo on site visit materials

## **\$2,500 Bronze—Giveaways**

- One 10' x 10' exhibit booth
- Half-page ad in conference guide
- Signage in registration area

\_\_\_\_\_  
Name

\_\_\_\_\_  
Company

\_\_\_\_\_  
Address

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

\_\_\_\_\_  
Phone

\_\_\_\_\_  
Fax

\_\_\_\_\_  
Email

## Method of Payment

Please indicate payment type and amount:

- Visa     
  Master Card     
  Discover     
  American Express  
 Company Check     
  PO # \_\_\_\_\_

in the amount of \$ \_\_\_\_\_

\_\_\_\_\_  
Account Number

\_\_\_\_\_  
Exp. Date

\_\_\_\_\_  
Security Code (3 numbers near signature panel)

\_\_\_\_\_  
Customer Code (4 digits on front of card)

\_\_\_\_\_  
Cardholder Name (please print)

\_\_\_\_\_  
Cardholder Billing Address

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

\_\_\_\_\_  
Email Address for Confirmation

\_\_\_\_\_  
Signature

- Diamond—Event  
\$20,000
- Platinum—Event  
\$15,000
- Gold—Internet Café  
\$12,000
- Pearl—Program Guide  
\$10,000
- Ruby—Mini Reception  
\$8,000
- Silver—Site Visits  
\$5,000
- Bronze—Giveaways  
\$2,500



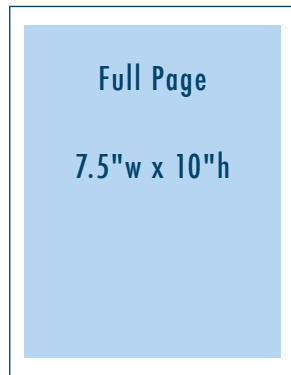
# Advertising Opportunities

Spread your message to every attendee at Beyond School Hours XIV with an advertisement in the Conference Guide. Attendees refer to the Guide several times a day during the event for schedules, workshop descriptions, special events, strand summaries and more. They also take the Guide home for reference throughout the year.

There's a size for every budget. Don't be left out!

Advertising rates are for black-and-white ads. Color is available for an additional cost.

Questions?  
888-977-5437  
BSHads@foundationsinc.org

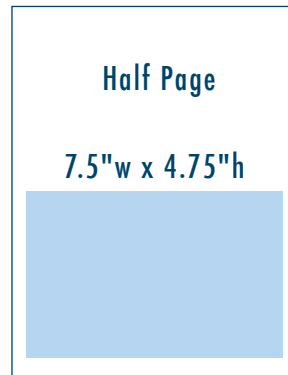


Full Page:  
\$950

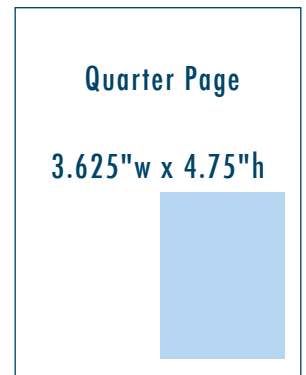
Inside Front Cover: \*  
\$1875

Inside Back Cover: \*  
\$1275

Outside Back Cover: \*  
\$2050



Half Page:  
\$650



Quarter Page:  
\$500

## Requirements

**Deadline:** All ad submissions are due on October 1, 2010.

**Format:** Please submit artwork as press-ready PDFs to BSHads@foundationsinc.org or mail PDF file on CD to

Foundations, Inc.  
Attn: BSH Ads  
Moorestown West Corporate Center  
2 Executive Drive, Suite 1  
Moorestown, NJ 08057

\*if available



# Advertisement Insertion Order for Conference Guide

Company \_\_\_\_\_

Contact Person \_\_\_\_\_

Address \_\_\_\_\_

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

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

## Method of Payment

Please indicate payment type and amount:

- Visa       Master Card       Discover       American Express
- Company Check       PO # \_\_\_\_\_

in the amount of \$ \_\_\_\_\_

Account Number \_\_\_\_\_ Exp. Date \_\_\_\_\_

Security Code (3 numbers near signature panel) \_\_\_\_\_ Customer Code (4 digits on front of card) \_\_\_\_\_

Cardholder Name (please print) \_\_\_\_\_

Cardholder Billing Address \_\_\_\_\_

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

Email Address for Confirmation \_\_\_\_\_

Signature \_\_\_\_\_

**Special instructions/comments:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

- Full Page  
7.5"w x 10"h  
\$950
- Half Page  
7.5"w x 4.75"h  
\$650
- Quarter Page  
3.625"w x 4.75"h  
\$500
- Inside Front Cover\*  
7.5"w x 10"h  
\$1875
- Inside Back Cover\*  
7.5"w x 10"h  
\$1275
- Outside Back Cover\*  
7.5"w x 10"h  
\$2050

\* if available

Advertising rates are for black-and-white ads. Color is available for an additional cost.

### Questions?

888-977-5437

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