

# Exhibitor & advertiser toolkit

98th Kiwanis International Convention  
Vancouver, Canada / June 26–29, 2013



**Kiwanis**<sup>®</sup>

# Why exhibit or advertise at a Kiwanis International convention?



- At the 98th annual Kiwanis International convention in Vancouver, more than 5,000 Kiwanians and guests will come from over 70 countries around the world.
- Kiwanians have tremendous purchasing power. Our members include successful business owners, corporate executives and retired professionals.
- Our organization boasts an international presence.
- Our membership of nearly 250,000 is made up of concerned, compassionate citizens dedicated to local and global causes.

## Demographics

- Average household income is US\$100,000
- Most members hold a higher-education degree
- Average member age is 60
- Clubs operate in more than 80 nations
- 70% of membership lives in North America



## Psychographics

- Service-minded
- Executive decision makers
- Key influencers
- Strong moral values
- Family-oriented

**Kiwanis** has representation in every **U.S. market** and in **80 countries**.

# Marketing opportunities

## **Internet café supporter: US\$12,000** (Two available)

When Kiwanians and their guests settle in at the Internet café for emailing and social networking, enjoy a strong presence—inside and outside the café. As an Internet café supporter, you will receive:

- Prominent placement of signage with company logo outside the Internet café
  - Opportunity for product sampling inside the Internet café
  - Full-page ad in convention program
  - Company logo and link on convention microsite
- 

## **Welcome reception supporter: US\$5,000** (Three available)

On Wednesday afternoon, all Kiwanians and guests are welcome to enjoy appetizers, drinks and entertainment at our fun-filled two-hour reception in the exhibit hall. As a welcome reception supporter, you will receive:

- Prominent placement of signage with company logo displayed outside and inside of exhibit hall during reception
  - Half-page ad in convention program
  - Opportunity to provide promotional materials, samples in bags or special placement of refreshments at your booth
  - Company logo and link on convention microsite
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## **Relaxation station supporter: US\$3,000** (Three available)

At the relaxation station, attendees unwind with a free 10-minute chair massage. Put your logo on relaxation station tickets—and draw traffic by making your booth a ticket-distribution location. As a relaxation station supporter, you will receive:

- Prominent placement of signage with company logo in Relaxation Station area
  - Opportunity to provide promotional materials or product samples in Relaxation Station
  - Half-page ad in convention program
- 

## **Family lounge supporter: US\$3,000** (Two available)

For attendees of all ages, the family lounge offers crafts and games—or simply a place to sit and relax for a few minutes. As a family lounge supporter, you will receive:

- Prominent placement of signage with company logo in lounge area
  - Opportunity to provide promotional materials or product samples in lounge
  - Half-page ad in convention program
- 

## **Convention program supporter: US\$2,500** (Exclusive opportunity)

Our redesigned program will be worth hanging onto long after the convention. Each attendee will receive the program, which contains pages to jot down notes and contact information—along with convention details and daily schedules.

As the convention program supporter, you'll receive:

- Full-page color advertisement on back cover of program
  - Logo on each notes page inside the program
- 

## **Inserts in souvenir tote bags: US\$2,000**

Get your promotional materials into the hands of all attendees. Ship 6,000 items for inclusion in the tote bags that will be given away to every registered attendee.

# Exhibiting opportunities

The Kiwanis International convention gives you an opportunity to show your stuff—and make an impact!

## Location

Vancouver Convention Centre, 1055 Canada Place, Vancouver, BC V6C0C3 [www.VancouverConventionCentre.com](http://www.VancouverConventionCentre.com)

## Exhibit fees

### Nonprofit \$500

A charitable organization seeking support from Kiwanians and/or Kiwanis clubs to further develop its goals and objectives.

### For-profit licensee \$900

Kiwanis-licensed, for-profit business in good standing offering merchandise, programs, products or services that may be of interest to Kiwanians and/or Kiwanis clubs.

### For-profit commercial \$1,100

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

**Note:** For corner booths, add \$100 to above fees

### With your exhibit you will receive:

10' x 10' carpeted space

2 chairs

2 skirted 6' tables

1 wastebasket

1 identification sign

Listing in the official convention program

## Exhibit hall hours

### Tuesday, June 25

Exhibitor move-in ..... noon–6 p.m.

### Wednesday, June 26

Exhibitor move-in ..... 7 a.m.–noon

Exhibit hall open ..... noon–6 p.m.

Welcome reception in exhibit hall ..... 4–6 p.m.

### Thursday, June 27

Exhibit hall open ..... 11 a.m.–5 p.m.

### Friday, June 28

Exhibit hall open ..... 9 a.m.–3 p.m.

### Saturday, June 29

Exhibit hall open ..... 8 a.m.–2 p.m.

Exhibitor move-out ..... 2–6 p.m.

Please note: Hours are subject to change. Confirmed exhibitors will be notified if there are any changes to the schedule.

# Advertising opportunities

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

## Advertising rates

Size	Net rate	Dimensions	Colors
Full page	\$400	6" x 8.50" live area 5.25" x 8"	Black and white
Half page	\$300	5.25" x 3.875"	Black and white

Covers	Net rate	Colors
Inside back	\$900	Four-color process
Inside front	\$900	Four-color process
Back	\$2,500	Four-color process

### Delivery and payment

- Ads less than 1 MB can be e-mailed to [kstephenson@kiwanis.org](mailto:kstephenson@kiwanis.org).
- Ad and payment must be received by April 12, 2013.

## Advertising deadline: April 12, 2013

A high resolution .pdf file is required for all ads. Please format as CMYK for color ads—grayscale or black and white for other ads. Note that our convention program is spiral-bound—no critical content should extend past the live area.

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 more information about ad specifications, contact Kim Stephenson at [kstephenson@kiwanis.org](mailto:kstephenson@kiwanis.org) or +1-317-217-6261.



# Registration

## Registration options:

1. Register and pay online at:  
[www.formstack.com/forms/Kiwanis-Vancouver](http://www.formstack.com/forms/Kiwanis-Vancouver)
2. Complete form below (credit card only) and fax to:  
**+1-317-217-6661 or email Kim Stephenson at [kstephenson@kiwanis.org](mailto:kstephenson@kiwanis.org)**

3. Complete form below and mail (with payment) to:  
**Kiwanis International convention  
Exhibitor registration  
3636 Woodview Trace  
Indianapolis, IN 46268-3196**

Company/Organization (as it will appear in the program) \_\_\_\_\_

Contact person \_\_\_\_\_

Street address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_ ZIP/Postal code \_\_\_\_\_

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

Email \_\_\_\_\_

By providing my email address, I opt in to receive updates on Kiwanis International convention information.

## Corporate support

- |  |          |
|--|----------|
| <input type="checkbox"/> Internet café                   | \$12,000 |
| <input type="checkbox"/> Welcome reception               | \$5,000  |
| <input type="checkbox"/> Relaxation station              | \$3,000  |
| <input type="checkbox"/> Family lounge                   | \$3,000  |
| <input type="checkbox"/> Convention program (back cover) | \$2,500  |
| <input type="checkbox"/> Inserts in souvenir tote bags   | \$2,000  |

## Exhibit booth

- |  |         |
|--|---------|
| <input type="checkbox"/> For-profit commercial   | \$1,100 |
| <input type="checkbox"/> For-profit licensee     | \$900   |
| <input type="checkbox"/> Nonprofit               | \$500   |
| <input type="checkbox"/> Corner booth additional | +\$100  |

Number of exhibit booths needed \_\_\_\_\_

Exhibit booth personnel  
(for name badges please list no more than four names per booth)

1 \_\_\_\_\_

2 \_\_\_\_\_

3 \_\_\_\_\_

4 \_\_\_\_\_

Extra name badges available at \$25 each.

## Convention program advertising

- |   |         |
|---|---------|
| <input type="checkbox"/> Back cover         | \$2,500 |
| <input type="checkbox"/> Inside front cover | \$900   |
| <input type="checkbox"/> Inside back cover  | \$900   |
| <input type="checkbox"/> Full page          | \$400   |
| <input type="checkbox"/> Half page          | \$300   |

Please provide a brief description of all literature, products, merchandise and/or services to be distributed, displayed or sold:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

For questions regarding support, exhibiting or advertising, please contact Kim Stephenson at [kstephenson@kiwanis.org](mailto:kstephenson@kiwanis.org), +1-317-217-6261 or 1-800-549-2647, ext. 261.

## Payment information

Support fee subtotal \$ \_\_\_\_\_

Check (payable to Kiwanis International)

Booth fee subtotal \$ \_\_\_\_\_

Charge to (AMEX, Visa, MC, Discover) \_\_\_\_\_

Advertising fee subtotal \$ \_\_\_\_\_

Expiration date \_\_\_\_\_

**Total amount due \$** \_\_\_\_\_

Print name of cardholder \_\_\_\_\_

Signature \_\_\_\_\_

# Application and agreement

The undersigned company ("Applicant") hereby applies to be a convention supporter and/or an exhibitor at the 2013 Kiwanis International Convention.

Check each opportunity for which Applicant is applying:

## CORPORATE SUPPORT

- Internet café \$12,000
- Welcome reception \$5,000
- Relaxation station \$3,000
- Family lounge \$3,000
- Convention program (back cover) \$2,500
- Inserts in souvenir tote bags \$2,000

## EXHIBIT BOOTH

- For-profit commercial exhibit booth \$1,100
- For-profit licensee exhibit booth \$900
- Nonprofit exhibit booth \$500
- Please add \$100 to confirm a corner booth

## PROGRAM ADVERTISING

- Back cover advertising \$2,500
- Inside front cover advertising \$900
- Inside back cover advertising \$900
- Full page advertising \$400
- Half page advertising \$300

Total amount due with application \$ \_\_\_\_\_ Federal tax ID/exemption number (required) \_\_\_\_\_

## Term

This Agreement will commence on the date Kiwanis accepts this Application in writing and shall continue until the end of the Event ("Term"). This Application shall not be deemed accepted until Kiwanis notifies Applicant in writing of its acceptance.

## Exhibitor

As an exhibitor, Applicant will have its exhibit in place by 2 p.m. Wednesday, June 25, 2013 and will maintain it in place until 2 p.m. Saturday, June 29, 2013. Applicant will furnish the materials needed for its exhibit and will pay all taxes due on sales made. Kiwanis will furnish a 10' x 10' carpeted booth (8' fabric back wall and 3' fabric side rails), two chairs, two skirted tables, one wastebasket, an identification sign, a listing of Applicant as an exhibitor in the official Event program and a Web link on the Kiwanis Event Web site. Applicant will be fully responsible for all personnel manning the exhibit or representing Applicant in any capacity at the Event and will pay all expenses incurred by it at the Event. At the end of the Event, Applicant will remove from the booth all materials which it furnished for its exhibit.

**Note for Applicants that are also Kiwanians:** The exhibitor fee includes the cost of registration for one Kiwanis member. Additional Kiwanis members or their spouse/guest must register for the convention and pay the appropriate registration fees.

Applicant will comply with all of the terms and conditions set forth in the attached Exhibitor Obligations. Failure of Applicant to comply with any of the terms of this Agreement, including the Exhibitor Obligations, shall constitute a material breach and Kiwanis shall have the right to immediately terminate this Agreement and require Applicant to remove all materials it has furnished for the exhibit from the booth provided by Kiwanis.

## Liability and Insurance

Kiwanis shall not be liable for any theft or damage to any property or equipment whatsoever brought into the Event by Applicant that is claimed to have resulted from the alleged negligence, act or omission of Kiwanis, or because of the condition of the premises, or because of any

act or omission of any party whatsoever. Each Applicant desiring to carry insurance on its exhibit must do so at its own expense.

As partial consideration for the acceptance of this Application by Kiwanis, Applicant shall defend, indemnify, and hold harmless Kiwanis and each of its directors, officers, employees and agents from and against all claims, actions and causes of action arising out of or resulting from a claim (1) that any materials provided by Applicant is alleged to infringe any intellectual property right of a third party or to include anything inappropriate or in violation of any law, regulation or ordinance; (2) for bodily injury or property damage to any person (including personnel working at Applicant's exhibit) or property damage caused by alleged negligence or an act or omission of Applicant even if Kiwanis is alleged to have contributed to such bodily injury or property damage; or (3) by any employee or other representative of Applicant related in any matter to such person working at Applicant's exhibit. This indemnification obligation shall survive the Event and the Term of this Agreement.

Applicant shall maintain at its sole cost and expense the following insurance coverage: a commercial general liability insurance policy with limits for bodily injury and property damage of not less than US\$1,000,000 per occurrence, with an aggregate limit of US\$2,000,000, endorsed to include products liability and contractual liability. The insurance policy will name Kiwanis as an additional insured for the Event. Applicant will provide to Kiwanis a certificate of insurance or similar binder evidencing compliance with this insurance requirement within ten (10) days of acceptance of this Application by Kiwanis. The insurance policy and certificate of insurance will provide that the insurance policy will not be cancelled or materialistically altered until at least thirty (30) after Kiwanis has received written notice from the issuer. The insurance coverage provided for in this Agreement will not act to limit Applicant's liability under this Agreement. This requirement shall survive the Event and the Term of this Agreement.

Applicant shall observe and comply strictly with all laws, regulations and ordinance; the terms of this Agreement; and with such other reasonable rules and regulations as convention management may, in its judgment, deem necessary for the proper conduct, safety or care of the exhibition area.

Signature and title of applicant

Company/organization name

Printed name

Date

# Exhibitor obligations

Kiwanis International convention  
June 26–29, 2013  
Vancouver, BC, Canada

To ensure an exhibiting experience at the Event that is a success, Applicant shall comply with the following terms and conditions. Each of these terms and conditions is a part of the Agreement between Applicant and Kiwanis governing Applicant's exhibit at the Event.

## Exhibit booths

To maintain uniformity, all exhibit booths shall be decorated (drape and carpet) in the Event colors. No walls, partitions, decorations or other obstacles may be erected that interfere with the view of others or that are not appropriate for the exhibit shall.

Any exhibitor equipment not provided by Kiwanis can be prearranged by Applicant through the Kiwanis official decorator at Applicant's expense. Such items include shipments, assistance with unloading or setting up materials, electrical hook-ups, phone lines, audio/visual equipment, etc. Additional information will follow in the Exhibitor Service Kit that will be provided to each approved Applicant.

## Additional expenses

Applicants are responsible for all costs incurred for transportation, hotel, meals, shipment of product to/from the Event site and payment of sales tax.

## Terms of payment

Booth space is assigned to each Applicant once appropriate payment in full is received by Kiwanis and Applicant's application has been approved by Kiwanis. Full payment is required with each application and should be made payable in U.S. funds. To ensure availability of booth space, Applicant's application, signed Agreement, and payment must be received by May 13, 2013.

## Selection criteria

To be approved as an exhibitor at the Event, one or more of the following criteria must be met by Applicant:

1. Previously exhibited at one or more Kiwanis events.
2. The programs, products or services of Applicant must conform to the criteria for products and services for advertising in KIWANIS magazine.
3. Interest of the Applicant's programs, products, services or merchandise to Kiwanis members and/or clubs.

**Note:** Exhibits that display or distribute merchandise, materials, products, services or ideas that promote the ideas of a specific religion or political group will not be approved.

## Approval of applicants

Applicant's approval notification can only be provided when all of the following have been received by Kiwanis:

1. Completed exhibitor application and signed Agreement
2. Full payment of appropriate fees
3. Applicant's tax identification number

**Note:** First-time exhibitors must provide with the application information/samples of all literature, products, merchandise, goods and services to be distributed, displayed, promoted or sold for consideration in the review of Applicant's Application. Once Kiwanis has approved Applicant's application, applicant may not distribute, display, promote or sell any other literature, products, merchandise, goods and services without the prior approval of Kiwanis.

## Booth assignment

Booth assignments will be at the sole discretion of the Event management and will be assigned on a first-come, first-served basis. Approved Applicants will receive written notification of their participation, including the booth number and an Exhibitor Service Kit, under separate cover.

## Exhibitor Service Kits

An Exhibitor Service Kit, provided by Kiwanis' official decorator, will be provided to each approved Applicant. Any additional furnishings, materials and services not provided under the terms of this Agreement by Kiwanis must be ordered directly with the decorator.

## Name badges and hall access

Applicants displaying the appropriate "Exhibitor" ribbon, which is distributed at exhibitor registration, will have access to the hall one hour prior to the opening time and then 15 minutes after closing. Name badges must be worn at all times in the exhibit hall.

## Applicant housing

Applicants are encouraged to stay at contracted Event hotels. Hotels and rates are listed on the hotel accommodations form located on the Kiwanis Event microsite ([www.KiwanisOne.org/convention](http://www.KiwanisOne.org/convention)). To obtain special convention rates, room reservations must be made through ConferenceDirect, Kiwanis' official housing company. Rooms and rates are subject to availability. Applicants will find a downloadable housing form and a link to ConferenceDirect at [www.KiwanisOne.org/convention](http://www.KiwanisOne.org/convention).

## Cancellation of booth space

Should an approved Applicant find it necessary to cancel, written notification must be sent to the Kiwanis Conventions Department. Requests post-marked by May 31, 2013, will receive a full refund. There is no refund for cancellations postmarked after this deadline, regardless of circumstances.

## Permitted activities

1. The distribution and display of pre-approved literature and/or product samples from within the assigned booth space.
2. Taking orders for the sale of pre-approved merchandise, products, goods or services.
3. Conducting a drawing or other giveaway from within the assigned booth space as long as it does not involve the exchange of money, as in the purchasing of a chance or raffle ticket.
4. The utilization of audio/visual equipment, as long as the volume does not disturb surrounding exhibitors.

## Prohibited activities

1. The sale, display or distribution of merchandise, products, goods or services outside the assigned booth space.
2. The sale, display or distribution of merchandise, products, goods or services promoting specific religious, political and/or ethnic views.
3. Conducting a drawing or any other contest of chance or skill that involves the exchange of money, as in the purchasing of a chance or raffle ticket.
4. Presenting gifts to employees of Kiwanis International.
5. Using sound amplification or lighting equipment or any other technique that is distracting to surrounding exhibitors.
6. The sale of any merchandise, product, goods or services offered by Kiwanis International, the Kiwanis Family Store or Kiwanis International's subcontracted vendors.

## Security

A security guard will be posted each night inside the exhibit hall and will take reasonable precautions to safeguard Applicant's property. Regardless of security measures, neither Kiwanis nor the owners of the Event facility will be responsible for damage to, loss or theft of property belonging to any Applicant, visitor or guest.



Kiwanis International members give 6 million hours of community service each year.



## “We look forward to next year’s opportunities in Vancouver, BC”

“Golden Harvest Fruit Sales, Inc. had a wonderful first time convention experience in New Orleans, LA. Our fundraising information was put in the hands of people who really make a difference. We felt very welcome and are so happy to be able to offer Key Clubs and Kiwanis Groups a healthy product to promote in their communities, sweet Florida oranges. We look forward to next year’s opportunities in Vancouver, BC.”

Michele Marshall  
Golden Harvest Fruit Sales, Inc



# Kiwanis®

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

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