

EXHIBITOR AND SPONSOR INFORMATION

# MONUMENTAL



Washington D.C. | April 9-12, 2014



Dear Exhibitors and Sponsors,

We see so many opportunities to engage current and new partners in engaging children and youth as leaders in their own education. I am delighted to invite you to register as an exhibitor and sponsor at MONUMENTAL, the 25th Annual National Service-Learning Conference and 26th Global Youth Service Day. This incredible event will be held April 9-12, 2014, for the first time ever in Washington D.C. at the Washington Marriott Wardman Park.

MONUMENTAL is the place where diverse partners gather to strategize and discover new ways to address real problems and challenges by engaging young people themselves, while also increasing student academic achievement, and building 21st century skills all the while improving schools and communities.

The thought-provoking plenary sessions and interactive workshops give attendees the opportunity to hear leaders who have included President Bill Clinton, Archbishop Desmond Tutu, and Dr. Jane Goodall as well as officials from the Department of Education, the White House, and the Corporation for National and Community Service. The 2013 conference drew over 1,000 educators, young people, community leaders, corporations, foundations, government officials, and other professionals.

The 2014 conference will continue to provide an excellent platform for discussion on issues that are critical to the ever-changing education landscape. The conference facilitates learning, builds relationships, and provides a one-of-a-kind learning environment that is an extension of the classroom, allowing youth and adults to come together to be part of something bigger.

Our exhibit hall is a vibrant hub that provides an excellent opportunity for exhibitors and sponsors both to share their products and services, and in a meaningful way, their commitment to community.

We have a talented and creative Conference Team, and they are available to answer any questions you may have, and to think with you about how to ensure this opportunity best meets your needs. We have limited spaces so please register early and let us maximize visibility of your critical investment.

I could not be more excited about this MONUMENTAL event and I truly hope you will be able to join us!

Best Regards,

A handwritten signature in black ink that reads "Kelita Svoboda Bak". The signature is written in a cursive, flowing style.

Kelita Bak  
Chief Executive Officer  
NYLC

## Past Sponsors & Exhibitors

AARP  
Afterschool Alliance  
American Refugee Committee  
AmeriCorpsNCCC  
Belton High School Freshman Center  
Building Tomorrow  
Center for Cultural Interchange and Greenheart  
Child Rescue  
Civic Education Project  
Concern Worldwide US  
Corporation for National and Community Service and  
National Service-Learning Clearinghouse  
Eureka High School East  
Fieldcrest High School  
Free Spirit Publishing  
Freedom High School  
Generation On  
Gibson City - Melvin - Sibley Project Ignition  
Global Citizens Network  
Global Leadership Adventures  
Greater Twin Cities United Way  
H20 for Life  
Habitat for Humanity International  
Healing Stones  
HOBY - Hugh O'Brian Youth Leadership  
Hoosick Falls Central School  
Humane Society University  
Idabel High School  
Institute for Global Education and Service-Learning  
Institute for Leadership and  
Communication Studies, Morocco  
Institute of World Affairs  
Jefferson Awards for Public Service  
KIDS Consortium  
Kiwanis International  
London High School  
March of Dimes  
Minnesota Alliance for Youth  
National Institute of Education,  
Nanyang Technological University  
National Youth Leadership Council  
Nestlé  
New Global Citizens  
NobleHour.com  
Northern Sun  
Owen Valley High School Mission Ignition  
Papa Lemon Books  
Partners of the Americas  
Peace Corps  
PeaceJam  
Plymouth Whitmarsh High School and  
Germantown Academy  
Project Ignition  
Project Learning Tree  
Revolution Hunger  
ROWVA High School  
Rustic Pathways  
Search Institute  
Shelton High School  
Special Olympics - Project Unify  
Springlake-Earth High School  
State Farm  
STEM Education Center, University of Minnesota  
Surf Aid International  
The 9/12 Generation Project/New York Says Thank You  
The Leukemia and Lymphoma Society School and Youth  
Programs  
The World We Want Foundation  
Tobacco-Free Youth Recreation  
UPS  
UW-Madison Arboretum Earth Partnership RESTORE  
Voyageur Outward Bound - Twin Cities Center  
YMCA Youth in Government  
Youth Volunteer Corps  
youthrive  
YSA (Youth Service America)  
Via International



We are pleased to invite you to sponsor and exhibit at **MONUMENTAL**, the 25th Annual National Service-Learning Conference® and 26th Annual Global Youth Service Day, at the Washington Marriott Wardman Park in Washington D.C.

**MONUMENTAL** will feature a new and improved exhibitor layout located in the heart of conference activities.

Special events, onsite projects, and networking will take place both in and adjacent to the exhibit hall, allowing for more visibility and great opportunities for information-sharing and promotion. Exhibitors may choose between tabletop and pipe and drape booth options. As part of our efforts to ensure your visibility, we will have the following activities drawing attention to the exhibit hall:

### **Wednesday, April 9**

Exhibit Hall Grand Opening, bookstore, and Welcome Celebration

### **Thursday, April 10**

Onsite service projects, Service-Learning Showcase, bookstore, breakfast, and lunch

### **Friday, April 11**

Onsite service projects, Service-Learning Showcase, bookstore, breakfast, and lunch

## Exhibit Hall Hours

### **Wednesday**

April 9 (set-up)  
9:00 a.m. – 5:00 p.m.

Grand Opening  
6:30 p.m. – 8:00 p.m.

### **Thursday**

April 10  
8:00 a.m. – 9:00 a.m. &  
12:30 p.m. – 5:30 p.m.

### **Friday**

April 11  
8:00 a.m. – 9:00 a.m. &  
12:30 p.m. – 2:30 p.m.  
Tear-Down after 2:30 p.m.

Early tear-down is not permitted.

# Why You Should Sponsor and Exhibit

**Visibility** — Join other leaders in the field at the nation's leading conference on service in education.

**Audience** — 1,000+ teachers, young people, administrators, youth workers, policy-makers, business representatives, and more.

**Talent Pipeline** — Gain access to a cohort of the nation's most innovative, proactive young people and build your company's talent pipeline.

**Special Events** — A full schedule of programmed events with national visibility ensure a steady stream of traffic and media attention.

**Location** — Washington, DC: the epicenter of civic action, education, and policymaking in America.



## **Product Demonstration—**

The conference exhibit hall offers hands-on demonstration opportunities for tech companies, educational service providers, and tools to improve student learning. Participants are interested in the latest education, communications, and consulting tools and techniques to enhance educational programming in K-12 schools, colleges and universities, and community-based organizations.

## Who Sponsors & Exhibits?

- Civic Organizations
- Colleges and Universities
- Community-Based Organizations
- Education-Based Companies
- Government Agencies and Organizations
- Professional Development and Training Companies
- Promotions and Gift Companies
- Publishers of Educational and Youth-Focused Materials
- Service-Learning Organizations
- Companies Providing Youth-Oriented Products and Services
- Community-Conscious Corporations
- Organizations offering international service-learning opportunities
- Tech Companies

# Exhibitor Opportunities and Fees

## Booth Package Options

Single Tabletop	10' x 10' Pipe & Drape Booth	Learning Lab
<b>\$625</b>	<b>\$1,250</b>	<b>\$10,000</b>
<p>Includes:</p> <ul style="list-style-type: none"> <li>• 1 – 6' skirted table</li> <li>• 2 chairs</li> <li>• Descriptive listing in the MONUMENTAL program guide</li> <li>• Organization online listing with link to website</li> <li>• General security and guard services</li> <li>• One complimentary, full conference registration</li> </ul>	<p>Includes:</p> <ul style="list-style-type: none"> <li>• 10'x10' booth space</li> <li>• 7" x 44" identification sign listing company name and booth number</li> <li>• Pipe railing, 8' high curtain black wall, and 3' high curtain side rails</li> <li>• Two complimentary, full conference registrations</li> <li>• Descriptive listing in the MONUMENTAL program guide</li> <li>• Organization online listing with link to website</li> <li>• General security and guard services</li> <li>• 1 – 6' skirted table</li> <li>• 2 chairs</li> <li>• Wastepaper basket</li> </ul>	<p>Includes:</p> <ul style="list-style-type: none"> <li>• 20'x20' island</li> <li>• 7" x 44" identification sign listing company name and booth number</li> <li>• 8' high curtain black wall (if requested)</li> <li>• Two complimentary, full conference registrations</li> <li>• Descriptive listing in the MONUMENTAL program guide</li> <li>• Organization online listing with link to website</li> <li>• General security and guard services</li> <li>• 2 – 6' skirted tables</li> <li>• 2 chairs</li> <li>• Wastepaper basket</li> <li>• Access to demonstration area that includes seating, staging, and A/V</li> <li>• Listing in demonstration schedule of events throughout conference materials</li> <li>• 1 item in placed in tote bag</li> <li>• 1– 1/4 page b&amp;w ad placed in conference program guide</li> </ul>

**Note:** booth or tabletop rental does not include storage, placement, shipment, or reshipment of exhibit materials, special lighting, booth furnishings, electrical supplies, internet, cleaning, or special services.

Deadline for exhibitor applications is **December 17, 2013**. Applications received after this date may not be included in the official conference program guide. Complimentary registrations for exhibitors must be completed online at [nylc.org/conference](http://nylc.org/conference) no later than **March 17, 2014**. Once payment is received, NYLC will provide a code for your two complimentary registrations. Additional Exhibitor Only passes may be purchased online.

Complimentary exhibit space is included in some sponsorship packages.

# Sponsor Opportunities

Make the most out of your conference participation by sponsoring the event that brings together youth and adults from across the world for three and a half days of learning, inspiration, and connection! Your support is critical to making the conference accessible to all young people and the adults who support them.

All sponsors receive recognition on exhibit hall entrance unit, program guide, slideshow and podium recognition during plenary sessions, and a link from the conference website.

## **Bronze Sponsor Package    \$2,500**

Package includes two conference registrations and 10'x 10' booth space.

## **Silver Sponsor Package    \$5,000**

Package includes two conference registrations, a 10'x 10' booth space, and one item placed in tote bag distributed to all attendees.

## **Gold Sponsor Package    \$10,000**

Package includes two conference registrations, a 10'x 10' booth space, one item placed in tote bag distributed to all attendees, and a quarter page ad in the program guide.





# Advertising Opportunities

## Advertise in the MONUMENTAL 2014 Program Guide

As a cost-effective way to reach over 1,000 attendees at the National Service-Learning Conference and Global Youth Service Day, advertising space may be purchased in the official conference program. Please check the corresponding box on the registration form to reserve your space. Artwork should be sent to Amy Meuers at [ameuers@nylc.org](mailto:ameuers@nylc.org) by **December 17, 2013**.

Size	Dimensions	Price
Quarter Page	w 3.5" x h 4.75"	\$400
Half-Page	w 7.5" x h 4.75"	\$750
Full-Page	w 7.5" x h 10"	\$1,500

All ads are black and white and should be sent as TIF or PDF files, resolution of 300 dpi (minimum). All advertising accounts must be paid in full in advance of publication. You will receive confirmation of your order by email. Materials cannot be returned. Typesetting, copy alterations, and any necessary mechanical preparation will be charged to the advertiser at the rate of \$100 per hour.

## Advertise in the GSN

We also encourage you to submit advertisements to the GSN, NYLC's FREE online professional development community of over 2,500 youth and adults. If you opt to advertise on the GSN, please check the corresponding box on the registration form and send your artwork to Amy Meuers at [ameuers@nylc.org](mailto:ameuers@nylc.org) 30 days prior to the first day of the advertising month.

Size	Dimensions	Price
Full Banner	200 x 640 Pixels	\$2,000/month
Square Button	125 x 125 Pixels	\$500/month

All ads are rotating and your organization would be featured with one of three other advertisers, or you can purchase an exclusive banner ad. Contact Amy Meuers at [ameuers@nylc.org](mailto:ameuers@nylc.org) for exclusive banner ad pricing. Ads should be submitted as a GIF, PNG, or JPEG images which will link to the advertiser's home page.

**Note:** Complimentary advertising space is included in some sponsorship packages.

# Return your MONUMENTAL form today!

## INFORMATION (\* will be listed in the program guide)

First Name: \_\_\_\_\_

Last Name: \_\_\_\_\_

Organization\*: \_\_\_\_\_

Address\*: \_\_\_\_\_

City\*: \_\_\_\_\_ State\*: \_\_\_\_\_ Zip\*: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Website\*: \_\_\_\_\_

## EXHIBITOR OPTIONS

Check one:  Single table-top \$625     10'x10' booth \$1,250  
 Learning Lab \$10,000

Number of booth spaces (if over 1): \_\_\_\_\_

Please provide a 15-word description of the products and/or services exhibited for the conference program guide. Exhibitors not completing this information will be listed by organization name only.

\_\_\_\_\_

## SPONSOR MONUMENTAL

Bronze \$2,500     Silver \$5,000     Gold \$10,000

### Customized Packages

- Award Sponsor .....\$10,000
- Rookie Series Sponsor .....\$10,000
- Administrators Series Sponsor ...\$10,000
- Green Sponsor .....\$20,000
- Showcase Sponsor .....\$20,000
- Youth Sponsor .....\$30,000
- Track Sponsor.....\$30,000
- Technology Sponsor.....\$30,000
- Service Sponsor .....\$60,000
- Hill Day Sponsor .....\$75,000
- World Sponsor.....\$80,000
- Welcome Celebration Sponsor...\$100,000
- Awards Celebration Sponsor ....\$200,000
- Leadership Sponsor .....\$250,000
- Other \_\_\_\_\_

## ADVERTISING OPPORTUNITIES

### 2014 MONUMENTAL program guide

**Size Price**

Quarter Page \$400

Half-Page \$750

Full-Page \$1500

### GSN Online Community

**Size Price Month(s)**

Banner \$2000/mo \_\_\_\_\_

Square button \$500/mo \_\_\_\_\_

## PAYMENT INFORMATION

Total Sponsorship Commitment \$ \_\_\_\_\_

Total Exhibit Fees \$ \_\_\_\_\_

Total Advertising Fees \$ \_\_\_\_\_

Total Payment \$ \_\_\_\_\_

**PAYMENT TYPE:**  Please invoice me     Check enclosed  
(payable to NYLC, Fed ID# 41-1449746)

For Credit payment:  VISA     MasterCard     American Express

Card Number: \_\_\_\_\_

Security Code: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Name of cardholder: \_\_\_\_\_

Signature: \_\_\_\_\_



### Mail form and payment to:

NYLC  
 Attention: Finance  
 1667 Snelling Avenue North, Suite D300  
 Saint Paul, MN 55108  
 Fax: (651) 631-2955

### Questions? Contact us at:

National Youth Leadership Council  
 (800) 366-6952 or conference@nylc.org

Primary Contact Signature: \_\_\_\_\_ Date: \_\_\_\_\_

If exhibitor, sponsor, or advertiser is under the age of 18, a parent or legal guardian must complete the section below.

Parent or Guardian Name: \_\_\_\_\_

Parent or Guardian Signature: \_\_\_\_\_







