

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,



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

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 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 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 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 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: _____

