

# OPTIMIST INTERNATIONAL'S *92nd Annual Convention*

July 8-10, 2010 (Convention dates)

July 8-9, 2010 (Exhibit dates)

Sheraton Denver Downtown Hotel  
Denver, Colorado

## EXHIBITOR PROSPECTUS

### *Creating Possibilities*

Exhibiting Opportunities with  
One of the World's Leading  
Service Organizations

**New  
Discounted  
Rates**

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



**OPTIMIST**  
INTERNATIONAL

Would you pass up the opportunity to meet with hundreds of Optimist attendees who are eager to learn about—and ready to buy—your products and services? You will, if you don't consider exhibiting at a convention for one of the world's largest service organizations. Here's a way for you to reach your targeted audience and maximize your return on investment.

### *At this Optimist event, exhibitors will get:*

- A chance to focus marketing efforts on a broad audience.
- An opportunity to build or solidify customer relationships.
- A ready-made venue for educating Optimists about products.
- Access to top leaders to identify trends and obtain valuable feedback.

## *Optimists Make a Difference*

### *Take Advantage of these Great Exhibitor Services*

- Our standard booth packages
- Sell your product
- Link to our website. Allows exhibitors to promote their company and products on the Optimist website as soon as application is received until three months after the actual conference.
- Allows entrance to our events
- Advertise in our Convention Program
- Listed in the official Convention Program
- Company brochures inserted in attendee registration packet
- Sponsor our Cyber Cafe
- Sponsor an event and take your marketing experience to the next level of success!

## *We're looking for YOU ...*

- Fundraising Firms
- Insurance Agencies
- Self-improvement Firms
- Professional Development Companies
- Youth/Member Organizations
- Charities
- Corporations



## *Become an Optimist*

Becoming a Friend of Optimists allows you to leave your community a little better than when you found it. Contact our Membership Department at (800) 500-8130 or email [membership@optimist.org](mailto:membership@optimist.org).

# OPTIMIST INTERNATIONAL –

# Who We Are

## Bringing Out The Best In Kids!

It's our motto, it's who we are and what we do. We are people who care about our communities and want to make a difference in the lives of young people. Optimist Clubs conduct positive service programs for children in communities throughout the world.

Optimist Clubs have been “Bringing Out the Best in Kids” since 1919. Optimist Clubs conduct positive service projects aimed at providing a helping hand to youth. Optimist volunteers continually make this world a better place to live. There are 100,000 individual Members who belong to more than 3,100 autonomous Clubs. Optimists conduct 65,000 service projects each year, serving six million young people.

- 50% of our members are 45-64 years old; 23% 65-74 years old

- The Optimist website ([www.optimist.org](http://www.optimist.org)) receives over 34,000 unique visitors monthly.

- There are currently 100,000 Optimist Members serving in 3,100 Clubs.

- Approximately 1,200 attendees will be present at the 2010 Convention in Denver.

- 54% of our members are college or university graduates; 80% are graduates of high school or better

- Optimist Clubs – for nearly 100 years, the men and women of Optimist Clubs have committed themselves to making a difference in the lives of youth through “hands-on” service.

## The Optimist Creed

Promise Yourself –

*To be so strong that nothing can disturb your peace of mind.*

*To talk health, happiness and prosperity to every person you meet.*

*To make all your friends feel that there is something in them.*

*To look at the sunny side of everything and make your optimism come true.*

*To think only of the best, to work only for the best and to expect only the best.*

*To be just as enthusiastic about the success of others as you are about your own.*

*To forget the mistakes of the past and press on to the greater achievements of the future.*

*To wear a cheerful countenance at all times and give every living creature you meet a smile.*

*To give so much time to the improvement of yourself that you have no time to criticize others.*

*To be too large for worry, too noble for anger, too strong for fear, and too happy to permit the presence of trouble.*

# OPTIMIST INTERNATIONAL CONVENTION

## *Marketing Opportunities*

Optimist International is expecting 1,200 attendees at its 2010 conference. The Exhibit Hall (House of Optimism) features fundraising companies, endorsed organizations, Optimist International Departments, official Optimist supply company and food station. Vendors are allowed to sell their product.

### *“House of Optimism” Exhibition Schedule*

Wednesday, July 7. . . . . Exhibitor Setup . . . . . 2 a.m. – 7 p.m.  
Thursday, July 8. . . . . Tradeshow Open . . . . . 8 a.m. – 6 p.m.  
Friday, July 9. . . . . Tradeshow Open . . . . . 7:30 a.m. – 3 p.m.  
Friday, July 9. . . . . Dismantle . . . . . 3 – 5 p.m.

### *Standard Booth Package (US funds)*

8' X 10'	\$300
8' X 20'	\$500
8' X 30'	\$600

#### *Standard booth package – each package consists of:*

- 8' high back drape and 3' high on each side
- 1 6' x 30" skirted table
- 2 side chairs
- 1 wastepaper basket
- Company Name I.D. sign
- Entrance to conference events
- Sell your product
- Listing in Conference Handbook
- Company brochures inserted in attendee registration packet

### *Link on Optimist Website*

For only \$50 – link to our website under the convention section. Allows exhibitors to promote their company products from a link on the Optimist website as soon as application is received to three months after the actual conference.

### *Get Your Brochures in the Hands of Attendees*

You can't exhibit with us? Have your company's brochures included in attendees' registration packet. Brochures must be no larger than 8 1/2" X 11" with a quantity of 1,200. June 15 is the deadline date for sending in your brochures. This is a great way to attract people to your booth and a great option for those who can't exhibit at the conference.

## *Cost for vendors not purchasing exhibitor space*

One Brochure/Pamphlet.....	\$350
Two Brochures/Pamphlets .....	\$550

## *Exhibitor Best Booth Attraction Contest*

Attract people to your booth with trinkets, games and raffles. Winner receives a 1/2-price 8' x 10' booth discount to next year's convention.

## *Sponsorship Opportunities*

Advertise in Convention Program.....	ranges from \$50 to \$100
Promotional Giveaways.....	\$200
Coffee Breaks.....	\$500
General Session Screens.....	\$500
President's Reception .....	\$500
Old Timer's Breakfast .....	\$1,000
Appreciation Luncheon.....	\$1,000
Club President-Elect	
And Lt. Governor-Elect Breakfast... ..	\$1,000
Cyber Cafe sponsorship.....	\$1,000
Co-Sponsor Sponsorship.....	\$2,500
Presidential Banquet/Ball.....	\$2,500
Corporate Sponsorship .....	\$5,000
Keynote Speaker .....	\$5,000
Title/Lead Sponsorship.....	\$10,000

## *Promotional Giveaways (\$200)*

Make a lasting impression during Optimist International's Convention and long after it concludes by sponsorship of attendee bags, lanyards or giveaways. Every attendee will receive a gift reminiscent of the Optimist International Convention. The "giveaway" of your choice with Optimist International's approval carries the sponsor name and logo. Company to furnish giveaway.

## *Advertise in the Official Convention Program*

The Optimist International Convention Program contains an agenda of the convention and details on all planned activities. All attendees, speakers and exhibitors receive a program at registration. Format: 8" X 4" black and white, off-set press. Artwork must be electronically in .tif or .pdf format at 400 dpi resolution or higher.

Full page 8" X 4".....	\$100
Half page 4" X 4" .....	\$75
Quarter page 2 1/8" X 2".....	\$50

Deadline for advertising insertion and artwork order is May 7, 2010.

For late sign-ups, cannot guarantee addition in Convention program due to print deadlines.

# Extend Your Reach to All Optimists

*The Optimist* magazine is a quarterly publication mailed out to the 100,000 members of Optimist International.

Exhibitors in the 2010 House of Optimism who take out display advertisements in any issue of *The Optimist* from summer 2010 through spring 2011 will be given a 50 percent discount\* off the cost of a regular one-time ad in *The Optimist* magazine. Ad sizes range from 1/12-page to a full page and placement is flexible.

- Magazine deadlines: Summer - April 1, 2010; Fall - August 1, 2010; Winter - November 15, 2010; and Spring - February 1, 2011\*\*

For information and ad rates, call (800) 500-8130, ext. 228, or e-mail [magazine@optimist.org](mailto:magazine@optimist.org).

\*Agency commissions and discounts do not apply.

\*\*Exhibitors must pay their exhibit space fee in full before being eligible for the advertising discount.

## OPTIMIST INTERNATIONAL CONVENTION *Sponsorship Opportunities*

### *Underwrite an Optimist International event!\**

Sponsorships can take your marketing experience to the next level of success! You'll drive traffic to your booth, increase brand awareness and generate more sales! See below for special sponsor benefits. Optimist International welcomes partial and/or joint sponsorship for any of these events.

\*Your sponsorship may be tax deductible. Consult your tax advisor for deductibility.

### *Title/Lead Sponsorship \$10,000* *marketing benefits*

- Full page advertisement in three issues of *The Optimist* magazine (circulation of 100,000)
- Introduced on stage during our General Session with opportunity to address group
- One (1) complimentary trade show 10' X 20' booth in the House of Optimism
  - preferred booth location in trade show
- Entrance to conference events
- Full page ad recognition in Official Convention Program (Distributed to 1,200 people)
- Company logo on all attendee packets
- Company to furnish banner to be displayed at registration area/House of Optimism
- Company brochures inserted in all attendee packets
- Acknowledged in conference brochures and on conference website with company logo
- Complimentary room for 4 nights

## Corporate \$5,000

### *marketing benefits*

- Introduced on stage during our General Session
- Company to furnish banner to be displayed at registration area
- One (1) complimentary trade show 8' X 20' booth in the House of Optimism
  - preferred booth location in trade show
- Entrance to conference events
- 1/2-page ad in Official Convention Program
- Company brochures inserted in attendee registration packet

## Keynote speaker \$5,000

### *marketing benefits*

- Recognition and logo in Conference Program
- Introduced on stage during our General Session
- Entrance to conference events
- Company brochures inserted in attendee registration packet

## Co-Sponsor \$2,500

### *marketing benefits*

- Introduced on stage during our General Session
- One (1) complimentary trade show 8' X 10' booth in the House of Optimism
  - preferred booth location in trade show
- Entrance to conference events
- 1/4-page ad in Official Convention Program
- Company brochures inserted in attendee registration packet

## Presidential Banquet/Ball \$2,500

### *marketing benefits*

- Recognition and logo in Conference Program
- Recognition at Banquet and Ball
- Allowed to furnish material to be distributed at Banquet
- Allowed to furnish sign to entrance of Banquet
- Entrance to conference events

## **Old Timers' Breakfast \$1,000**

### *marketing benefits*

- Recognition and logo in Conference Program
- Recognition at Breakfast
- Allowed to furnish material to be distributed at breakfast
- Allowed to furnish sign to entrance at breakfast
- Entrance to conference events
- Provide gifts to attendees

## **Appreciation Luncheon \$1,000**

### *marketing benefits*

- Recognition and logo in Conference Program
- Recognition at Luncheon
- Allowed to furnish material to be distributed at luncheon
- Allowed to furnish sign to entrance at luncheon
- Entrance to conference events
- Gift to attendees

## **Club President-Elect and Lt. Governor-Elect Breakfast \$1,000**

### *marketing benefits*

- Recognition and logo in Conference Program
- Recognition at Breakfast
- Allowed to furnish material to be distributed at breakfast
- Allowed to furnish sign to entrance at breakfast
- Entrance to conference events

## **Cyber Cafe sponsorship \$1,000**

### *marketing benefits*

- A place for our attendees to stay connected with their personal lives while they're away from home.
- Computer rental and Internet hookup for two computers
- Advertise in the Conference Program
- One (1) complimentary trade show 8' X 10' booth in the House of Optimism
- Entrance to conference events
- Company to furnish banner and/or signs to be displayed at Cyber Cafe area
- Link to our website under the convention section. Allows exhibitors to promote their company products from a link on the Optimist website as soon as application is received to three months after the actual conference

## *Coffee Breaks & Cash and Carry breakfasts & lunches \$500*

### *marketing benefits*

- Recognition and logo in Conference Program
- Name recognition
- Allowed to furnish sign at Coffee Break
- Entrance to conference events

## *President's Reception \$500*

### *marketing benefits*

- Recognition and logo in Conference Program
- Recognition at Reception
- Banner and handouts
- Entrance to conference events
- Company brochures inserted in attendee registration packet
- Representatives in meeting

*For exhibit, marketing and/or sponsorship opportunities, contact:*

Sharon Parton, Meetings and Travel Coordinator  
Optimist International  
(800)500-8130, ext. 207  
sharon.parton@optimist.org  
www.optimist.org

# OPTIMIST INTERNATIONAL CONVENTION

## *Sheraton Denver Downtown, Colorado*

Optimist International Convention events take place at the Sheraton Denver Downtown Hotel • 1550 Court Place • Denver, Colorado 80202

### *Housing*

To make your housing arrangements, go directly to the Optimist International Convention/Housing page of the Optimist website, [www.optimist.org](http://www.optimist.org), to link to the Sheraton website or call to secure your hotel room at (888) 627-8405. Mention Optimist International when calling. A group rate of \$110 + tax has been established.

Enjoy a relaxing stay, convenient location, and comforting amenities at the Sheraton Denver Downtown Hotel. Located on the 16th Street Pedestrian Mall in the heart of downtown Denver, we're near lots of great shopping, restaurants, and activities. Only 30 minutes from the Denver International Airport. Within walking distance of the Denver Art Museum and the State Capitol, and just minutes from the Pepsi Center and Coors Field.

Gather together with friends and family in one of our restaurants or lounge. An outdoor all-season heated swimming pool and state-of-the-art fitness center will keep you active. Keep connected with high-speed internet access in each room.

### *You're in Great Company!*

#### *A look at just a few who have exhibited in the past*

A & B Milling	Heidi Ho Corporation	Ridgeline Tree Farms
American Youth Soccer	Hooked on Fishing International	Safe-Assured Identification Solution
Anheuser-Busch, Inc.	Hugh O'Brian Youth Leadership	Savi-Jewels
Ashdon Farms	Kids in Cars	Scratch 'n' Give Fund-raising Systems, Inc.
Belinda Jewelry and Company	Laura's Country Candles	Soundtastic
Boy Scouts of America	Les Distribution C.L.B., Inc.	Sunshine Products
Brianna Designs	Liberty Day	T & L Popcorn Company
Boulangeries POM Bakery, Ltd.	Mark Enterprises	Terri Lynn, Inc.
Camilla Pecan Company	Marsh Affinity Group	The Kids on the Block, Inc.
Camp Quality USA and Canada	Mascot Pecans	The Jenkins Company – Map Publishers
Carson and Barnes "Big Top" Circus	Mill Street Design	Third Coast Partners, LLC
Center for Citizen Initiatives	National Childhood Cancer Foundation	Tim Mitchell's Yule Stand System
Charity Blends, LLC	National Hole-in-One Association	Trophy Nut Company
Children's Cable Network	Optimist Youth Home and Family Services	Zink the Zebra Foundation
Coastal Recycling	Paco Designs	
Detroit Popcorn	Passion for Jewelry & Pearls	
Fannie May	Performance Promotions	
Flair Pins	QSP – Reader's Digest	
Gracewood Groves	Quebec Balsams	
G.U.T.S. "Guys and Gals Utilizing Their Strengths"		

## *Future Convention Opportunities*

2011 . . . . . July 4-6 . . . . . Baltimore, Maryland

2012 . . . . . July 12-14 . . . . . Milwaukee, Wisconsin

2013 . . . . . July 4-6 . . . . . Cincinnati, Ohio

# OPTIMIST INTERNATIONAL CONVENTION

## *Rules and Regulations*

### *Application for Exhibit Space*

Submit completed applications to Optimist International, 4494 Lindell Blvd., St. Louis, MO 63108. Optimist International reserves the right to restrict certain types of products and services from being sold or marketed, which it feels are not appropriate for the conference. Optimist International's decision will be final.

### *Application and Payment Deadline*

Contract and payment must be in the office of Optimist International by June 4, 2010. After June 4, please call for availability.

### *Cancellation Deadline*

All written cancellations made prior to June 4, 2010 will entitle Exhibitors to a 50% refund. No refund will be made after June 4, 2010. No refund shall be made to any exhibitor who fails to occupy the space reserved. In the unlikely event that Optimist International cancels the conference, all monies shall be promptly returned to the applicants.

### *Display Setup/Dismantling*

Exhibit must be in place by 10 a.m. Thursday, July 8, 2010, and staffed until Friday, July 9, 2010, at 3 p.m. All space not occupied by opening on Thursday may be reassigned by show management without refund.

### *Exhibit Booths*

Booth space rental includes one 8' X 10' draped booth with one 6' table, two chairs, 8' back wall drape, 3' side rails, an identification sign, entrance to conference events, able to sell product, mentioned in the official convention program and company brochures inserted in attendee registration packet.

All printed materials or souvenirs may be distributed or sold by the exhibitors from within the confines of your booth space. No other form of advertisement bearing a name other than the company occupying the space may be displayed or distributed. Uniformity must be maintained to prevent the obstruction of adjoining booths, display should not be more than 8' high and 3' high along the side rails. A decorator kit provided by the official decorator will be forwarded to confirmed exhibitors in a timely manner. Additional furniture, shipping charges, electricity, audiovisual, etc. will be available to the exhibitor for an additional charge.

## *Exhibitor Badges*

Optimist International will furnish badges. Representatives must wear identification badges containing the name of the firm that contracted space at all times. Badges will admit entrance to all Optimist International events that do not require the purchase of meal tickets.

## *Security*

Security personnel shall be provided on the evenings starting Wednesday, July 7, through Friday, July 9.

## *Liability and Insurance*

Optimist International, its employees, attendees, the official decorator and the Sheraton Denver Downtown shall not be liable for any damages or theft to exhibitor, property and/or equipment brought into the Optimist International Convention by the exhibitor. Optimist International recommends exhibitors remove any portable technology and other valuables from the exhibit hall overnight. Exhibitor agrees to furnish Optimist International with a Certificate of Insurance for worker's compensation in a minimum amount as required by state law and bodily injury and property damage, minimum of \$1 million liability upon request. Exhibitors who desire to carry insurance on their exhibits must obtain it at their own expense.

## *General Regulations*

No part of the building shall be defaced in any manner, nor shall signs or other articles be posted, nailed or otherwise affixed to any pillars, walls, doors or other parts of the building. Combustible decorating material, gasoline, kerosene, acetylene and other flammable or explosive substances are forbidden. No unusual sound devices, music and equipment are allowed as to distract from other exhibitors. Exhibitor assumes responsibility for persons who represent their company. Helium balloons are not permitted.

## *Union and Safety Jurisdiction*

Exhibitors are to comply with the union rules and regulations in effect at the Sheraton Denver Downtown Hotel.

## *Hold Harmless*

Exhibitors shall hereby protect, save and hold Optimist International, its staff, the Sheraton and their respective employees, agents, contractors and sub-contractors harmless from any and all claims for loss, costs, liability, expense or any other claim arising from, out of and/or by reason of the exhibitor's occupancy and use of the exhibition premises or exhibition booth or any part thereof during the course of the conference. The certification also extends to the payment of or liability for nonpayment of any fee or tax levied upon the exhibitor.

# OPTIMIST INTERNATIONAL CONVENTION

## *Exhibitor Application/Contract*

*This application and contract has been formulated in the mutual interests of the exhibitor, Optimist International, the official decorator and the Sheraton Denver Downtown Hotel. Optimist International respectfully asks the full cooperation of the exhibitors in their observance. All points not covered are subject to the decision of Optimist International. Optimist International reserves the right to make changes necessary to the best interest of the exhibitors.*

*In the event this Agreement is breached, Optimist International shall have the right to immediately terminate this Agreement and any amount paid for exhibit space shall be forfeited.*

Name of Company \_\_\_\_\_

Company Name as it should appear for booth signage (if different than above)  
\_\_\_\_\_

Primary Contact Name \_\_\_\_\_  
*(This person will receive all correspondence regarding this event and be provided full credentials for conference events.)*

Address \_\_\_\_\_

City \_\_\_\_\_

State/Province \_\_\_\_\_ ZIP/Postal Code \_\_\_\_\_

Telephone \_\_\_\_\_ Fax Number \_\_\_\_\_

E-mail \_\_\_\_\_ Website \_\_\_\_\_

List names for exhibitor badges (Limit 2 people per company):

1. \_\_\_\_\_ 2. \_\_\_\_\_

Describe in detail (or enclose brochure of) products/services to be marketed  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



**EXHIBIT SPACE**

\_\_\_ 8' X 10' ..... \$300  
\_\_\_ 8' X 20' ..... \$500  
\_\_\_ 8' X 30' ..... \$600

\_\_\_ President's Reception. .... \$500  
\_\_\_ Old Timer's Breakfast. .... \$1,000  
\_\_\_ Appreciation Luncheon. .... \$1,000  
\_\_\_ Club President-Elect And  
Lt. Governor-Elect Breakfast. . \$1,000

**LITERATURE DISTRIBUTION**

\_\_\_ One Brochure/Pamphlet . . . . \$350  
\_\_\_ Two Brochures/Pamphlets . . . \$550  
\_\_\_ Optimist Website Link . . . . . \$50

\_\_\_ Cyber Cafe sponsorship. . . . . \$1,000  
\_\_\_ Co-Sponsor Sponsorship. . . . \$2,500  
\_\_\_ Presidential Banquet/Ball. . . . \$2,500  
\_\_\_ Corporate Sponsorship . . . . . \$5,000  
\_\_\_ Keynote Speaker. . . . . \$5,000  
\_\_\_ Title/Lead Sponsorship. . . . \$10,000

**CONFERENCE PROGRAM ADVERTISING  
ADVERTISE IN CONVENTION PROGRAM**

\_\_\_ Full page . . . . . \$100  
\_\_\_ Half page. . . . . \$75  
\_\_\_ Quarter page . . . . . \$50

**TOTALS**

Exhibit Space . . . . . \$ \_\_\_\_\_  
Literature Distribution. . . . . \$ \_\_\_\_\_  
Optimist Website Link. . . . . \$ \_\_\_\_\_  
Program Advertising . . . . . \$ \_\_\_\_\_  
Sponsorship Opportunities . . . \$ \_\_\_\_\_  
**GRAND TOTAL:** . . . . . \$ \_\_\_\_\_

**SPONSORSHIP OPPORTUNITIES**

\_\_\_ Promotional Giveaways . . . . . \$200  
\_\_\_ Coffee Breaks . . . . . \$500  
\_\_\_ General Session Screens . . . . \$500

*Please make checks or money order payable to Optimist International.*

Check    Money Order    Mastercard    Visa    Discover    American Express

Card No. \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Cardholder's name \_\_\_\_\_

Cardholder's signature \_\_\_\_\_

Signature of Applicant \_\_\_\_\_

Title \_\_\_\_\_ Date \_\_\_\_\_

*We hereby accept and understand all rules and regulations and certify the person whose signature appears above is authorized to sign for the company on this application.*

**RETURN TO:**

Optimist International • Attn: Sharon Parton, Meetings and Travel Coordinator  
4494 Lindell Blvd. • St. Louis, MO 63108 • 800.500.8130 ext. 207  
Fax: (314) 735-4107 or (314) 371-4057 • sharon.parton@optimist.org



Denver 2010

Denver 2010

A WIDE RANGE OF MARKETING  
AND SPONSORSHIP OPPORTUNITIES  
*Tailored to your personal needs*



800.500.8130  
[www.optimist.org](http://www.optimist.org)

