

Optimist International's 93rd Annual Convention

July 3-5, 2011
Baltimore Marriott Waterfront
Baltimore, Maryland



Exhibitor Prospectus

Creating Possibilities


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

Baltimore 2011

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 e-mail 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 85,000 individual Members who belong to more than 2,800 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) receives over 34,000 unique visitors monthly.

- There are currently 85,000 Optimist Members serving in 2,800 Clubs.

- Approximately 1,200 attendees will be present at the 2011 Convention in Baltimore.

- 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.

Exhibiting Opportunities

Optimist International is expecting 1,200 attendees at its conference. The Exhibit Hall (House of Optimism) features fundraising companies, endorsed organizations, Optimist International departments and the official Optimist supplier. Vendors are allowed to sell their product. All displays will be located in a public, high-traffic area where attendees gather. Maximize your exposure to this targeted audience while minimizing your expense and time!

** No vendor will be allowed to reproduce the Official Optimist Logo on merchandise.

“House of Optimism” Exhibition Schedule

Saturday, July 2	Exhibitor Setup	2–7 p.m.
Sunday, July 3	Tradeshow Open	8 a.m.–4 p.m. 7–9 p.m.
Monday, July 4	Tradeshow Open	8 a.m.–4 p.m.
Tuesday, July 5	Tradeshow Open	8 a.m.–1 p.m.
Tuesday, July 5	Dismantle	1–4 p.m.

Exhibit Space Rental Fee

All exhibits are only to be stand alone pop-up or tabletop exhibits. Tabletops should consist of very simple displays. Elaborate demonstrations will not be possible. Pipe and drape booths are not available. The exhibit area is carpeted. All printed materials or souvenirs may be distributed or sold by the exhibitors from your table only. 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 a neighboring vendor. A pop-up display must be displayed behind your table and not be more than 8’ high.

Table Top Exhibit (\$200 US funds)

- 1 8’ X 30” skirted table
- 2 chairs
- Wastebasket
- Companies will only be able to hang banners in front of table
- Exhibit hall badges for up to 2 staff members
- Listing in conference program
- Sell your product
- Insert a one-page flyer, brochure or booklet into the attendee welcome packet (must be received by June 10, 2011)

Electrical and audiovisual services will be available at a cost to the exhibitor. Appropriate order forms will be sent with the confirmation.

Security personnel shall be provided on the evenings starting Saturday, July 2, through Tuesday, July 5, but valuable equipment such as laptops should be removed from the tabletop area when the displays are not open.

Handling and Storage

Shipment should be minimal due to simple nature of display. Exhibitors may hand carry or make arrangements through the hotel shipping and receiving department.

All guests may contact shipping and receiving to arrange self delivery or retrieval of their own parcels at no immediate cost.

Parcels up to 25 lbs. delivered to the front desk will not be charged.

In order to expedite inquiries regarding current parcel status, a tracking number is required.

All exhibitors shipping parcels should arrange deliveries no more than 3 days prior to the event.

All exhibitors are responsible for their own package handling charges.

Due to limited storage space, the shipping department suggests that parcels do not arrive prior to 72 hours before the start of the event. If parcels do arrive earlier, storage fees will be assessed to billing.

Please address all boxes to:

Company Name

Onsite Contact Name

Optimist International Convention Table #

700 Aliceanna Street

Baltimore, MD 21202

Hotel Handling Rates:

<19 lbs. – \$5 ea.

20-29 lbs – \$15 ea.

30-59 lbs – \$20 ea.

60-85 lbs – \$25 ea.

Display Cases – \$35 ea.

Crates – \$125 ea.

Delivery Pickup – \$60

Breakdown/Restack Pallet – \$75

Freight Reservation – \$50 per hour

Storage Fees:

Prior to 72 hours – INBOUND

After 48 hours – OUTBOUND

Packages – \$100/day

Display Cases – \$10

Crates or Pallets – \$50 /day

Machinery – \$50

(pricing subject to change)

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.

Hotel Location

All activities take place at the Baltimore Marriott Waterfront. Hotel rooms are available at the Baltimore Marriott Waterfront and the Renaissance Baltimore Harborplace Hotel. To make reservations at either hotel call 800-266-9432 or visit <https://resweb.passkey.com/go/optimist2011>.

The hotels do not require a one-night deposit when booking your room with a major credit card.

Baltimore Marriott Waterfront

Headquarters Hotel

700 Aliceanna Street

Baltimore, Maryland 21202

Renaissance Baltimore

Harborplace Hotel

202 East Pratt Street

Baltimore, Maryland 21202

Link to 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 an application is received and will remain in place up to three months after the actual conference.

Get your Brochures in the Hands of Attendees

Can't exhibit with us – Have your company's brochures included in attendees' registration packets. Brochures must be no larger than 8 1/2" X 11" with a quantity of 1,200. June 10 is the deadline date for sending in your brochures. This is a great option for those who can't exhibit at the conference. Cost \$250.

Advertise in the Official Convention Program

The Optimist International Convention Program contains an agenda of the convention and details of all planned activities. All attendees, speakers and exhibitors receive a program at registration. Format: 8" X 4" black and white. Artwork must be sent electronically in .tif or .pdf format at 300 dpi resolution or higher.

Full page 8" X 4" \$100

Half page 4" X 4" \$75

Quarter page 2 1/8" X 2" .. \$25

Deadline for advertising insertion and artwork order is May 6, 2011.

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 more than 85,000 members of Optimist International.

Exhibitors in the 2011 House of Optimism who take out display advertisements in any issue of *The Optimist* from summer 2011 through spring 2012 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, 2011; Fall - August 1, 2011; Winter - November 15, 2011; and Spring - February 1, 2012**

For information and ad rates, call (800) 500-8130, ext. 228, or e-mail 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.

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 that it feels are not appropriate for the conference. Optimist International's decision will be final.

Cancellation Deadline

All written cancellations made prior to June 3, 2011, will entitle exhibitors to a 50% refund. No refund will be made after June 3, 2011. 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.

Liability and Insurance

Optimist International, its employees, attendees and the hotel 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 their exhibit area when the exhibit hall is closed. 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, equipment are allowed as to distract from other exhibitors. Exhibitor assumes responsibility for persons who represent their company. Helium balloons are not permitted.

Safety Jurisdiction

Exhibitors are to comply with the safety rules and regulations in effect at the hotel.

Hold Harmless

Exhibitors shall hereby protect, save and hold Optimist International, its staff, hotel 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.

This application and contract has been formulated in the mutual interests of the Exhibitor, Optimist International, and the 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.

OPTIMIST INTERNATIONAL CONVENTION

Exhibitor Application/Contract

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

___ Table Top Display \$200

LITERATURE DISTRIBUTION

___ One Brochure/Pamphlet \$250

___ Optimist Website Link \$50

**CONFERENCE PROGRAM ADVERTISING
ADVERTISE IN CONVENTION PROGRAM**

___ Full page \$100

___ Half page \$75

___ Quarter page \$50

SPONSORSHIP OPPORTUNITIES

___ 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

\$ _____ Grand Totals

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.

For Exhibit, Marketing and/or Sponsorship Opportunities, contact:

Sharon Parton, Meetings and Travel Manager
Optimist International
800-500-8130, ext. 207
Direct: 314-881-1307
sharon.parton@optimist.org
www.optimist.org.



Sponsorship and Marketing Opportunities

Check out the Optimist website at www.optimist.org/convention/exhibitors. Various levels of sponsorship are available. Sponsorships can take your exhibiting experience to the next level of success! You'll drive traffic to your booth, increase brand awareness and generate more sales! 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.

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



800.500.8130
www.optimist.org



A WIDE RANGE OF MARKETING
AND SPONSORSHIP OPPORTUNITIES

Tailored to your personal needs



OPTIMIST
INTERNATIONAL