Exhibitor & advertiser toolkit

100th Kiwanis International Convention
Indianapolis, Indiana USA / June 24–27, 2015
Why exhibit or advertise at a Kiwanis International convention?

In 2015, Kiwanis International is celebrating its 100th anniversary. That makes the organization’s annual convention a major event—and we want you to be a part of it! Indianapolis will welcome members from several Kiwanis-family programs.

It’s a chance to reach a wide range of people. And the shared exhibit hall will be a great platform. Showcase your products. Promote your cause. Share your fundraising service. From students to adult Kiwanians, it’s a diverse audience for what you offer.

Kiwanis International is a global organization of members dedicated to serving the children of the world. Kiwanis and its family of clubs—nearly 600,000 members strong—annually raise more than US$100 million and dedicate more than 18 million volunteer hours to communities and children. Members of every age attend regular meetings, experience fellowship, raise funds and participate in service projects.

The Kiwanis family is more than just Kiwanis clubs. Learn more about our programs for younger members and adults with disabilities!

aktionclub.org  buildersclub.org
circlek.org  k-kids.org
keyclub.org
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

**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

**Kiwanis convention program supporter: US$2,800** *(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$2,600** *(includes all bags)*

Kiwanis only: US$2,000 / Key Club only: US$350 / Circle K only: US$300 / Aktion Club only: US$100

Get your promotional materials into the hands of all attendees. Contact Kim Stephenson for the estimated number of inserts needed for inclusion in the tote bags, which will be given away to every registered attendee.
Exhibiting opportunities

Location
Indiana Convention Center, 100 South Capitol, Indianapolis, IN 46225   www.icclos.com

Exhibit fees
Nonprofit $700
A charitable organization (501c3) seeking support from Kiwanians and/or Kiwanis family clubs to develop its goals and objectives.

For-profit licensee $1,000
Kiwanis-licensed, for-profit business in good standing offering merchandise, programs, products or services that may be of interest to Kiwanians and/or Kiwanis family clubs.

For-profit commercial $1,300
A non-Kiwanis-licensed, for-profit business offering merchandise, programs, products or services that may be of interest to Kiwanians and/or Kiwanis family 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 (if registered before April 13)

Exhibit hall hours
Tuesday, June 23
Exhibitor move-in.......................... noon–6 p.m.

Wednesday, June 24
Exhibitor move-in.......................... 8 a.m.–noon
Exhibit hall open.......................... noon–6:30 p.m.
Welcome reception in exhibit hall .......... 4:30–6:30 p.m.

Thursday, June 25
Exhibit hall open.......................... 9 a.m.–4 p.m.

Friday, June 26
Exhibit hall open.......................... 9 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 / Kiwanis

<table>
<thead>
<tr>
<th>Size</th>
<th>Net rate</th>
<th>Dimensions</th>
<th>Colors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>$500</td>
<td>6” x 8.50” live area 5.25” x 8”</td>
<td>Black and white</td>
</tr>
<tr>
<td>Covers</td>
<td>Net rate</td>
<td>Colors</td>
<td></td>
</tr>
<tr>
<td>Inside back</td>
<td>$900</td>
<td>Four-color process</td>
<td></td>
</tr>
<tr>
<td>Inside front</td>
<td>$900</td>
<td>Four-color process</td>
<td></td>
</tr>
<tr>
<td>Back</td>
<td>$2,800</td>
<td>Four-color process</td>
<td></td>
</tr>
<tr>
<td>Key Club Program</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full page</td>
<td>$400</td>
<td>Four-color process</td>
<td></td>
</tr>
<tr>
<td>Back cover</td>
<td>$1,000</td>
<td>Four-color process</td>
<td></td>
</tr>
<tr>
<td>Circle K International Program</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full page</td>
<td>$300</td>
<td>Black and white</td>
<td></td>
</tr>
<tr>
<td>Aktion Club Program</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full page</td>
<td>$200</td>
<td>Black and white</td>
<td></td>
</tr>
</tbody>
</table>

Advertising deadline: April 13, 2015
Materials deadline: May 1, 2015

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 or +1-317-217-6261.

Delivery and payment
• Ads less than 1 MB can be e-mailed to kstephenson@kiwanis.org.
• Ad and payment must be received by April 13, 2015.
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

- Internet café $12,000
- Welcome reception $5,000
- Relaxation station $3,000
- Family lounge $3,000
- Convention program (back cover) $2,800
- Inserts in all souvenir tote bags $2,600
- Inserts in only Kiwanis tote bags $2,000
- Inserts in only Key Club tote bags $350
- Inserts in only Circle K tote bags $300
- Inserts in only Aktion Club tote bags $100

Exhibit booth

- For-profit commercial $1,300
- For-profit licensee $1,000
- Nonprofit $700
- 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.

Program advertising

Kiwanis Program
- Back cover $2,800
- Inside front cover $900
- Inside back cover $900
- Full page B&W $500

Key Club Program
- Full page 4-color $400
- Back cover $1,000

Circle K International Program
- Full page B&W $300

Aktion Club Program
- Full page B&W $200

Brief description of 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, +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 2015 Kiwanis International Convention.

Check each opportunity for which Applicant is applying:

<table>
<thead>
<tr>
<th>CORPORATE SUPPORT</th>
<th>CORPORATE SUPPORT</th>
<th>PROGRAM ADVERTISING/KIWANIS</th>
<th>PROGRAM ADVERTISING/KEY CLUB</th>
<th>PROGRAM ADVERTISING/CIRCLE K</th>
<th>PROGRAM ADVERTISING/AKTION CLUB</th>
</tr>
</thead>
<tbody>
<tr>
<td>□ Internet café</td>
<td>□ Insert in all souvenir tote bags</td>
<td>□ Back cover advertising</td>
<td>□ Full page advertising</td>
<td>□ For-profit commercial exhibit booth</td>
<td></td>
</tr>
<tr>
<td>□ Welcome reception</td>
<td>□ Insert in only Kiwanis tote bags</td>
<td>$2,800</td>
<td>$1,000</td>
<td>$1,300</td>
<td></td>
</tr>
<tr>
<td>□ Relaxation station</td>
<td>□ Insert in only Key Club tote bags</td>
<td>$900</td>
<td>$400</td>
<td>$700</td>
<td></td>
</tr>
<tr>
<td>□ Family lounge</td>
<td>□ Insert in only Circle K tote bags</td>
<td>$900</td>
<td>$300</td>
<td>$2,000</td>
<td></td>
</tr>
<tr>
<td>□ Convention program</td>
<td>□ Insert in only Aktion Club tote bags</td>
<td>$500</td>
<td>$400</td>
<td>$300</td>
<td></td>
</tr>
<tr>
<td>(back cover)</td>
<td></td>
<td>$100</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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 noon Wednesday, June 24, 2015 and will maintain it in place until 2 p.m. Saturday, June 27, 2015. 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 Kiwanian 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 materially 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 24–27, 2015
Indianapolis, Indiana USA

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 (drapery 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 should be received by May 15, 2015. After this date, booth space is not guaranteed.

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
4. Copy of certificate of insurance

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). 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.

Cancellation of booth space
Should an approved Applicant find it necessary to cancel, written notification must be sent to the Kiwanis Conventions Department. Requests postmarked by June 1, 2015, 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.