

**CONNECT. ACT. TRANSFORM.**



A Complete Guide to  
**Sponsorship,  
Exhibiting  
& Advertising**  
at the Annual  
Bridge Conference

**October 17-18, 2011**  
Sheraton Seattle Hotel  
Seattle, Washington

# Maximum Exposure

## ABOUT BRIDGE

The purpose of our annual Bridge Conference has always been to identify and bring nationally renowned researchers, education specialists, policy-makers and other highly qualified professionals with a wide array of expertise to come and present on needs specific to youth's success in school and in life. Our intended audience has been primarily those in the states of Washington and Oregon. Now, as we start planning for our 9th annual conference, it is time to expand our reach to a broader audience.



## ***Connect. Act. Transform***

Welcome to our ninth annual conference ***The Bridge from School to Afterschool and Back***. This year's theme is **Connect. Act. Transform**.

- *Connect* with education and community leaders both in and out of school.
- *Act* with knowledge, insight and meaningful tools to make a difference.
- *Transform* the current landscape to create opportunities accessible to all young people across the country in grades K-12.

We are so excited to be hosting another amazing, inspirational professional development event. This year promises to be special, as the conference will be held in Seattle for the first time ever! We anticipate a strong representation of attendees from across the country, alongside the incredible professionals here in the Pacific Northwest. We look forward to uplifting the richness of diversity and positive energy here in the greater Seattle area, while providing a platform to unite and share perspectives.

This year we have formed a National Advisory Committee to help shape the content of the Conference. This amazing group has offered their time and expertise to identify cutting-edge research, publications and resources relevant to building strong partnerships between education and community leaders. This group will also help support strategies to reach more leaders at all levels within formal education systems and community-based organizations. We will be enhancing the conference, so that it will go beyond the actual gathering and

participants will be empowered to move forward and take action.

For those of you who are not yet familiar with our organization, School's Out Washington (SOWA) provides services and guidance for organizations to ensure all young people have safe places to learn and grow when not in school. SOWA is dedicated to building community systems to support quality out-of-school time programs for Washington's 5-18 year olds through training, advocacy and leadership. From our 20-plus year history, we understand how to leverage healthy relationships with education and community leaders to foster effective partnerships at the systems level. Ultimately we strive to ensure all youth have the opportunity to find their sense of purpose and thrive as global citizens.

So now we call upon you. This year, through our Bridge Conference, we are offering a variety of sponsorship, advertising and exhibiting opportunities suitable for any size of organization. Your financial support will not only help contribute to the overall success of the conference, but also help you and your organization gain substantial visibility in the AYD field and demonstrate your support of SOWA's mission.

Thank you and I hope to see you in October!

Sincerely,  
Zach Wilson  
Conference Coordinator

## Who Attends Bridge and Why?

- *Child and Youth Development (CYD) Professionals*
- *School Principals*
- *Funders*
- *Researchers*
- *Policy Makers*

**Over 95% of 2010 Bridge participants who responded to our conference evaluation agree...**

*Bridge was a valuable experience;*

*Bridge increased their knowledge and/or skills;*

*Bridge was very well organized;*

*Bridge met their conference expectations;*

*Bridge provided helpful networking opportunities and connections.*

**“Great conference!  
So helpful!”**

**“First time attendee  
- I had a blast!!”**

**“Bridge is great;  
I’m inspired!”**

***On the following pages, choose from several options to gain maximum exposure for your business or organization:***

**As a Sponsor (pages 3-4)** - Gain visibility and brand exposure pre-, during and post-conference with one of our seven amazing sponsorship levels. Or, create your own.

**As an Exhibitor (pages 5-6)** - Bridge is in Seattle! The market is larger and the attendance is greater. Don't miss your opportunity to engage all 650+ conference attendees.

**As an Advertiser (page 7)** - For the first time, businesses can promote their services to attendees with ads in the conference guide. Don't delay, this opportunity will surely go fast!

**Registration Form (page 8)** - Sign up for any of these opportunities, or go to our website for online forms and more information.

# Sponsorship Opportunities

## WHY SPONSOR?

Reach over 650 education and community leaders, both in-and-out of school

Obtain exposure to current and potential clients and partners

Increase visibility and build relationships with fellow industry leaders

Display your commitment and support for the AYD field and best practices of the industry

Position your organization as an industry leader



To secure the tier of your choice, please contact:

Delphi Locey  
Sponsorship Coordinator

School's Out Washington  
801 23rd Ave S, Suite A  
Seattle, WA 98144

206.336.6920 (direct)

888.419.9300 (toll-free)

dlocey@schoolsoutwashington.org

www.schoolsoutwashington.org



## **Standard Recognition & Benefits**

- Bridge website recognition with link to sponsor website
- Electronic conference collateral recognition as event sponsor
- Plenary session recognition
- Onsite event signage
- E-list of conference participants (available 10/17/11)
- Complimentary 2.5' x 6' exhibit table for sponsorships \$3,000 or more\*

\*subject to availability

## **Influential Sponsorship Opportunities**

### **Premier Sponsor - \$40,000**

- Custom sponsorship package
- Participate in Bridge Steering Committee meetings (April 2011)
- Be a marketing ambassador for the conference (SOWA to supply tools)
- Be a session room host or registration table attendant
- Provide input for conference content
- Special recognition during opening session as Premier Sponsor
- Special recognition within invitations to potential presenters/speakers
- Standard exhibit table in premium location
- Two complimentary conference registrations with reserved seating at all plenary sessions
- Standard recognition and benefits

### **Visionary Sponsor - \$10,000**

- Participate in Bridge Steering Committee meetings (April 2011)
- Be a marketing ambassador for the conference (SOWA to supply tools)
- Be a session room host or registration table attendant
- Provide input for conference content
- Special recognition during opening session as Visionary Sponsor
- Special recognition within invitations to potential presenters/speakers
- Standard exhibit table in premium location
- Two complimentary conference registrations with reserved seating at all plenary sessions
- Standard recognition and benefits

## ***Exclusive Sponsorship Opportunities***

### **Conference Meals - \$15,000**

Opportunity to put your name front and center during high-level plenary sessions.

- Top billing onsite signage (name & logo)
- One complimentary conference registration
- Insert in participant giveaway
- Standard recognition and benefits

### **Participant Evening Reception - \$15,000**

Monday, October 17 - Evening event will provide an inspiring high-energy production showcasing the ways in which direct involvement with the afterschool and youth development field engages and encourages young people's passions.

- Special recognition at event
- Reserved VIP table at event
- Top billing onsite signage (name & logo)
- Two complimentary conference registrations OR provide two conference scholarships
- Insert in participant giveaway
- Standard recognition and benefits

### **Conference Program Guide - \$10,000**

Here's your chance to help produce another amazing full-color, complete program guide, for all attendees.

- Designation on first page of program, "Printed Courtesy of (Company Name)"
- One complimentary conference registration
- Half-page ad in program
- Standard recognition and benefits

### **Participant Giveaways - \$5,000**

Great advertising opportunity for any organization!

- Insert in participant giveaway
- Standard recognition and benefits

### **Exhibitor Workshop Showcase - \$5,000**

(Monday, October 17, 4 - 5 pm)

Do you have an interactive workshop, service or product that is a "must see" for our participants? This is a limited opportunity - only three available - reserve your room now.

- Special e-mail blast to conference participants featuring your workshop (you provide content)
- Insert in participant giveaway
- Standard recognition and benefits

### **Wi-Fi - \$3,000**

Get everyone connected as the official Bridge WiFi sponsor.

- Standard recognition and benefits

## ***Other Sponsorship Opportunities***

***We are also open to your alternative sponsorship ideas!***

Please contact the Sponsorship Coordinator with questions.

## ***Scholarship Opportunities***

### ***Sponsor a Scholarship!***

Each year gracious contributors just like you sponsor scholarships that allow child and youth development professionals to attend the Conference, at little or no cost. Scholarships play a big role in bringing a wide range of people to our conference. Thus far, we have been able to scholarship approximately 20-30% of our participants.

Given the scarcity of resources, and the need to better support our youth, we'd like to increase the number of attendees participating via scholarship awards. We hope that you will consider this amazing opportunity by contributing to the 2011 Bridge Conference Scholarship Fund.

#### ***For More Information:***

Delphi Locey, Sponsorship Coordinator, [dlocey@schoolsoutwashington.org](mailto:dlocey@schoolsoutwashington.org) or 206.336.6920  
Zach Wilson, Conference Coordinator, [zwilson@schoolsoutwashington.org](mailto:zwilson@schoolsoutwashington.org) or 206.336.6928

# Exhibitor Opportunities

## PRICING & PERKS

### Commercial Standard Table

\$1,050

### Non-profit/Government Standard Table

\$850

24 - 2.5' x 6' exhibitor tables available

Tables will be assigned on a first-come, first-serve basis

Each table receives two complimentary registrations



To secure your table, please contact:

Delphi Locey  
Sponsorship Coordinator

School's Out Washington  
801 23rd Ave S, Suite A  
Seattle, WA 98144

206.336.6920 (direct)  
888.419.9300 (toll-free)

dlocey@schoolsoutwashington.org  
www.schoolsoutwashington.org



## Exhibit Dates & Hours

Monday, October 17 to  
Tuesday, October 18, 2011

### Exhibit Hours

Monday, October 17  
7:45 am - 5:45pm

Tuesday, October 18  
8:00 am - 5:00 pm

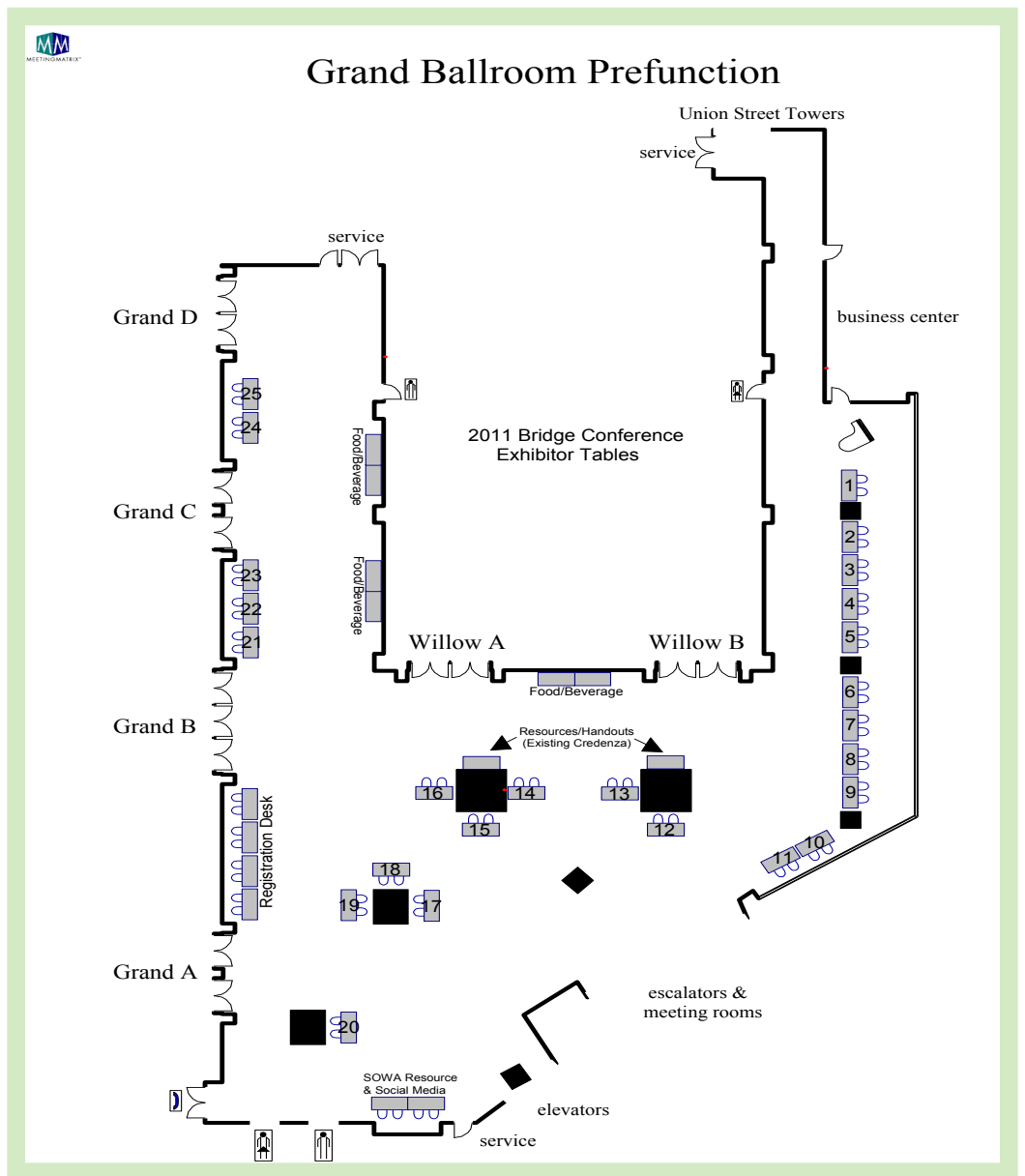
## Set Up & Breakdown

### Exhibit Set Up

Set up and breakdown times are listed in the **Exhibitor Terms & Conditions** on the following page

### Exhibit Table Map

Please review the below table map for exhibitor table options



School's Out Washington reserves the right to refusal at any time for any reason.

## Exhibitor Terms & Conditions

**Contract for Space:** Applicants for exhibit space are required to submit the online Application form and agree to abide by this Contract. To be valid, each application must include full payment for table rental charges. The application for space and formal notice of acceptance and assignment by the Exhibitor Conference Coordinator and full payment of rental charges constitute a contract for the right to use this space. School's Out Washington reserves the right to refusal at any time for any reason.

**Conference Attendance:** Exhibitor fees include conference registration or entrance into conference workshops for two persons. Fees for exhibitors include breakfast and lunch each day for two persons. Any additional exhibitors beyond the two must register and pay as an attendee.

Exhibitor Tables\* (Map available on opposite page)

Commercial	\$1050
Non-profit/Government	\$850

### **Dates and Hours:**

The exhibition space hours are as follows:

- Set up: Monday, October 17, 2011: 5:00 a.m. – 7:00 a.m.
- Exhibit Hours: Monday, October 17, 2011: 7:45 a.m. – 6:00 p.m.  
Tuesday, October 18, 2011: 8:00 a.m. – 5:00 p.m.
- Tear Down: Tuesday, October 18, 2011: 5:00 p.m. – 7:00 p.m.

During exhibition hours, exhibits must be staffed by those who are renting the booths. Conference staff will not be available to staff booths.

**Installation and Dismantling:** Exhibitors will have to set up their booths on Monday, October 17, 2011 from 5:00 a.m. – 7:00 a.m. All preparations must be complete on exhibit booths before the exhibition space opens at 7:45 a.m. If the booth is not occupied by 7:30 a.m. on Monday, October 17, 2011, and advance arrangements have not been made with the Exhibitor Conference Coordinator, the conference coordinators have the right to use the space as they see fit. The Exhibitor expressly agrees not to dismantle the exhibit or do any packing before the final closing of the exhibit at 5:00 p.m. on Tuesday, October 18, 2011. All booth displays and contents must be removed by 7:00 p.m. on Tuesday, October 18, 2011.

**Deadlines and Cancellations:** Exhibit tables are limited and available on first-come, first serve basis. Exhibit space may be cancelled up until September 1, 2011, with a \$100 cancellation fee. No refunds will be made after September 1, 2011. Print deadline for Conference Program and Exhibitor List is September 1, 2011 – full payment must be received by this date or reservation will be forfeited (reservations or payments made after September 1, 2011 may not be included in print materials).

**Use of Space:** All demonstrations, signs, promotional materials or other sales or networking activities must be confined to the limits of the table. Please do not impede the flow of traffic through the exhibit space or block a neighboring booth's access.

**Table Configuration:** The tables measure 30" x 72", have one or two chairs, and a table cloth and skirting. Exhibitor tables may not be moved from their assigned location and are placed in accordance with local fire codes. Tables, chairs, and/or exhibit materials may not extend into the fire egress path. Space around, behind, and in front of tables for display equipment is extremely limited and not available for all tables. Dividers, walls, and large marquee displays are not permitted.

**Electricity:** Those requiring electricity for their displays may provide their own extension cords or rent them for a fee through PSAV.

**Internet Access:** Those requiring internet access can purchase the access codes directly from PSAV (206.464.1838). Access codes may not be shared with anyone.

**Sound Devices:** No sound-making equipment of any kind may be set up or used in exhibit booths without the prior written approval of the Exhibitor Conference Coordinator. Any inquiries should be directed to the Exhibitor Conference Coordinator.

**Participant Giveaway:** Items designated for Participant Giveaway should be presented to the Exhibitor Coordinator on Monday, October 17, 2011 between 10:00 a.m. – 11:00 a.m. All prizes will be held at the booth of sponsoring exhibitor for winning conference participant to pick up at designated time.

**Restrictions in Operations of Exhibits:** The conference coordinators shall have sole discretion in the interpretation and enforcement of all terms and conditions contained herein, and the power to make such amendment or further terms and conditions as deemed necessary for the proper conduct of the meeting. In the event

of restriction or eviction, the conference coordinators are not liable for any refunds for rentals or other exhibit expenses. Drawings are permitted and are subject to any applicable requirements of local law. Raffles and lotteries are not permitted.

**Care of Building and Equipment:** Exhibitors, or their agents, shall not injure or deface the walls or floors of the building, the tables, or the equipment of the tables. When such damage occurs, the Exhibitor shall be liable to the owner of the damaged property.

**Catastrophe:** In the event that war, fire, strike, government regulation, public catastrophe, act of God, the public enemy, etc., prevents the conference or any part thereof from being held, the conference coordinators shall determine and refund to the applicant its proportionate share of the balance of the aggregate exhibit fees received that remains after deducting all show-related fees, costs and expenses, but in no case that the amount of the refund to the applicant exceed the amount of the table rental fee paid.

**Liability and Insurance:** Neither School's Out Washington nor its affiliates\* will be responsible for the safety of the property of the Exhibitors from theft, damage by fire, accident or other causes. The Exhibitor understands that neither School's Out Washington nor its affiliates\* maintain insurance covering the Exhibitor's property and it is the sole responsibility of the Exhibitor to obtain said insurance. Neither School's Out Washington nor its affiliates\*; nor the management, officers, or staff members of either School's Out Washington or its affiliates\* shall be held accountable or liable for, and the same are hereby released from accountability or liability for, any damage, loss, harm or injury to the person or any property of the applicant resulting from theft, fire, water, accident, or any other cause. Each party will maintain insurance sufficient to cover any claims or liabilities which may reasonably arise out of or relate to its obligations under this Agreement and will provide evidence of such insurance upon request.

**Indemnification:** Exhibitor agrees to protect, save and hold School's Out Washington and its affiliates\* and all agents, employees, servants and officials thereof (hereinafter collectively called Indemnitites) forever harmless for any damages or charges imposed for violations of any law or ordinance, whether occasioned by the negligence of the Exhibitors or those holding under the Exhibitor. Further, the Exhibitor shall, at all times, protect, indemnify, save and hold harmless the Indemnitites against and from any and all losses, costs, damages, liability, or expenses (including attorney's fees) arising from or out of or by any reason of any accident or bodily injury or other occurrences to any person or persons, including the Exhibitor, its agents, employees or business invitees, which arise from or out of or by reason of said Exhibitor's occupancy and use of the exhibition premises, the hotel or any part thereof. Each party will indemnify, defend and hold the other harmless from any loss, liability, costs or damages arising from actual or threatened claims resulting from its breach of this Agreement or the negligence, gross negligence or intentional misconduct of such party or its officers, directors, employees, agents, contractors, members or participants when acting within the scope of their employment or agency. Neither party will be liable for punitive damages.

**Rules and Regulations of the Sheraton Seattle Hotel:** In order to protect School's Out Washington and the Sheraton Seattle Hotel, School's Out Washington agrees to include the following Responsibility Clause in their Exhibitor contract:

Exhibitor assumes responsibility and agrees to indemnify and defend School's Out Washington and the Sheraton Seattle Hotel, Starwood Hotels and Resorts, and the Hotel's Owner, and their respective owners, managers, subsidiaries, affiliates, employees and agents against any claims or expenses arising out of the use of the exhibition premises.

The Exhibitor understands that neither School's Out Washington nor the Hotel Parties maintain insurance covering the Exhibitor's property and it is the sole responsibility of the Exhibitor to obtain such insurance.

**Additional Rules:** The conference coordinators reserve the right to establish and enforce additional rules and regulations to further the goals of the exhibition. The Exhibitor agrees to comply with them.

\* School's Out Washington affiliates include but are not limited to: YWCA of Seattle-King-Snohomish

# Advertising Opportunities

## QUESTIONS?

To inquire about advertising options, please contact:

Delphi Locey  
Sponsorship Coordinator

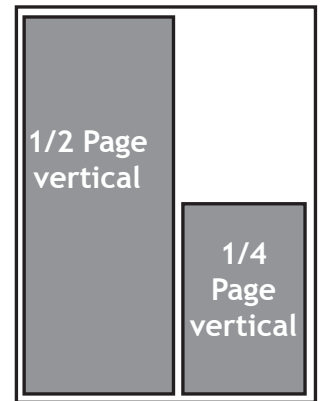
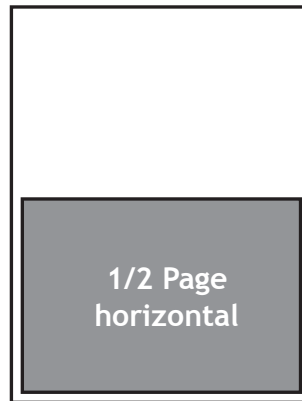
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## Rates & Dimensions



Page Size	W	H	Page Size	Cost
Full Page	7	10	Full Page	\$850
1/2 Page Horizontal	7	4.75	1/2 Page Horizontal	\$550
1/2 Page Vertical	3.25	10	1/2 Page Vertical	\$650
1/4 Page Vertical	3.25	4.75	1/4 Page Vertical	\$300

## REQUIREMENTS

**Deadline:** All ad submissions must be received by May 1, 2011.

**Format:** Please submit artwork as press-ready PDFs to [dlocey@schoolsoutwashington.org](mailto:dlocey@schoolsoutwashington.org) or mail PDF file on CD to:

School's Out Washington  
Attn: 2011 Bridge Conference  
801 23rd Ave S, Suite A  
Seattle, WA 98144



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