



SavvyKidsConference

**Family Event and Educational Conference
Austin TX – November 12, 2011**



Savvy Kids Conference Overview

Exhibitor, Sponsor & Advertiser Guide

Savvy Kids Education is excited to bring to Austin a family event which increases recognition, understanding and literacy across four Core Educational Pillars:

- Financial Literacy
- Environmental Awareness
- Community Involvement
- Health and Fitness

The Savvy Kids Conference is an exciting venue where families can interact with local and national organizations who offer kid-focused products, services or information relative to these four pillars.

Here are just a few of the many benefits Exhibitors, Sponsors and Advertisers can expect:

- Direct **access to discerning consumers** with an expressed interest in your offerings.
- Extensive **networking opportunities** with other exhibitors, sponsors and media.
- Increased **consumer exposure** through hourly prize drawings, in-booth vendor challenges, workshop demonstrations and web-based advertising.
- Affordable **advertising options** including Austin Savvy Kids Conference web site, program listings, registration packet inserts, t-shirt advertising, and local media exposure.
- And much more!

Conference Contact:

Beth Lillie

512-535-7457 (Office)

512-750-0104 (Mobile)

512-535-1101 (Fax)

E-mail:

info@savvykidsconference.com

Visit us online at:

www.savvykidsconference.com



2010 Exhibitors and Sponsors

Thank You Past Exhibitors!



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Attendance Expectations

Growing Each Event

We are growing our attendance through school and education partnerships! This allows us to offer FREE Expo admission to the general public. Here is what to expect:

- Destination Imagination training session hosted during conference hours - 300+ students and their families
- 21st Century School Grant Programs - 300-500 students and their parents will be provided transportation to the conference
- General Public - 500+

Conference Attendee Comments:

My 8-year-old daughter loved going to each booth and trying the challenges to earn her sticker for the passport. She has been very excited since and does not want to take off her T-shirt she earned. She is looking forward to attending again next year and even asked me if she could volunteer at the event putting on the wrist bands. I will make sure we come back next year. Thank you for everything. -
-- Stella Morgan

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Thank you for the program in Austin at St. Edward's University, we had a wonderful time and it was great connecting to so many great organizations here in Austin! --- Carla Lovelace

"We had a wonderful time. The children walked away enthusiastic about their experiences both at the workshops and at each vendors. (I walked away excited and a little sore after Zumba!) Thank you all for putting this event together and helping to make it a success for our Galindo Grizzlies!"

--- Sandra P. Martinez, Assistant Principal, Galindo Elementary



An Inside Look

Need More Details?

Conference Pictures
Pictures from past events



<http://www.facebook.com/pages/Savvy-Kids-Education/191291014948?sk=photos>

Conference Guide

Our Conference Guides give you a 'bird's eye' view of what our conference is all about, who exhibited and the workshops provided. Have a look:



*Click here
to view past
Conference Guides*



<http://issuu.com/blillie>

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Sponsorship Opportunities

Looking to be Viewed as a Leader?

Sponsorship opportunities provide higher exposure and benefits. Gold, Silver, and Kids sponsorship levels provide varying degrees of benefits to match your organization's needs.

	Kids	Silver	Gold
Area Rental	--	Included	Included
Stage Time (30 minute timeslot)	--	One Slot	Two Slots
Workshop Registrations	10	15	30
Conference Booklet Sponsor Designation	Included	Included	Included
Conference Booklet Advertisement	--	1/2 page	Full page
Website Link & Logo or Mention	Included	Included	Included
Website Sponsor Designation	1 year	1 year	1 year
Marketing Campaigns Mention	--	Included	Included
Stage Sponsor	--	--	Banner
Auditorium - Stage and Welcome Area	--	--	Included
Minimum Amount	\$100**	\$2,000	\$4,000

***All 'Kids' Sponsor funds go directly to a sponsored school or organizations' attendees*

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Exhibitor Offerings

Area and Room Rental

INDOOR AREA EXHIBITOR (\$300)*

- 1-2 dressed tables
- Two chairs
- Electric available (on request)
- Conference website listing
- Conference booklet listing
- Product sales permitted

OUTDOOR AREA EXHIBITOR (\$250)*

- Table & chairs on request
- Electric available (on request)
- Conference website listing
- Conference booklet listing
- Product sales permitted

WORKSHOP HOST (FREE)*

- Private Room for 2 - 1 hour sessions
- Electric available (on request)
- Conference website listing
- Conference booklet listing
- Exhibitor Area Discount

PRIVATE ROOM RENTAL (\$350+)*

- Private room (sizes and pricing vary)
- Requested setup for tables & chairs
- Identification sign
- Electric
- Conference website listing
- Conference booklet listing
- Published and Advertised Room Schedule
- Product sales permitted

AUDITORIUM (Contact for Pricing)

- 250 auditorium seating capacity
- Multimedia available
- Private stage
- Large private hall & welcome area
- Conference website listing
- Conference booklet listing
- Product sales permitted

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* 20% discount if registered before **September 17th**

* Discount for multi-area combinations

* 50% Exhibitor Area discount for workshop hosts





Advertising Opportunities

Getting Your Name Out There

Reach thousands of prospective attendees and on-site registrants by advertising in Savvy Kids Conference materials.

Advertising Options:

- **Conference Book Advertisement*** - distributed to all conference attendees; published on Savvy Kids websites for up to one year.
- **Conference Bag Insert/Handout** - promotional materials or product information will be inserted into the registration packets, sharing your message with all Conference attendees (2,000 planned).

**camera ready artwork required*

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Pricing:

Conference Book advertisement	\$200 - 1/4 page
Conference Book advertisement	\$300 - 1/2 page
Conference Book advertisement	\$450 - Full page
Conference Bag insert	\$200 / insert



Workshop Hosts Needed!

Cost is FREE plus get an Exhibitor Area Discount

Throughout the conference, Savvy Kids hosts stages and private rooms to allow organizations the opportunity to showcase their products and services and get kids involved in learning.

Pricing:

Workshop Hosts participate at **no charge** and can expect to be included in all conference marketing materials. Additionally, Workshop Hosts are offered a 50% discount for Exhibitor Area rates.

Evaluation Criteria:

The Savvy Kids Conference Board will evaluate submissions based on the following criteria:

- Relevance to the Savvy Kids Core Pillars
- Practical application of material for kids and ‘kid friendliness’ of delivery (i.e. fun, interactive, engaging)
- Timeliness of the topic

Submittal Process:

Proposals should be submitted with a completed application before October 15th, 2011 (first come, first served basis as workshop slots are limited). The Committee will review proposals and respond within 1 week of submittal.

Workshop details and updates can be found at: www.savvykidsconference.com

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Austin 2011 Conference Information

Location, Map, Directions

Join us at the beautiful St. Gabriel's campus:

2500 Wimberly Lane

Austin, TX 78735

Map and Directions 



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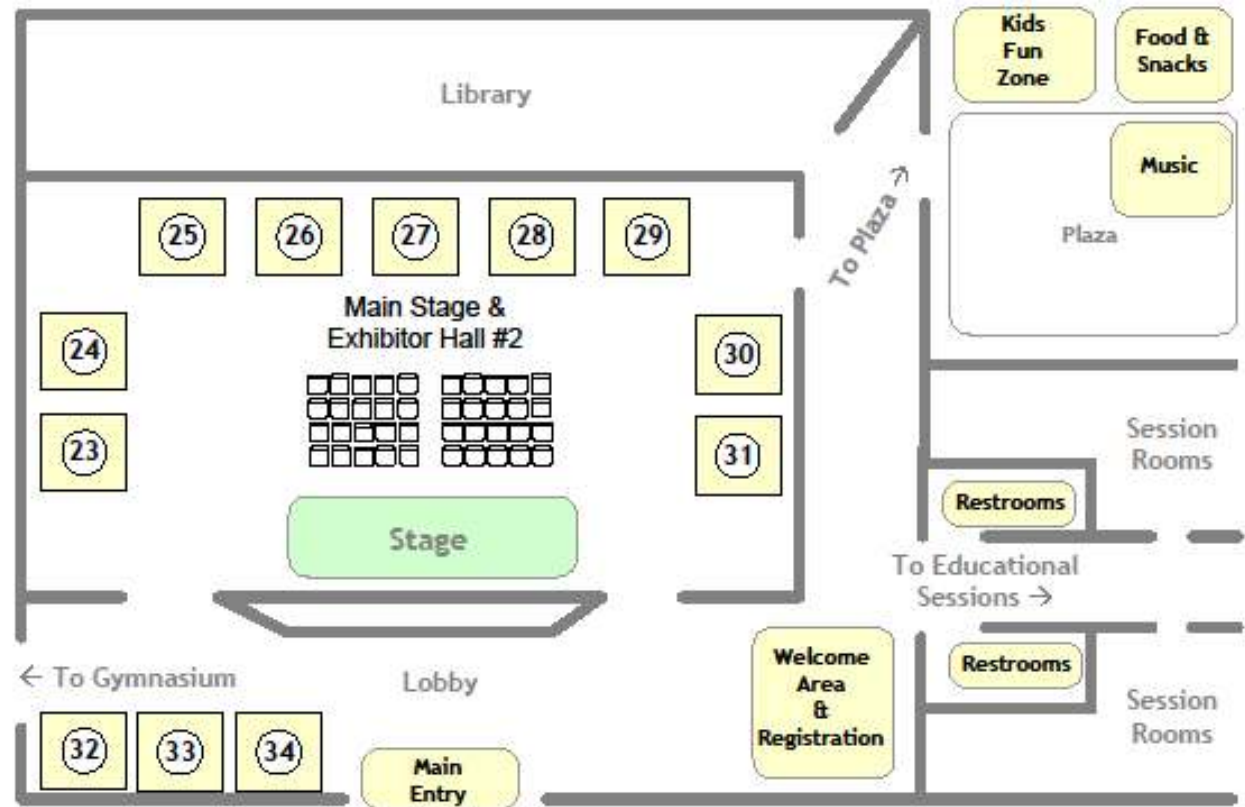
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Austin 2011 Conference Information (continued)

Expo and Workshop Area Maps



Map Subject to Change

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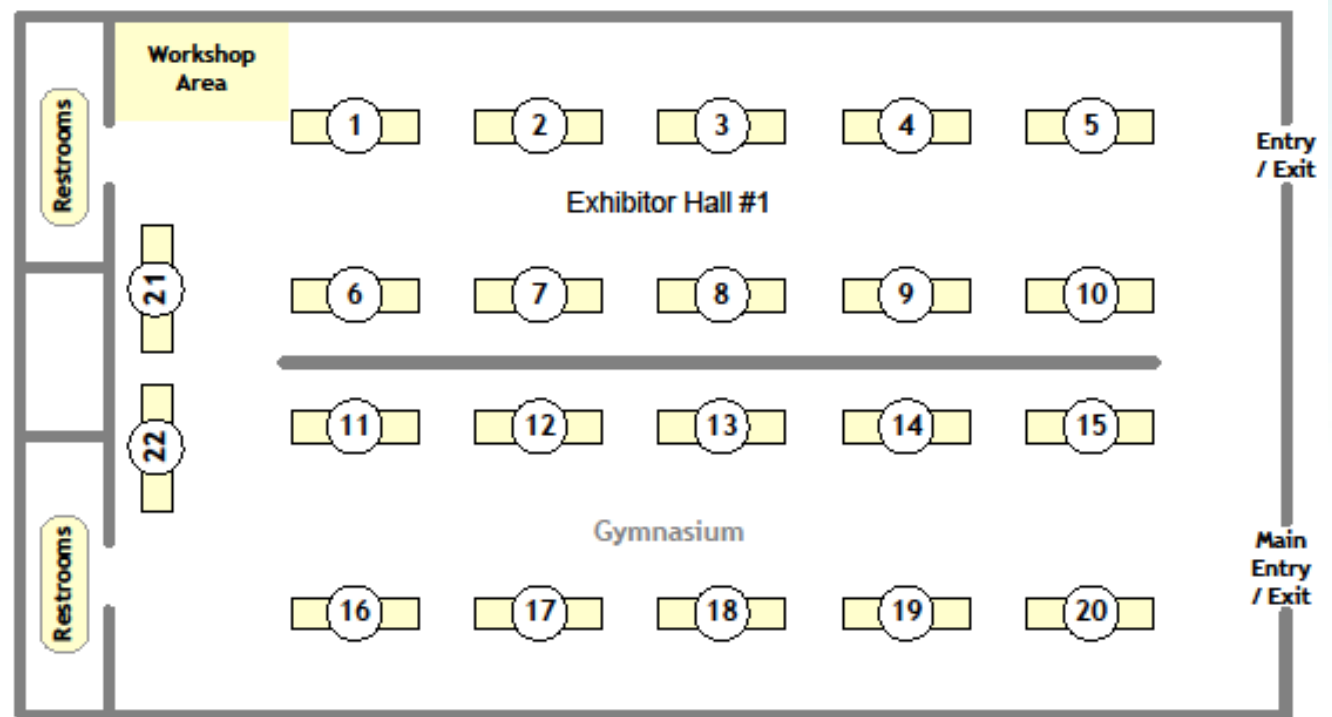
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Austin 2011 Conference Information *(continued)*

Audience & Schedule

Targeted attendees are active, educated individuals, families, consumers, elementary and middle school students, entrepreneurs, employers and small business owners who are interested in their own and their children's interest and awareness of products and services offered locally and nationally.

Schedule

Saturday, November 12, 2011

7:00 a.m. - 9:30 a.m.	Exhibitor Move in
10:00 a.m. - 4:00 p.m.	Conference Hours
10:00 a.m. - 2:40 p.m.	Destination Imagination Workshops
10:00 a.m. - 4:00 p.m.	Conference Workshops & Stage Demonstrations
11:30 a.m. - 1:30 p.m.	Lunch / Cafeteria open
4:00 p.m. - 6:00 p.m.	Exhibitor Move Out

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Connect with Us!

For the latest news, conference information and more!

- Visit our Facebook Page
- Follow us on Twitter
- Join our Conference Newsletter



Facebook: <http://www.facebook.com/pages/Savvy-Kids-Education/191291014948>

Twitter: <http://twitter.com/SavvyKidsEDU>

Newsletter: http://savvykidsconference.com/conference_newsletter.php

Registration Application:

<http://www.savvykidsconference.com/Library/Savvy%20Kids%20Conference%20Exhibitor%20Contract%20Austin%20Nov%202011.pdf>



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