



**boost**  
BEST OF OUT-OF-SCHOOL TIME  
CONFERENCE

Exhibit & Sponsorship Prospectus

# 2011 BOOST Conference

Inspire Learning, Inspire Youth, Inspire Change

April 27-30, 2011

Palm Springs Convention Center, Palm Springs, CA



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



**Sponsorship** is a great opportunity to demonstrate your support for the out-of-school time community as well as increase your organization's visibility and exposure throughout the conference. This is your opportunity to reach a highly influential audience in a prime and credible environment while making a long-term impact to the development of our field.

BOOST (Best of Out-of-School Time) Conference offers a variety of marketing and sponsorship amenities designed to fit every style and budget. These proven marketing tactics will increase your visibility at BOOST and improve your return on investment.

For questions or additional details on becoming a BOOST Sponsor, please contact Tia Quinn at 619-23-BOOST x2 or [tia@boostcollaborative.org](mailto:tia@boostcollaborative.org)

## Reach more than 2,000 out-of-school time educators!

**Children, Families & Communities**

**BOOST CONFERENCE**  
REDEFINING LEADERSHIP IN OUT-OF-SCHOOL TIME

THE ONLY COMPREHENSIVE CONVENING OF PROFESSIONALS SUPPORTING CHILDREN, FAMILIES AND COMMUNITIES IN THE OUT-OF-SCHOOL TIME HOURS. TOGETHER WE CAN MAKE A DIFFERENCE.

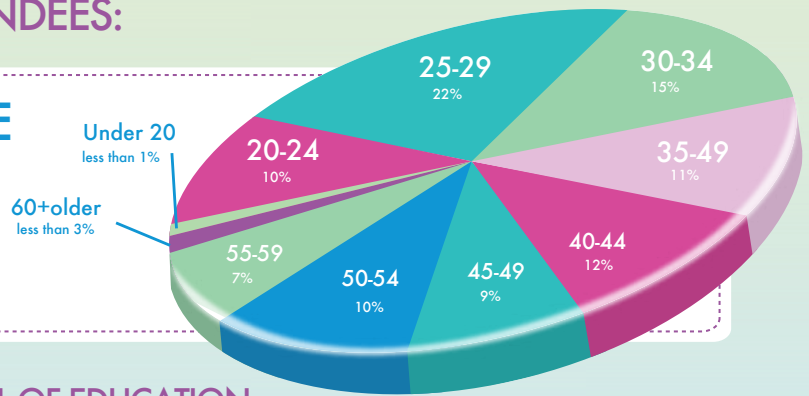


# WHO ATTENDS THE BOOST CONFERENCE?

## SNAPSHOT OF 2010 BOOST ATTENDEES:

### THE BOOST CONFERENCE PARTICIPANTS

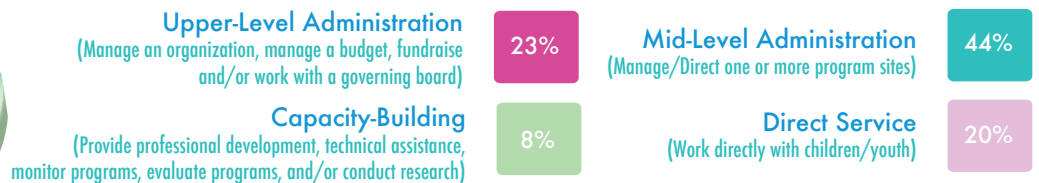
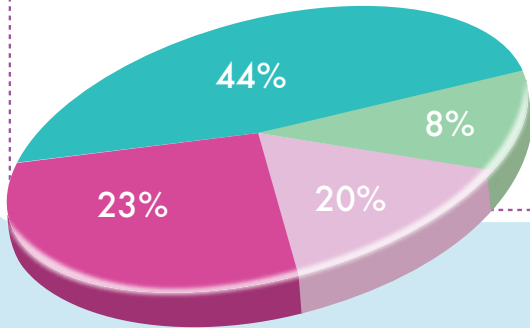
PARTICIPANTS CATAGORIZED BY AGE



### PARTICIPANTS CATAGORIZED BY HIGHEST LEVEL OF EDUCATION



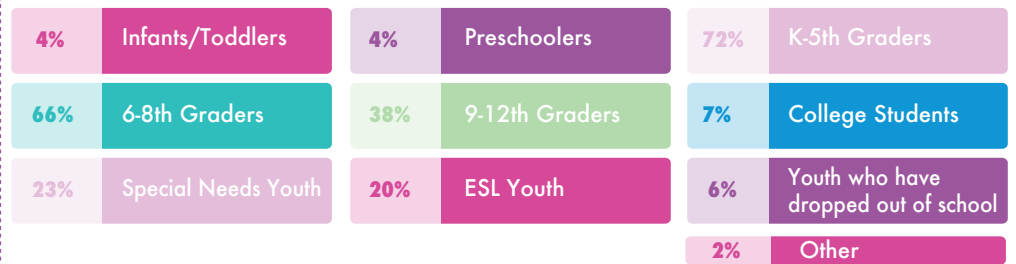
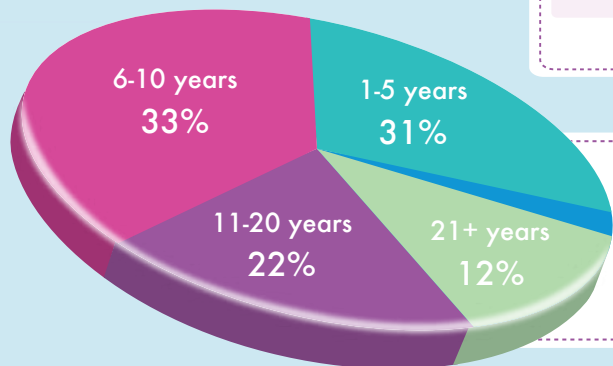
WE ASKED OUR PARTICIPANTS TO DEFINE THEIR JOB RESPONSIBILITIES IN WHICH THEY SPEND THE LARGEST PERCENTAGE OF THEIR TIME EACH WEEK. OUR PARTICIPANTS WORK WITH THE FOLLOWING YOUTH POPULATIONS AND WERE ASKED TO CHECK ALL THAT APPLY:



77% Work with one or more youth programs

70% Work Full-Time (35 hours/week or more)

OUR PARTICIPANTS WORK WITH THE FOLLOWING YOUTH POPULATIONS AND WERE ASKED TO CHECK ALL THAT APPLY:



### NUMBER OF YEARS OF EXPERIENCE WORKING WITH YOUTH PROGRAMS

Less than one year 2%

GEOGRAPHIC REPRESENTATION 71% California 29% Other States 44 States Represented 3 Countries Represented

## 2011 SPONSORSHIP LEVELS

### BOOST Buddy Platinum: \$40,000

- Top billing as Major Sponsor associated with the BOOST Conference as a primary sponsor along with other primary sponsors in key locations
- Top Billing in all materials including conference brochures, Save the Date (if received by print cut-off date)
- Recognition as Major Sponsor by name in all media releases associated with BOOST
- Highlighting as Major Sponsor in all conference brochures, Save the Date postcard (if received by print cut-off date)
- Highlighting as Major Sponsor on BOOST Conference website with links to your site
- Video promotion of your company (up to 5 minutes) shown at conference opening (video to be provided by your organization)
- Complimentary full-page ad in final conference brochure
- Three (3) free prime exhibit booth spaces (if available)
- 25% discount on additional premium booth space or upgrades (if available)
- Highlight of your booth on the exhibit map in the final program.
- Eight (8) complimentary standard conference registrations.
- Inclusion on all on-site conference signage
- Promotional email blast designed by you, sent to all attendees by us 2 weeks prior to the conference.
- Reserved table seating for eight (8) people at all general sessions throughout Conference
- Complimentary full-page color ad in the pre and final conference brochures.
- Verbal acknowledgement of your generous contribution at the conference opening by Conference Executive Director

### BOOST Buddy Gold: \$25,000

- Recognition as Major Sponsor associated with the BOOST Conference
- Recognition as Major Sponsor in all materials (if received by cut-off date)
- Recognition as Major Sponsor by name in all media releases associated with BOOST
- Recognition as Major Sponsor in conference brochure
- Recognition as Major Sponsor on conference website with links to your site
- Complimentary half-page ad in final conference brochure
- Two (2) free prime exhibit booth spaces (if available)
- 20% discount on additional premium booth space or upgrades (if available)
- Highlight of your booth on the exhibit map in the final program
- Four (4) complimentary standard conference registrations
- Inclusion on all on-site conference signage
- Complimentary half-page color ad in the pre and final conference brochures.
- Reserved table seating for up to four (4) people at the conference opening
- Verbal acknowledgement of your generous contribution at the conference opening by Conference Executive Director

### BOOST Buddy Silver: \$15,000

- Recognition as Major Sponsor in all materials (if received by cut-off date)
- Recognition as Major Sponsor in conference brochure
- Recognition as Major Sponsor on conference website
- Complimentary half page ad in conference brochure
- One (1) free prime exhibit booth space (if available)
- 15% discount on additional premium booth space or upgrades (if available)
- Two (2) free Conference registrations
- Reserved seating for up to two people at the conference opening
- Website listing as Sponsor with link to your website
- Verbal acknowledgement of your generous contribution at the conference opening by Conference Executive Director

### BOOST Buddy Bronze: \$7,500

- Supporter recognition in conference related materials
- One (1) free Conference registration
- One (1) free prime exhibit booth space (if available)
- Website listing as Sponsor with link to your website
- Verbal acknowledgement of your generous contribution at the conference opening by Conference Executive Director

# LARGE GROUP EXPOSURE AT EVENTS

## Conference General Sessions including Meals (3 available)

\$40,000 each

Sponsor a meal in the grand ballroom and inspire conference participants with engaging and captivating keynote speakers. We will begin the show with a 5 minute video provided by your organization or a 5 minute intro speech by a representative from your organization. Put your goodies and promotional materials on each table for guests to take with them.



## Pre-conference Reception & Entertainment (1 available- Wednesday)

\$18,000

Ease into the evening by sponsoring the opening reception of the conference on Wednesday evening at the Hilton Hotel. This poolside event boasts live entertainment, food, cash bar and is geared towards key stakeholders in the after school and out-of-school time field. We will provide three (3) poolside tables for you as an opportunity to showcase your organization. Includes a full-page colored ad in the final conference brochure and your logo listed on the BOOST Conference website with a link to your website.

## Networking Reception for Attendees (1 available-Thursday)

\$18,000

This poolside networking reception on Thursday will re-energize conference attendees by providing lively entertainment and hors d'oeuvres amongst the backdrop of the purple San Jacinto mountain range. This is the place to be! As a sponsor of this event, three (3) tables will be provided for you to display your products and highlight your organization as well as use of tabletops to decor throughout the pool area. Includes a full-page colored ad in the final conference brochure and your logo listed on the BOOST Conference website with a link to your website.

## BOOST Breaks in Exhibit Hall (2 available- Thursday & Friday)

\$6,000 each

Conference attendees will have the option to attend 2 BOOST Breaks (Thursday and Friday) in the Exhibitor Hall during the conference. BOOST Breaks are dedicated times in the Exhibitor Hall and no workshop sessions take place during this time. The BOOST Breaks encourage attendees to mingle with Exhibitors by providing a lively atmosphere and snacks options. Includes a 1/2 page ad in final brochure.

## LEI LOUNGE PARTY (2 Available)

\$1,000 each

Lei Lounge is an annual BOOST tradition on Friday evening of the conference and attracts hundreds of attendees. This "lei'd back" party is held in the hotel lounge and outdoor patio and is always a crowd pleaser. Your sponsorship includes limited adult beverages and your organization's materials on tabletops. Entertainment such as live music or DJ not included, please inquire within if interested.

## Community Connections Receptions (5 available)

Call to inquire

Host your own early evening reception on Friday after the day's workshops and events. We will reserve a room or poolside location for you to host a reception for up to 200 people. Make it a public or private event to showcase your organization or to connect and meet with key individuals. Food and beverage costs are separate and arranged through the hotel. A listing of all open/public receptions, including company logo, confirmed by print date will be included in the final conference program.

## Energy Booster Sponsorship (2 available, Thursday and/or Friday)

\$1,000 each

Are you ready to give the BOOST attendees an energy boost? 2 timeslots of 10 minutes maximum are available to get on the stage with the mic and get the attendees up and moving and reenergized! Includes your logo on the BOOST Conference website and in the final brochure as a Sponsor as well as your logo on the big screen during the energizer! Available times are Thursday General Session/Lunch (12noon) and Friday General Session (8:45am)

## BOOST Recess (2 available- Friday and/or Saturday)

\$700 each

The BOOST Conference offers morning recess on Friday and Saturday mornings to energize and invigorate conference participants. There are no other activities scheduled during this time and is your time to get participants moving early morning. See the Schedule at a Glance for time specifics. Includes your logo in the final conference brochure as Sponsor.



## EXPOSURE THROUGHOUT THE CONFERENCE

### Conference Bags/Backpacks - \$13,000

Your company name and logo will be printed on hip backpacks carried by all conference participants throughout the entire conference. These backpacks will live long after the conference in schools and community-based organizations throughout the country.

### Attendee Conference Folders - \$8,000

Your company name and logo will be prominently printed on notebook folders carried by all conference participants throughout the conference to take notes. These folders are not only a conference memento but a practical and useful instrument that will be used long after the conference is over.

### Workshop Strand (limited to 3) - \$11,000 each/Call to inquire

This specialty workshop strand is designed by your organization to facilitate 6 workshops throughout the conference. You will have your own breakout room that holds approximately 80 people per session, a BOOST A/V Support Package, 6 complimentary 3-day conference registrations, your logo in the conference brochure next to each of the 6 workshop sessions. Due to popularity of this sponsorship, we will only accept proposals early in the year. Please contact Tia Quinn at 619-23-BOOST x2 if you have any questions.

### Name Badges/Lanyards (1 available) - \$8,500

Your company name and logo will be printed on hanging name badges worn by all conference participants throughout the entire conference. It is mandatory that conference participants wear the name badge throughout the conference...Get your name out there!

### Cyber Lounge - \$7,500

Provide Internet access to conference participants in the Exhibitor Hall Lounge area. Your corporate logo will be the screen saver on each of the laptops and signage in the Lounge area. Get your name out there while participants take a break, catch up on emails, and network with colleagues.

### Exhibitor Showcase (6 available) - \$800-\$1,000 each

The Exhibitor Showcase allows companies a 1.5 or 2 hour block of time to promote, showcase, demonstrate and present their products and/or services. The Showcase sessions will be promoted on the BOOST Conference website prior to the conference and will also be listed in the BOOST conference brochure in the workshop listings. This sponsorship includes your own breakout room accommodating 40-50 participants adjacent to the Exhibitor Hall and the BOOST A/V Support package.

## ADVERTISEMENTS

### Conference Brochure Advertisements (several available) - \$300-\$1,850 each

Place a 4-color advertisement in the final conference brochure and get noticed! Get your organization's name and information noticed at the conference. We offer quarter-page, half-page and full-page advertisements to highlight your organization. Please contact Tia Quinn for ad specifics and prices. Available on a first-come, first-printed basis, limited space available.

### BOOST Conference Message Board (1 available) - \$650

Located in the lobby next to the registration area, the Message Board allows for conference participants to leave messages for other like-minded professionals and opportunities to connect throughout the conference or even post announcements! Your sponsorship allows you to put up a pop-up banner next to the message board and sponsorship acknowledgement in the final conference brochure.

### BOOST Website Advertisement (limited) - Call to inquire

Would you like to be featured on the BOOST Conference website and get recognized by a national audience? BOOST Conference website advertisements are available on an on-going basis beginning in September 2009. Please contact Tia Quinn at 619-23-BOOST x2 for advertising specifics on the BOOST website.

### BOOST Collaborative Newsletter Sponsor of the Month (12 available) - \$250 each

Be listed as the only BOOST Collaborative Newsletter Sponsor of the Month in our monthly newsletter sent to over 17,000 national programs serving youth. Our newsletter highlights resources, funding opportunities, Blog highlights, and innovative programs serving youth. Your organization will be featured in a 200 word promotion and your logo will be prominently placed in your section of the newsletter with a hyperlink to your website. An easy and inexpensive way to gain exposure to a national audience!

### BOOST Buddy of the Week- BOOST email Blast (several available) - \$125 each week

Be listed as the BOOST Buddy of the week in our weekly email blast to over 17,000 national programs serving youth. Your logo will be prominently placed on our email blast as the BOOST Buddy of the week with a link to your website. An easy and inexpensive way to gain exposure to a national audience!

### BAG STUFFING (Limited) - \$250 per flyer

Get your flyers, brochures, postcards, or coupons in the hands of BOOST participants right away! We will accept your materials and stuff them in the official conference bags so participants have access to them upon registering at the conference. Promotional materials will need to be mailed to the BOOST Conference office no later than April 10, 2010

## UNIQUE OPPORTUNITIES

### OSTI AWARDS (Out-of-School Time Innovations) - \$2,000 each (unlimited)

Honor out-of-school time individuals and/or programs that are providing innovative approaches to support students, families and communities. Your organization will be able to design an OSTI award that aligns with your specific mission and company values. This unique Sponsorship opportunity will award an individual or program a \$1,000 stipend and award at the closing ceremony at BOOST.

Your logo will be placed on all OSTI media including the BOOST Conference website, in the conference brochure, press releases, and in the OSTI Awards Hall of Fame both online and in pop-up banner form annually at the BOOST Conference. Don't miss an opportunity to be involved in this ground-breaking awards ceremony and honoring out-of-school time programs successfully going above the beyond to inspire youth, inspire learning, and inspire change.

### SCHOLARSHIP AN OUT-OF-SCHOOL TIME PROFESSIONAL (unlimited) - \$425 each

Professional development is vital for the success of a program/organization and important for all levels of out-of-school time programming. Support the BOOST Conference Scholarship Fund by giving back to someone who can't afford to attend the conference- a wonderful opportunity to make someone's day!



## EXHIBIT

Exhibit at one of the nation's largest and most recognized conferences for after school and out-of-school time professionals. Set in a retreat-like atmosphere, the BOOST Conference is the nation's preferred conference for key stakeholders and decision makers in the after school and out-of-school time profession. If you have products and services designed for educators, administrators or out-of-school time educators, you can't afford to miss this year's BOOST conference!



## 7 REASONS TO EXHIBIT AT BOOST

### 1. STATURE

A conference with recognizable stature in the after school & out-of-school time field attracting an estimated audience of 2,000 professionals.

### 2. KEY CLIENTELE

Key decision makers and stakeholders attend the BOOST Conference exclusively.

### 3. DEDICATION

The 2011 BOOST Exhibit Hall will host 3 Conference meals & 2 Afternoon Receptions, offering hours of dedicated time for attendees to network with exhibitors during the conference. Also included are raffle incentives and Inspiration Stations that offer workshops throughout the conference.

### 4. COMMUNICATION

Full-time Exhibitor Support Staff provide unparalleled customer service & communication to our Exhibitors & Attendees every step of the way.

### 5. COLLABORATION

We only contract with drayage providers who offer move-in and move out flexibility & affordability. Our providers are the easiest and friendliest to work with in the business.

### 6. COST EFFECTIVENESS

We pride ourselves on providing pricing below the standard market rates with upfront costs and no hidden fees.

### 7. LOCATION, LOCATION, LOCATION

The BOOST Conference is located in the beautiful city of sunny Palm Springs, providing a wide variety of restaurants and entertainment in walking distance from your hotel.

## What people say about BOOST!

Absolutely the best conference I have attended in my 20+ years of attending similar (educational) conferences.

BOOST is the Epicenter of Youth Development!

It is great and I am recommending this to everyone that works with children, adults, or educational programs. I think this is the best conference ever!

As always, I was re-energized for the work that I do. The speakers reassured me that the creative path we are on right now is both innovative and creating best practices. The diversity of speakers and exhibitors really shows the depth of the field.

Inspiring conference with practical knowledge all about kids. I loved it!

I had no idea that such a diversity of out-of-school time programs existed. I am excited about partnering with agencies and vendors to provide an engaging learning experience for the students at my school.

## 2011 EXHIBIT GENERAL INFORMATION

This year's conference represents out-of-school time and after school professionals from all levels of programming across the nation. Below is information to help you and your organization make the best of this year's exhibitor showcasing opportunities.

### EXHIBIT DATES & HOURS

The BOOST Conference will be held April 27-April 30, 2011 at the Palm Springs Convention Center. The Exhibitor Expo will be held April 28 & April 29, 2011 in Oasis 3A-4 in the Palm Springs Convention Center.

### EXHIBIT HOURS

Move In	Wednesday April 27	11:00am-6:00pm
Show On	Thursday April 28	7:30am-4:00pm
	Friday April 29	8:00am-4:00pm
Move Out	Friday April 29	4:00pm-7:00pm

### 2011 EXHIBIT HALL HIGHLIGHTS

This year's 2011 Exhibit Hall will host multiple conference meals, afternoon receptions, workshops, and more dedicated exhibit hall time than any other conference in the industry.

#### Thursday, April 28 Highlights

Grand Opening- Networking with Exhibitors Breakfast in Exhibit Hall  
Afternoon Networking Reception (BOOST Break) in Exhibit Hall

#### Friday, April 29 Highlights

Networking with Exhibitors Breakfast in Exhibit Hall  
Networking with Exhibitors Luncheon in Exhibit Hall  
Afternoon Networking Reception (BOOST Break) in Exhibit Hall

## BOOTH OPTIONS

### Premier Island Location \$4,775

(600 sq feet) 30x20 island (no pipe & drape), 4 conference registrations, breakfast, lunch, & receptions for 4 exhibitors, company listing brochure & website, e-mail blast advertising ad (\$125 value)

### Island Location \$3,225

(400 sq feet) 20x20 island (no pipe & drape), 4 conference registrations, breakfast, lunch & receptions for 4 exhibitors, company listing brochure & website

### Prime Location \$1,050

(100 sq feet) 10x10 booth (w/pipe & drape), 2 conference registrations, breakfast, lunch, & receptions for 2 exhibitors, company listing brochure & website

### Additional Prime Locations (Discounted) \$950

(Add 100 sq feet) 10x10 booth (w/pipe and drape), 2 conference registrations, breakfast, lunch, & receptions for 2 additional exhibitors

### Non-Profit Alley Location \$850

(100 sq feet) 10x10 booth w/pipe and drape, 2 conference registrations, breakfast, lunch & receptions for 2 exhibitors, company listing brochure & website

### Additional Non-Profit Alley Location \$850

(Add 100 sq feet) 10x10 booth w/pipe & drape, 2 conference registrations, breakfast, lunch, & receptions for 2 additional exhibitors

### Custom Locations- Call for Pricing

Custom exhibit locations are available inside Exhibit Hall (Oasis 3/A-4). Designed for large scale exhibits and custom configuration exhibits. Call 619-23-BOOST (619-232-6678) x1 to inquire about details and pricing.



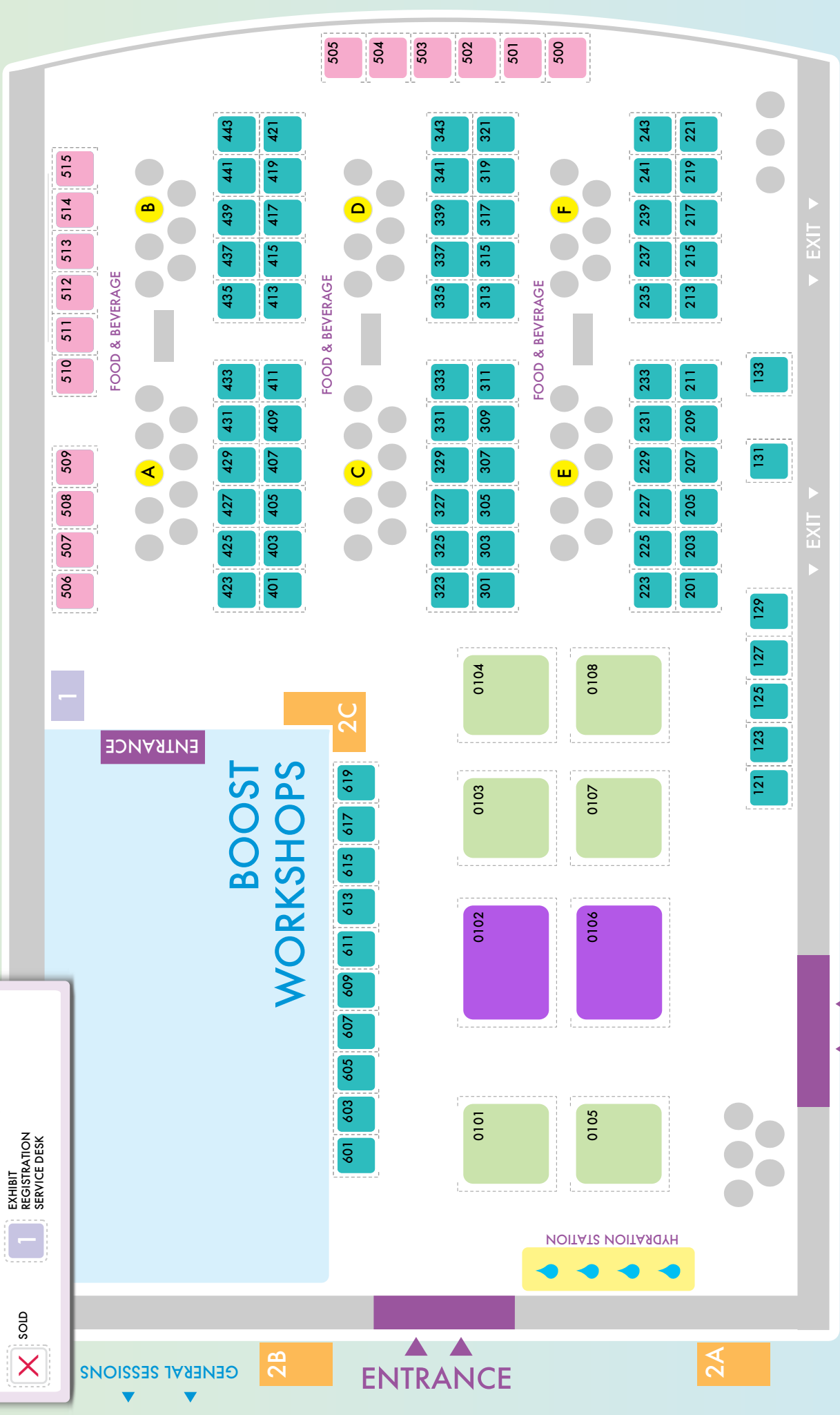
# 2011 EXHIBIT HALL MAP

EXHIBIT DATES: APRIL 28 & 29, 2011 • PALM SPRINGS CONVENTION CENTER - OASIS 3A-4 • PALM SPRINGS, CA



## BOOTH LOCATION LEGEND

PREMIER ISLAND	PRIME	SOLD	ISLAND	CUSTOM (CALL TO INQUIRE)	INSPIRATION STATIONS
NON-PROFIT	EXHIBIT REGISTRATION SERVICE DESK				



## ENTRANCE

SHOW MANAGEMENT

BOOST COLLABORATIVE  
1666 Garnet Ave. PMB126  
San Diego, CA 92109

619-232-6678  
exhibitors@boostconference.org  
www.boostconference.org/exhibitors

\*Please note that booth locations are subject to change based on the final approval by the Fire Marshall.

