

The After-School INSTITUTE

February 17, 2010

Dear Potential 2010 Eastern Regional Conference Exhibitor,

The After-School Institute (TASI) is in the process of planning the Fifth Eastern Regional Conference on After-School. TASI is interested in having you exhibit your products and services during the two-day conference that will be held on June 16-17, 2010 at the Hilton Pikesville at 1726 Reisterstown Road in Baltimore, MD. The conference is co-sponsored by Baltimore's Mayor Stephanie Rawlings-Blake and Baltimore City Council; Maryland State Department of Education; Elev8 Baltimore; Pennsylvania Statewide Afterschool Youth Development Network; The Family League of Baltimore City; United Way of Central Maryland; and Youth Development Initiative—Chester Youth Collaborative.

The conference's areas of focus are:

- Embedding Core Academic Content in Enrichment Activities;
- Policy and Practices to Create Capacity, Partnerships, and Sustainability;
- Integrating Youth Development Principles;
- Merging Research and Practice to Improve Quality; and
- Showcasing Programs in the Region.

TASI is expecting over 300 participants from Pennsylvania, West Virginia, Virginia, Kentucky, Tennessee, Washington, DC, New Jersey, Delaware and Maryland.

The conference will provide an array of learning and networking experiences for after-school program administrators, frontline staff, new after-school program operators, and local and state government staff.

The fee for exhibiting is \$600 for businesses and non-profits with a budget of \$250,000 or more. The fee is \$350 for non-profits with a budget of \$249,999 or less. This fee includes:

- One - 6ft table, tablecloth, skirt, 2 chairs
- Listing in the conference brochure
- List of conference attendees

Attached to this correspondence is a list of frequently asked questions and an **exhibitor's application to be completed by April 30, 2010**. If you have any questions or are in need of additional information, please contact TASI at 410-580-0750 or email lvassor@afterschoolinstitute.org. I look forward to seeing you at the conference.

Sincerely,
Lori Carter Vassor
Professional Development Coordinator
The After-School Institute

Frequently Asked Questions

If selected, where would my exhibit be located? All exhibitors will be located in the lobby area. You will be notified of your exact space assignment at the time of your arrival on the day of the conference. TASI is not able to re-assign table locations on the day of the event.

What time is set-up and breakdown? On June 16, you may arrive and begin setting up as early as 7:00 a.m. You must arrive and claim your space no later than 8:30 a.m. Failure to arrive and set-up by 8:30 a.m. may result in a significantly smaller and/or less desirable vendor space without a refund of fees paid. Breakdown of your booth may not begin earlier than the 2:30 p.m. on June 17. Vendor set-up and breakdown times are not negotiable.

May I attend conference workshop sessions? If you wish to attend the conference, you will need to register and pay separately as an attendee. Please visit our web site www.afterschoolinstitute.org for registration details.

Are electricity and Internet access available? The fees for these amenities are NOT included in the exhibit space fee. Upon approval to exhibit, you must contact the Hilton Pikesville at 410-653-1100 no later than June 1, 2010 to make arrangements. During the conference, TASI conference staff is not responsible for these amenities or agreements.

Will I get a list of attendees? A list of pre-registered attendees will be in your exhibitor's registration folder on the day of the event. This list is available in hard copy only with mailing contact information.

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2010 Regional Conference Exhibitor's Application Form

Deadline to apply: April 30, 2010

SIXTH EASTERN REGIONAL CONFERENCE ON AFTER-SCHOOL

June 16-17, 2010

Hilton Pikesville - Baltimore, Maryland

*Please print or type. Incomplete or illegible forms will not be processed.
Complete this form and either email to conference@afterschoolinstitute.org,
fax to 410-580-0754 or mail to TASI's address listed below.*

Company/Organization's Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Web Site: _____

Company/Organizational Description for the conference program (50 words or less)

Exhibit Fees: Please select one that is applicable to your company/organization. If approved to exhibit at the conference, this is the fee that you will be charged.

- \$600 Private Business or Non-Profit (budget of \$250,000 or more)
- \$350 Non-profit (budget of \$249,999 or less)

Contact Person's Name: _____

Contact Person's Email: _____

I have read and agree to the following terms:

- ✧ Only complete exhibit applications will be reviewed and are subject to approval.
- ✧ I have read and understand the deadline to apply is April 30, 2010.
- ✧ I understand that I do not have a confirmed exhibit until I have received an email confirmation. Confirmations will be emailed approximately May 14, 2010.
- ✧ If approved, payment is required by May 28, 2010.
- ✧ Exhibit set-up and breakdown times are not negotiable. Failure to set-up by 8:30 a.m. on June 16, 2010 may result in a significantly smaller and/or less desirable exhibit space without a refund of fees paid.

Signature _____ Date _____