

# Historymaker



## Historymaker 2010 Press Kit and Exhibitor Guide



### Welcome!

The following 2010 Press Kit and Exhibitors Guide has been created to highlight and provide details about the many exciting programs and opportunities within the Historymaker 2010 Conference.

Our goal with these programs is to leverage the power of the event to deliver maximum results for your organization. The programs offered provide a variety of unique high visibility opportunities.

**This year is going to be our biggest and best ever!**

---

### How to use this Press Kit:

The Press Kit is designed to provide à-la-carte pricing. In many cases when multiple programs (3 or more) are selected we can provide you with special discount pricing and/or additional value added elements.

1. Simply select the programs you would like to participate in.
2. Complete the Promotional Programs Order Form
3. Fax or email the completed form (see below)
4. HM will confirm availability of the program.

Note: for packages of 3 or more items please contact me directly with a list of the programs you are interested in and we can provide you with a price quote.

Contact Devan Sylvester our Promotions and Marketing Director directly:

Phone 604.533.7245  
Fax 604.533.5405  
Email [devan@historymaker.ca](mailto:devan@historymaker.ca)



### PRINT PROGRAMS

#### HM Event Guide Notebook – Display Ads

This year every ticketholder will receive their very own personal HM themed guide and notebook that includes important event information, schedules, maps, event locations, guest bios, cool information, and pages for autographs and session notes.

The DVD program is a booklet in DVD case, approximately 42 pages with full color front and back Covers

Front (inside) cover	\$4,500 (color only)
Back (inside) cover	\$1,650 (color only)
Full Page	\$950 (B/W only)
½ Page	\$550 (B/W only)
¼ Page	\$350 (B/W only)

#### Promotional Posters

Every year thousands of promotional posters are sent out to be displayed in businesses, churches, ministries, and other centers. This is a unique opportunity for a select few to be included in this promotional piece. There is a maximum of 5 logos that will be included. Cost \$1,500/logo/year

#### Invitation (Rave) Cards

Thousands of small promotional cards (appx. 3 inches by 5 inches) are distributed with the promotional posters to be used in local marketing, direct mailers, hand outs, and “take ones”. This is a unique opportunity for a select few to be included in this promotional piece. There is a maximum of 3 logos and participation in the promotional poster program is mandatory. Cost \$500/logo/year

#### CO-OP Periodical Advertising

Historymaker uses strategic periodicals (newspapers) to promote the event. These display advertisements provide an additional opportunity to partner with us by having you logo or short message appear within our ad space. There is one larger (2/3 page or full page) ad space purchased in April/May. There is a maximum of 5 organizations that can participate in this program. Cost \$1,250



### LIVE EVENT PROGRAMS

#### Arena Banner Signage

A great opportunity to get your name and message displayed in the main arena.

Side seating area \$500

Rear seating area \$250

Advertiser must provide their own banner. Size limited to 4 ft x 10 ft (additional cost for larger).

Certain restrictions may apply; limited to arena guidelines and venue sightlines.

#### Video Ads & Announcements (shown during the General Session):

During each general session there is a professionally shot and produced video announcement segment.

Cost of the spots are:

15 sec \$500/session

30 sec \$1,500/session

60 sec \$2,500/session

Tags \$350 (includes our hosts and 1 graphical element)

#### Still Video Ads (shown before or after General Session):

PowerPoint graphic displayed for 30 seconds on rotations starting when the doors open until General Session commences

All 5 sessions \$550

1 session only \$150

2 sessions only \$250

3 sessions only \$350

4 sessions only \$450



## E-MARKETING PROGRAMS

### Website Banner Ads

HM website has over 50,000 unique visitors annually and this website also supports our new portal for online ticket sales

#### Annual (limited availability)

Bottom Bar (Full) \$3,500

Side Bar (Full) \$4,500

#### Logo only

**Annual \$1,500**

Oct. - Dec. \$ 250

Jan. - Mar. \$ 500

Apr. - Jun. \$1,250

Jul. - Sept. \$ 250

### Email Blast

Last year HM blasted out over 60,000 emails to key decision makers, leaders, pastors, parents, young adults and youth in BC and the Yukon.

#### FULL PROGRAM (includes all blasts - Jan/10 to Aug/10)

Bottom - \$1,800

Side Bar - \$2,500

#### MONTHLY PROGRAM (3-5 blast)

Bottom - \$300

Side Bar - \$600

#### EXCLUSIVE BLAST (limited number available):

Your message only – starting at \$0.12/address



### EXHIBITOR PROGRAMS

Communicate your message personally to the thousands of youth, young adults and youth leaders by having your own space in our exhibitor's area. Last year it was one of the busiest areas of the weekend. The area includes the official HM registration area, HM merchandise store, book & music store, live acoustic stage and the activity zone.

#### Booth Space

##### 8x8 (single)

Non-profit \$550

Corporate \$750

#### Additional Services:

Electrical \$175 /2 plugs

Booth Carpet \$250 (10x10)

Additional tables \$50

Additional chairs \$10

FOR MORE INFORMATION SEE THE  
HISTORYMAKER 2010 EXHIBITORS GUIDE & APPLICATION

For More Information contact: DEVAN SYLVESTER

Phone: 604.533.7245 Fax: 604.533.5405

Email: [devan@historymaker.ca](mailto:devan@historymaker.ca)



## INFORMATION

Organization Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ Prov: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

## PAYMENT CALCULATION:

Please calculate the following:

PRINT \$ \_\_\_\_\_

LIVE EVENT \$ \_\_\_\_\_

E-MARKETING \$ \_\_\_\_\_

BROADCAST \$ \_\_\_\_\_

PACKAGE \$ \_\_\_\_\_ \* For 3 or more programs please call me for package pricing

Please Note:

For details and payment information on the exhibitor program please refer to the 2010 Exhibitor Guide and Application.

TOTAL

\$

## PAYMENT METHODS

Payment can be made by credit card by completing the information below and faxing this document or by calling our office to process payment directly over the phone. Payment can also be made by mailing this completed form and a cheque to Historymaker: 20411 Douglas Crescent, Langley, BC V3A 4B6. If you are mailing your application please fax a copy to our office 604.533.5405 first. Historymaker can issue an invoice. The invoice is payable immediate upon receipt.

## CREDIT CARD PAYMENT METHOD

I, \_\_\_\_\_ authorize Historymaker to process \$ \_\_\_\_\_ on my Visa / MasterCard (please circle one).

Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Cardholder Name: \_\_\_\_\_ Three Digit Code (on back of card): \_\_\_\_\_

Signature of Authorization: \_\_\_\_\_

# Historymaker

## 2010 Exhibitor Guide & Application

This document contains detailed information about the Historymaker 2010 Conference, important exhibitor information, exhibit floor layout map and an Exhibitor Application.

### IMPORTANT NOTE:

There are a limited number of booths. Last year we sold out so several potential exhibitors were not able to participate. Please ensure you complete the application fully and return it to us quickly as possible. Historymaker will contact you when we receive your completed application usually with 2 working days. In the event you are not contacted within that time please contact us immediately to ensure we have received your application. Once your application has been approved and payment has been processed your booth location(s) will be assigned. In the event your preferred location is not available we will work with you to find another suitable location.

### To complete the application:

1. Please ensure that you read this entire document.
2. Complete the Exhibit Application (including the payment area) and sign the "terms and conditions" page
3. Fax both pages to 604.533.5405 (This is a secure confidential fax)

If you have any questions or require additional information please contact:

**DEVAN SYLVESTER**

Historymaker Promotion and Marketing Director

Phone: 604.533.7245

Fax: 604.533.5405

Email: [devan@historymaker.ca](mailto:devan@historymaker.ca)

# Schedule

## EXHIBITORS

(all times subject to change)

### FRIDAY

12:00 pm Move-in  
4:00 pm Exhibit Area opens  
7:30 pm Exhibit Area closes

### SATURDAY

8:30 am Exhibit Area opens  
10:00 am Exhibit Area closes  
12:00 pm Exhibit Area opens  
7:00 pm Exhibit Area closes

### SUNDAY

8:30 am Exhibit Area opens  
10:00 am Exhibit Area closes  
12:00 pm Exhibit Area opens  
6:00 pm Exhibit Area closes  
6:15 pm Move out

## EVENT

(all times subject to change)

### FRIDAY MAY 21, 2010

4:00 pm Registration/Exhibit Area opens  
6:30 pm Doors open  
7:00 pm GENERAL SESSION 1  
9:00 pm Late Night Concert  
10:30 pm Session Ends

### SATURDAY MAY 22, 2010

8:30 am Registration/Exhibit Area opens  
9:30 pm Doors Open  
10:00 pm GENERAL SESSION 2  
12:00 pm Lunch (onsite)  
12:00 pm All activity areas open (till 6pm)  
1:00 pm HUBS 1 (until 1:45pm)  
2:00 pm HUBS 2 (until 2:45pm)  
3:00 pm HUBS 3 (until 3:45pm)  
4:00 pm HUBS 4 (until 4:45pm)  
4:00 pm BIG BBQ dinner (onsite)  
6:30 pm Doors Open  
7:00 pm GENERAL SESSION 3  
10:00pm Session Ends

### SUNDAY MAY 23, 2010

8:30 am Registration/Exhibit Area opens  
9:30 am Doors Open  
10:30 am GENERAL SESSION 4  
12:00 pm Lunch (onsite)  
12:00 pm All activity areas open (till 6pm)  
1:00 pm HUBS 5 (until 1:45pm)  
2:00 pm HUBS 6 (until 2:45pm)  
3:00 pm HUBS 7 (until 3:45pm)  
4:00 pm BIG BBQ dinner (onsite)  
5:00 pm Conference ENDS  
5:30 pm Doors Open for Public Concert  
6:00 pm PUBLIC Concert  
9:00 pm Concert & weekend ENDS

# Exhibitor and Show Details

**Exhibit Space:** The Historymaker 2010 exhibit area is located around the concourse where general sessions are held, as well as in the Banquet Hall adjacent to the entrance of the building. This area also includes the History-maker Live acoustic stage, HM store, book and music store, and the Activity Zone. The exhibit spaces are 8ftx8ft, each with a back (8ft) and side (8ft) drape. Please determine your additional exhibit needs when completing this application. In most cases last minute onsite requests cannot be accommodated. Exhibitors are not permitted to share exhibit space.

**Set-Up, and Tear Down:** Exhibitors must be completely set-up no later than 3:00 p.m. on Friday, May 15. Exhibitors must not tear-down prior to 6 p.m. on Sunday, May 17 and must be completely moved out no later than 7:30 p.m. To ensure the set-up/tear-down times are followed, a \$150 refundable deposit will be required with your completed exhibit application. Exhibitors who abide by the terms and conditions of the exhibit agreement as it relates to set-up, tear-down will receive the \$150 deposit refund. The refunds will be mailed to you after the event. You may also elect to use your refund to reserve your exhibitor space for Historymaker 2011!

**Merchandise Sales:** All merchandise sales must be approved by Historymaker prior to the event. If you plan on selling merchandise, please include a merchandise description and picture with your completed exhibit application. Exhibitors selling merchandise on-site are required to contribute 10% of the gross sales to Historymaker. Exhibitors will not be permitted to sell clothing on-site without prior authorization. PLEASE NOTE: EXHIBITORS ARE NOT PERMITTED TO GIVEAWAY OR SELL STICKERS OR GUM AT ANYTIME.

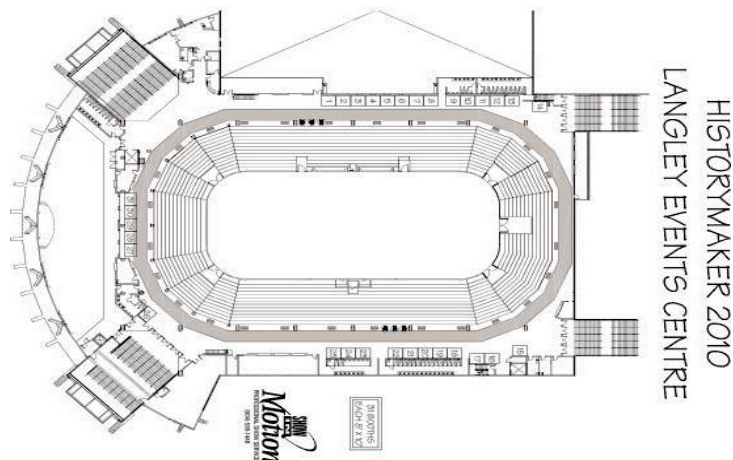
**Refund Policy:** Deposits are non refundable, due to the limited number of exhibitors there can be no refunds after this date.

**Exhibit Passes:** Exhibit space registration entitles your organization to a maximum of (2) Exhibitor passes per 8ft booth area. These passes include access to all general sessions, and concerts and they are transferable. If you require additional passes they may be purchased prior to the event at the early registration rate (call 604.533.7245 to order) or at the event for the current public rate. Your staff must have a pass to access the general sessions.

### Promotional and Advertising Opportunities

Being an exhibitor is a great start but there are over 10 other unique print, broadcast, in-event, and e-marketing promotional programs with dozens of options and price points some starting as low as \$50. Combine a number of programs and get special discounts. Many of the programs are limited so call right away for the best selection. For more information call Devan at 604.533.7245 or email [devan@historymaker.ca](mailto:devan@historymaker.ca)

Layout below (subject to change)



# Exhibitor Application

20411 Douglas Crescent P. 604.533.7245  
Langley BC | V3A 4B6 F. 604.533.5405

## INFORMATION

Organization Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ Prov: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

## EXHIBIT SPACE:

Exhibit spaces have 8 ft back and 8 ft side drapes. Each 8 ft. area includes 2 chairs, and 1 skirted and covered table (2x8).  
NOTE: electrical outlets are not included and CANNOT be ordered on site. It is highly recommend that you use additional lighting.

Size (ft): 8X8  
Non-Profit: \$ 550  
Corporate: \$ 750

Booth location(s): 1st Choice: \_\_\_\_\_ 2nd Choice: \_\_\_\_\_ 3rd Choice: \_\_\_\_\_

## PAYMENT (Must be included with this application):

Payment can be made by credit card by completing the information below and faxing this document or by calling our office to process payment directly over the phone. Payment can also be made by mailing this completed form and a cheque to Historymaker: 20411 Douglas Crescent, Langley, BC V3A 4B6. If you are mailing your application please fax a copy to our office 604.533.5405 first. Once the payment has been processed we will contact you to reserve your booth location.

Please calculate the following:

Exhibit Space \$ \_\_\_\_\_

Electrical @ \$175.00 \$ \_\_\_\_\_ (2x110-115V 10A plugs) - Cannot be ordered onsite.

EXTRA Table @ \$50.00/each \$ \_\_\_\_\_

EXTRA Chair @ \$5.00/each \$ \_\_\_\_\_

Subtotal \$ \_\_\_\_\_

ADD Refundable deposit\* \$ 150.00 \*Please hold my deposit to reserve my booth location for HM2011  YES  No, thanks

**TOTAL** \$

## CREDIT CARD PAYMENT METHOD

I, \_\_\_\_\_ authorize Historymaker to process \$ \_\_\_\_\_  
on my Visa / MC (please circle one).

Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Cardholder Name: \_\_\_\_\_ Three Digit Code (on back of card): \_\_\_\_\_

Signature of Authorization: \_\_\_\_\_



# Exhibitor Application Terms and Conditions

## TERMS:

Payment - is due with the completed Exhibit Application. A full refund will be made if the application is declined by Historymaker 2010. Please make cheque payable to PAOC (Subject: Exhibitors Space). \*Please Note: The \$150 non-refundable deposit must accompany your completed application. Exhibitors who abide by the conditions of this contract as it relates to set-up, tear-down will have an option to receive the deposit back or use it to reserve their space for next year. Merchandise Sales—All merchandise sales must be approved by the Historymaker office prior to the Historymaker weekend. If you plan on selling merchandise at Historymaker 2010, please include a merchandise description with your completed Exhibit Application. Exhibitors will not be permitted to sell clothing on-site without expressed permission. Exhibitors will be required to pay 10% of gross sales to Historymaker prior to Exhibit check-out and must follow Historymakers internal auditing procedure. HM accounting will provide the procedures and documents before the event. Exhibit Sharing - Exhibitors will not be permitted to share Exhibit space at Historymaker 2010. Exhibit Set-Up/Tear Down - Exhibitors must be completely set-up no later than 3:00 p.m. on Friday, May 21. Exhibitors are not permitted to tear down prior to 6 p.m. on Sunday.

## CONDITIONS:

1. Historymaker 2010 management agrees to provide the Exhibitor with a standard booth and side and back drapes. Exhibit Space will also include 2 chairs, 1 table, skirting, and table cover. 2. Space contracted by the Exhibitor may not be sublet or shared. 3. The Exhibitor agrees to abide by all regulations and rules adopted by management in the best interest of the event, and agrees that Historymaker 2010 management shall have the final decision in adopting any rule or regulation deemed necessary prior to, during, and at the conclusion of the event. 4. Exhibitor will be liable for and will indemnify and hold harmless Historymaker 2010 management from any loss or damages whatsoever suffered by Historymaker 2010 management as a result of any loss or damages whatsoever occurring to or suffered by any person or company, including, without limiting the generality of the foregoing, Exhibitor, other Exhibitor, Historymaker 2010 management, the owner of the building and their perspectives agents, servants and employees and members of the public attending the event, either on the said space or elsewhere if said loss or damages arose from or were in any way connected with Exhibitor's occupancy of said space. 5. This contract may be cancelled by either party provided written notice is received by January 15, 2010, in which case all monies paid by the Exhibitor will be forfeited. By cancelling this space the Exhibitor forfeits all rights or claims to the allocated space and Historymaker 2010 management is free to rent it to others and collect the cancellation charge as liquidation damages. 6. Historymaker 2010 management reserves the right to alter or change the space assigned to the Exhibitor. 7. Historymaker 2010 management reserves the right at any time to alter or remove Exhibits or any part thereof, including printed materials, product, signs, light, sound or video, and to expel Exhibitors or their personnel if, in Historymaker 2010, management's opinion, their conduct or presentation is objectionable to Historymaker 2010 management or other event participants. 8. The Exhibitor agrees to confine his presentation within the contracted space only, and within the maximum height set outlined in the Exhibitor Information section. 9. Goods must not be shipped to the event location. Management assumes no responsibility for loss or damage to goods before, during the period of the event, nor after its closing. 10. The Exhibitor is responsible for the placement and cost of insurance related to his participation in the event. 11. The Exhibitor agrees to have booth displays assembled no later than 1 hour preceding the beginning of the event registration and that no booth display may be dismantled or goods removed during the entire run of the event and must remain intact until 6:00 p.m. of the last day of the event. The Exhibitor also agrees to remove his Exhibit, equipment from the event building by the final move out time limit, or in the event to do so, the Exhibitor agrees to pay for such additional costs as may be required. 12. Historymaker 2010 management shall not be liable for damages and otherwise for failure to carry out the terms of this agreement in whole or in part where caused directly or indirectly by or in consequence of fire, storm, flood, rebellion, insurrection, riot, civil commotion, strike, or by any cause whatsoever beyond the control of Historymaker 2010 management whether similar to or dissimilar from the causes enumerated herein. 13. Historymaker 2010 management reserves the right to cancel this contract and to withhold possession of Exhibit space if the Exhibitor fails to perform any material condition of this contract or refuses to abide by the stipulations of the Exhibitor Contract, in which case the Exhibitor shall forfeit as liquidation damages all space rental payments made by them and any further occupancy of such space. 14. The Exhibitor agrees to observe all union contracts and labor relations in force, agreements between the event management, official contractors serving companies and the building in which the event will take place and according to the labor laws of the jurisdiction in which the building is located. 15. A refund of all monies paid by the exhibitor to Historymaker 2010 management will be made by Historymaker 2010 management in the event that the conference is not held.

By signing this, you confirm that you have read and approve of the above terms and conditions.

Name: \_\_\_\_\_

Date: \_\_\_\_\_

Signature: \_\_\_\_\_

