

2012 SADD National Conference
Torrance Marriott South Bay
Torrance, CA
June 24-27, 2012



Exhibitor Prospectus & Sponsorship Packages

The **SADD National Conference** is an uplifting experience. Nearly six hundred exceptional youth leaders and their adult advisors convene to learn, to network and to celebrate the power of positive peer pressure. Through workshops, motivational speakers, skill-building activities and shared storytelling, young people who are already leaders in their schools and communities come together to improve their ability to have a positive effect on the lives of their peers back home.



SADD's national network of state coordinators, partner organizations, and thousands of chapters across the country share news about the conference both before and after the event.

"Going to the SADD National Conference is one of the best experiences of my life. I have learned so many different things from the detailed workshops that are provided. After my first conference, I came back home pumped and ready to make my SADD chapter as great as it could be. I was filled with new ideas and excited to succeed, and I have developed many long-lasting friendships, too."

~Evelyn from New Jersey

Change Teen Lives and Gain Valuable Exposure for Your Organization ...

Join SADD's **Presenting Sponsor, the California Office of Traffic Safety**, for the opportunity to support a unique youth leadership development program – the **2012 SADD National Conference** – which will take place from June 24th – 27th at the Torrance Marriott South Bay in Southern California.

Don't Miss This Unique Opportunity To ...

- ❖ Help build the capacity of extraordinary youth leaders who are making a difference across the country and saving young lives;
- ❖ Showcase your company's message, products, and services and gain valuable feedback from motivated and articulate SADD youth leaders (ages 13-18) and key adult influencers;
- ❖ Network with nearly 600 attendees from 36 states;
- ❖ Reach SADD decision-makers, including student leaders and their adult advisors; Board Members and staff, SADD National Student Leadership Council members; state student advisory board members; and SADD State Coordinators who organize state and regional conferences and who communicate with thousands of chapters nationwide.



Exhibitor Details

Key Exhibitor Times ...

- **Exhibitor Move-In: Sunday, June 24, 2012, 3:30-6 p.m.**
- **Exhibit Hall Open: Monday, June 25 & Tuesday, June 26**
- **Exhibitor Move-Out: Tuesday, June 26, 3:30 p.m.**

Exhibitor Benefits ...

- ❖ Alignment with the nation's leading youth-based peer-to-peer education, prevention, and advocacy organization – now celebrating 31 years of empowering youth and families;
- ❖ Dedicated exhibit hall hours and creative programming that will help maximize exhibitor traffic during key times;
- ❖ Opportunity for a contest, raffle, and/or prize drawing with announcements made by our conference emcee, Craig Tornquist;
- ❖ Complimentary listing in the conference program booklet;
- ❖ Five complimentary meals (breakfast and lunch on Monday and Tuesday PLUS two complimentary tickets to the Tuesday evening June 26 Awards Dinner & Celebration);
- ❖ Opportunity to submit a Workshop proposal for consideration;
- ❖ Opportunity to participate in the Monday night off-site event at Disneyland;
- ❖ Opportunity to bring additional guests to the June 26 Awards Dinner & Celebration

Opportunities for *additional* visibility ...

- **Be a Sponsor** – Increase your exposure, maximize your SADD National Conference experience, and help support today's teens with life-expanding skills by sponsoring this unique leadership development program! Information on sponsorship packages follow. *(All Sponsor levels offer a complimentary booth.)*
- **Donate a prize** for the emcee to reward audience participation during general sessions and your company's name will be recognized.
- **Contribute an item or service to Tuesday night's Silent Auction** – proceeds benefit the SADD College Scholarship Fund.



Booth Packages ...

- **Nonprofit Rate: \$ 500**
- **Commercial Rate: \$ 1,200**

Basic Booth Package includes:

- One 10' x 10' booth
- One 2' x 6' draped table
- Two chairs
- One wastebasket
- Professional company identification sign (*specs: 7" x 44" – text only*)
- Black and red alternating drape and 3' black side rails
- Prominent listing in the SADD National Conference program booklet
- Four complimentary buffet meals: Breakfast and lunch on Monday and Tuesday
- Two exhibit booth personnel (*contact us about adding more*)

[Exhibitors are able to join in *SADD Magic at Disney*®, the special Monday night off-site event; however, a modest fee will apply. Ask us about the details!]

Double the Impact!!

Purchase a double-booth layout (*a spacious 10 feet deep by 20 feet wide*), and you will receive **20 percent off** the price of the second booth.



Make Your Booth Successful ...

Plan an interactive activity, offer a contest or giveaway, or conduct a mini poll at your booth to make your booth fun and uniquely attractive to conference goers.

- **Interactive component.** Whether it's a putting green, Fatal Vision® goggles and an obstacle course, or a quiz or raffle drawing to win a special item at your booth, plan something fun and interactive! SADD student leaders can offer advice and feedback in planning.
- **Offer a contest.** Offering a contest or raffle drawing at your booth will more fully engage youth and adult participants alike. We'll work with you to make arrangements for the emcee to share announcements during general sessions about prize drawings.
- **Provide a giveaway.** Our emcee is a master at audience interaction and often offers an incentive to those who participate. Get your organization's name out in front of the general session audience by donating a special prize or giveaway item.
- **Scavenger hunt activity.** Building on the success of past treasure hunt activities, our SADD National Student Leadership Council members ask that you identify an item or component of a program at your booth to be part of a scavenger hunt. Details to follow.

The hall will be closed during general sessions but open during workshops, so expect traffic to be light at these times. Exhibitors are encouraged to attend all general sessions as a way of additionally networking with conference participants and getting a better sense of the SADD program. The Exhibit Hall is not a lockable space, so exhibitors must be responsible for their belongings.

The Exhibit Hall at a Glance ...

Sunday, June 24

3:30 p.m. – 6:00 p.m.

Exhibitor Move-In

(Exhibitors register at the SADD Conference Registration area. GES, our general services contractor, will have an on-site representative during these hours only.)

Monday, June 25

7:30 a.m. – 2:00 p.m.

Exhibit Hall is open; after lunch, **dessert will be served** in the hall to allow for additional interaction time.

(Check sadd.org for the tentative conference agenda.)

Tuesday, June 26

7:30 a.m. – 3:30 p.m.

Exhibit Hall is open; after lunch, **dessert will be served** in the hall, and later, a special activity is planned.

3:30 p.m. – 4:30 p.m.

Exhibitor Move-Out

(GES will have an on-site representative available at 4:30 p.m.)

Focus Group Opportunity, Anyone? ...

Interested in getting feedback on a program idea or hearing a youth perspective on a topic or issue? SADD students tend to be positive, articulate, and thoughtful young leaders. If you would like to facilitate a small focus group session at some point during conference, let us know up front. Participant recruitment can be accomplished at your booth, and we will work with you on outreach and ideas for incentives.

SADD will provide a comfortable meeting space to accommodate a small group of no more than 16 participants. Four time slots are available – one focus group at breakfast or lunch on Monday or Tuesday, after students have eaten. Focus group requests will be handled on a first-come, first-served basis. Call for information about fees.

June 26 Awards Dinner & Celebration ...

The culminating highlight of conference takes place Tuesday evening, June 26. We hope you will join us for this memorable event! **A special VIP table will be reserved for exhibitors.**

Additional banquet tickets may be purchased for a fee of \$55.00 per guest. [BTW, youth attendees bring fancy dress for this occasion, but business casual attire is just fine!]

A Great Venue ...

Experience one of LA's top hotels, the **Torrance Marriott South Bay**. Near Redondo Beach, this property features comfortable guest rooms, savory dining, and convenient hotel amenities. It's adjacent to the Del Amo Fashion Mall, one of the largest malls in the country. For additional information about our conference venue, visit marriott.com/torrance.

Hotel rooms are available at a discounted conference rate of \$175 per night. **This rate is inclusive of all taxes and fees.** To receive this special rate, make your reservation with SADD's conference travel planner, **WorldStrides** by contacting **Todd Kersey**, toll-free, at **800-999-7676** or by email at toddk@worldstrides.org. You are welcome to book directly with the hotel, if you are able to obtain a lower rate. Hotel rates may change from week to week, based on availability.

Torrance Marriott South Bay – 3635 Fashion Way, Torrance, CA 90503 – 310-316-3636

Global Experience Specialists (GES), our official general services contractor, produces many shows at the Torrance Marriott South Bay, so you'll be in good hands. The show will take place in the **Grand Ballroom - Salons A, B, C, & D** which is a fully-carpeted space. Once you register with SADD National as an exhibitor, GES Torrance will email you an exhibitor services kit with information about shipping, furniture, and equipment orders.

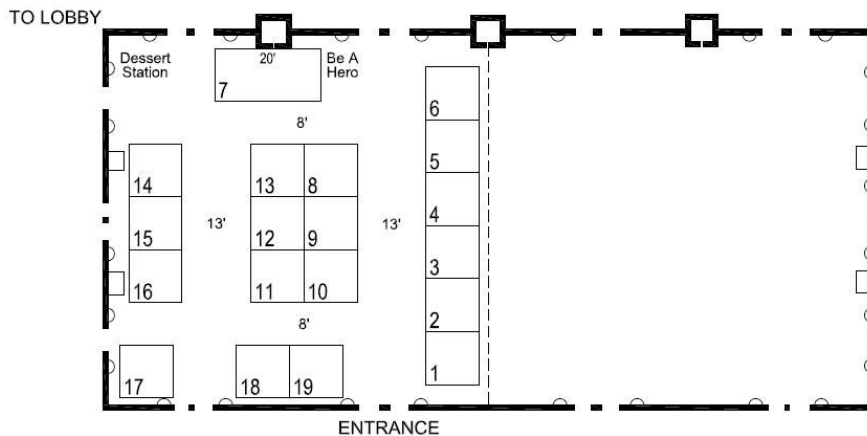


To hold your booth location and receive the Exhibitor Services Kit, SADD requires a \$100 nonrefundable deposit and a completed exhibitor application form.

Full booth payment due by Friday, May 18, 2012.

SADD Exhibit Hall Floor Plan ...

**SADD NATIONAL CONFERENCE
JUNE 24-26, 2012
TORRANCE MARRIOTT HOTEL
TORRANCE, CALIFORNIA
ROOMS A,B,C,D
GRAND BALLROOM**



**SADD National Conference
Torrance Marriott South Bay
Torrance, California
June 24-27, 2012**



Sponsorship Packages

Your company's support will help SADD provide life-expanding skills to our teen and adult participants and offer innovative prevention education tools and strategies they will use back home to enhance their critical work in schools and communities across the nation.

"Now that I am in college, I often look back on high school to the things that were most memorable – and my local SADD chapter and the annual SADD National Conference always come to mind. SADD provided me with an abundance of support for choosing a positive lifestyle and helping to influence my peers."

~ Danny from Indiana



All Sponsors will have ...

General Sponsor benefits

- Noted as sponsor in general pre-conference news release
- Company logo projected onscreen at Opening Ceremonies on Sunday, June 24
- Year-long mention of company name listed on SADD's partnership page at sadd.org (53,000 unique visitors monthly)
- Opportunity to provide an item for 600 conference welcome bags
- Complimentary VIP seats for two guests at the Tuesday evening, June 26 Awards Dinner & Celebration
- Complimentary 10' x 10' Exhibit booth (*Basic Booth Package*)
- Recognition on conference signage at the registration desk; in the conference program booklet; in SADD's September electronic newsletter, *The SADDvocate* (12,500+ subscribers); and in the 2012 SADD Annual Report

This is a unique opportunity to support youth leaders and help save teen lives!

2012 SADD National Conference Sponsorship Packages



SADD Presenting Sponsor: California Office of Traffic Safety

We thank the California Office of Traffic Safety for its belief in the power of teens and for its commitment to supporting this exclusive opportunity. SADD's intense four-day educational experience will change the lives of youth and adult SADD leaders in attendance and give them the strategies they need to enhance their critical prevention education work in schools and communities across the country.



SADD Youth Council Sponsor

\$30,000

This unique sponsorship will bring 25 SADD National Student Leadership Council members to this intense four-day educational experience and will enhance their personal, leadership, communication, and team-building skills.

All General Sponsor benefits, PLUS ...

- Special branding opportunity on year-round Council polo shirts
- Special recognition during the conference
- Year-round prominent recognition on the home page of the SADD website
- Meet and greet time with the Student Leadership Council members
- Professional photo with the Student Leadership Council members
- One complimentary Conference Ground Package, including three nights' accommodations at the hotel, meals, all conference programming, and the special off-site activity at Disneyland
- A unique opportunity to be both an Exhibitor AND a Workshop Presenter during the convention

SADD Magic at Disney® Sponsor

\$25,000

[2 Sponsorships Available: Choose either Mickey Sponsor or Minnie Sponsor]

SADD Magic at Disney® is our Monday night off-site trip to Disneyland, featuring participation in Mickey's Parade, dining, networking, and more.

All General Sponsor benefits, PLUS ...

- Special branding opportunity on Conference tee shirt worn off-site by all participants and signage on the buses traveling to and from this unique, special event
- One complimentary Conference Ground Package, including three nights' accommodations at the hotel, meals, all conference programming, and the off-site activity

Sponsorship opportunities continue on next page...

Be a Hero Exhibit Hall Sponsor

\$15,000

All General Sponsor benefits, PLUS ...

- Special branding opportunity at the unique Super Hero photo venue in the hall
- Signage at the dessert tables offered during Exhibit Hall hours
- Opportunity to meet SADD National Student Leadership Council members and individually interview several student leaders

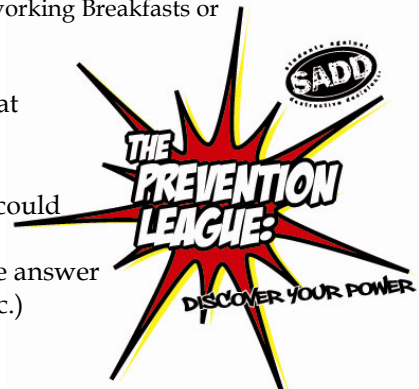
Energizing Sponsor

\$10,000

[5 Sponsorships Available: Choose from Opening Night Dinner; one of two Networking Breakfasts or Power Lunches]

All General Sponsor benefits, PLUS ...

- Opportunity to showcase your company with promotional item at each table
- Signage highlighting your organization at the serving tables
- Opportunity to create an interactive tool during the meal which could provide the sponsor with teen participant feedback on an issue relevant to teens and the sponsor (a question where teens text the answer ... a quick survey with ballots completed and left on the table, etc.)



\$ 5,000

Keynote Sponsor

[3 Sponsorships Available]

All General Sponsor benefits, PLUS ...

- Opportunity to provide an item with prevention messaging for 600 welcome bags
- Opportunity to conduct a small focus group at conference

General Sponsor

\$ 3,500

- Noted as sponsor in general pre-conference news release
- Company logo projected onscreen and at Opening Ceremonies
- Year-long mention of company name listed on SADD's partnership page at sadd.org (53,000 unique visitors monthly)
- Opportunity to provide an item for 600 conference welcome bags
- Complimentary VIP seats for two at the Tuesday evening, June 26 Awards Dinner & Celebration
- Complimentary 10' x 10' Exhibit booth (*Basic Booth Package*)
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Please complete and return the following Exhibitor Application form ...



On behalf of the 2012 Conference Planning Committee,
including our SADD National Student Leadership Council pictured below,
THANK YOU for your anticipated participation!

