



National Association of
Extension 4-H Agents

2018 Sponsor and Exhibitor Packet

October 7–11, 2018
Hyatt Regency Columbus
Columbus, Ohio

nae4ha.com



OSP IMAGES

N A E 4 - H A 2 0 1 8

C O L U M B U S



Reinvent Yourself
Imagine • Inspire • Innovate

Imagine. Inspire. Innovate.

MISSION

NAE4-HA is an inclusive, diverse organization engaging youth development professionals by:

- Providing cutting edge professional development through a variety of delivery methods
- Encouraging leadership development and mentoring across generations
- Cultivating networking to strengthen positive youth development programming globally
- Integrating scholarship, research, and practice



NATIONAL 4-H

VISION

NAE4-HA is the global leader in building positive youth development professionals.

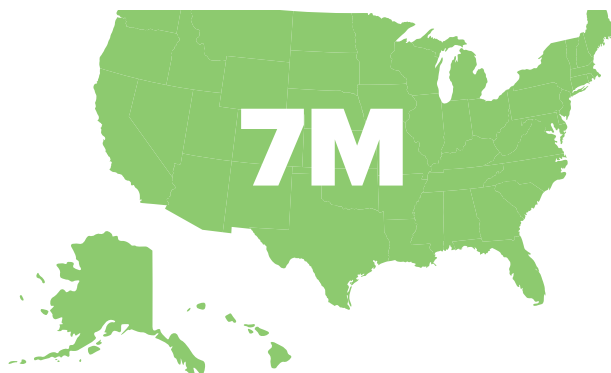
VALUES

Accomplishing our vision and mission requires many values, we choose to focus on the values of:

- learning
- inclusivity
- excellence
- and the actions reflected in our professional standards

National Association of Extension 4-H Agents

The National Association of Extension 4-H Agents (NAE4-HA) is a 501(c)(6) organization for those dedicated to promoting, strengthening, enhancing and advocating for the 4-H youth development profession. It is an internationally recognized, not-for-profit, non-partisan association of nearly 3,600 professional youth development educators. Since 1941, NAE4-HA has provided its members with professional development, an inclusive support network, and a forum for integration of scholarship, research, and practice.



Our members are the guiding lights in the largest youth organization in America, with a reach that extends to seven million youth annually.



ROD BERRY/OHIO STOCK PHOTOGRAPHY

Event

National Association of Extension 4-H Agents
annual professional development conference

Date and Location

October 7–11, 2018
Hyatt Regency Hotel, Columbus, Ohio

Description

4-H youth development professionals from across the country connect during this five-day conference to focus on current youth development research, best practices, networking and leadership/personal development. Other highlights include noteworthy speakers, general sessions and regional meetings. “Seminars on Wheels” offer up close and personal visits to nearby places of interest such as The Ohio State University.

Theme

The 2018 NAE4-HA Conference theme, **Reinvent Yourself: Imagine, Inspire, Innovate**, highlights opportunities for growth offered to 4-H professionals at the conference and to 4-H youth everywhere.

You're invited . . .

The National Association of Extension 4-H Agents invites you to **join us** for our 2018 annual conference in Columbus, Ohio.

This five-day event takes place Oct. 7–11, 2018, when you have the opportunity to put your organization in front of more than 1,200 4-H professionals from across the country.

The members of NAE4-HA work directly with seven million youth and more than 570,000 volunteers in all 50 states and U.S. territories.

The sponsorship opportunities described on the following pages mean you can increase brand awareness, connect with community leaders, secure new customers, and most importantly, support positive youth development.



HANDSHAKE BY GREGOR CRESNAR, FROM THE NOUN PROJECT

Imagine. Inspire. Innovate.



NATIONAL 4-H

4-H members are . . .

Contribution/Civic Engagement

- Four times more likely to make contributions to their communities (Grades 7-12).
- Two times more likely to be civically active (Grades 8-12).



Academic Achievement

- Two times more likely to participate in Science, Engineering and Computer Technology programs during out-of-school time (Grades 10-12).
- 4-H girls are two times more likely (Grade 10) and nearly three times more likely (Grade 12) to take part in science programs compared to girls in other out-of-school time activities.



Healthy Living

- Two times more likely to make healthier choices (Grade 7).



Comparisons are to youth peer groups and are approximate. Based on research from "The Positive Development of Youth: Comprehensive Findings from the 4-H Study of Positive Youth Development."

Sponsorship Packages

The NAE4-HA Conference recognizes the importance of your sponsorship to the success of the event. For your convenience, sponsorship is described in terms of levels. We also will assist you in tailoring any of our sponsorship packages to meet your company's or organization's specific needs. For more information, please contact one of our Sponsor and Donor Relations Chairs, who are listed on the inside back cover.



HYATT REGENCY COLUMBUS

Hyatt Regency Columbus

350 North High Street, Columbus, Ohio, USA, 43215

- **Inviting rooms and suites:** The hotel features 631 stylish guestrooms and suites with plush Hyatt Grand Beds™, 42" flat screen TVs, and complimentary Wi-Fi.
- **Near popular attractions:** Within walking distance to Short North and Arena Districts, and are directly connected to the Greater Columbus Convention Center.
- **Upscale recreational amenities:** Swim laps in the glass enclosed heated pool with sundeck and downtown views, and workout in the 24-hour StayFit® Gym.
- **Extraordinary culinary experiences:** Dine in the open style restaurant, Market Stand Café, overlooking downtown, serving breakfast, lunch and dinner.

Benefits of Sponsorship

- Brand awareness, promotion and recognition throughout the NAE4-HA Conference, including naming rights
- High level of social media and web exposure through marketing campaigns, including a conference smartphone app
- Responsive and engaged public relations effort on behalf of your company or organization with press releases and news articles

Your sponsorship, regardless of level, means you are an **NAE4-HA Partner Member**. Welcome!

You also can choose to use your sponsorship as a **gift to The Ohio State University**.

All or part of your sponsorship may be tax deductible. Consult with your tax advisor.



Why sponsor?

NAME RECOGNITION

Your sponsorship reaches the eyes and ears of thousands of 4-H professionals.



KEY AUDIENCE

Conference attendees are influencers, defining programs and activities for other 4-H professionals, volunteers and 4-H members and their families.

REACH

Located in virtually every county in the United States, 4-H professionals are your link to seven million youth.

BRAND LOYALTY

Tap into the power of the 4-H brand by aligning your brand with ours.

Naming Rights

Naming rights are tied to memorable and informative activities such as general sessions, speakers, meals, poster sessions and more. Select one naming opportunity from the events and items that correspond to your sponsorship level. If you have not already spoken to a member of the Sponsor and Donor Relations team, someone will contact you soon. Sponsors at the Bronze and Copper levels do not have naming rights, but are included in the recognition described on page 6.

EMERALD

Sponsors at the \$50,000+ level select from among all naming rights

PLATINUM

Welcome to NAE4-HA opening event

One Conference Day (four available)

\$25,000-\$49,999

GOLD

NAE4-HA Awards Gala

Keynote or capnote speaker

Logo on conference promotional item

Box lunches (two available)

\$10,000-\$24,999

PALLADIUM

Educational poster session (four available)

Conference transportation

Conference smartphone app

\$5,000-\$9,999

SILVER

Refreshment break (five available)

Awards Gala reception

\$2,500-\$4,999

Imagine. Inspire. Innovate.

Additional Recognition

	Emerald \$50,000+	Platinum \$25,000- \$49,999	Gold \$10,000- \$24,999	Palladium \$5,000- \$9,999	Silver \$2,500- \$4,999	Bronze \$1,000- \$2,499	Copper \$500- \$999
AT THE CONFERENCE							
Listed in conference program	✓	✓	✓	✓	✓	✓	✓
Conference attendee list (name/address)	✓	✓	✓	✓	✓	✓	
VIP seating at Awards Gala. Value per seat (TBD) is non-tax deductible. Additional tickets available for purchase.	✓ table	✓ table	✓ 6	✓ 4	✓ 2		
Right to provide promotional item/premium at event	✓	✓	✓	✓			
Speaking opportunity during keynote assemblies	✓	✓	✓	✓			
Sponsor feature on social media	✓	✓	✓				
Recognition during business meetings	✓	✓	✓	✓			
Logo placement in social media and email marketing blast	✓	✓	✓	✓			
Logo placement in Conference powerpoint/ presentation templates	✓	✓	✓	✓			
Logo placement featured in assembly for all events	✓	✓	✓				
Logo placement in conference smart phone app	✓	✓	✓	✓			
Full page advertisement in conference program	✓ 2	✓ 2	✓ 1				
8' x 10' conference booth	✓ 2	✓ 2	✓ 1	✓ 1	✓ 1	✓ 1	✓ 1 non-profit only
Full-time conference registration	✓ 4	✓ 4	✓ 2	✓ 1			
FROM NAE4-HA							

- Contributions of less than \$500 are welcome and appreciated, and do receive recognition through NAE4-HA.
- See details of all NAE4-HA recognition at nae4ha.com/partner-member-program.

Logo, link and description on website	✓	✓	✓	✓	✓	✓	✓ name only
Web banner ad on homepage or other page of website	✓	✓	✓				
Access to membership directory	✓ contact w/ emails	✓ contact w/ emails	✓ contact w/emails	✓ contact no emails	✓ 2 mailings per year	✓ 1 mailing per year	
Email blasts sent by executive director	✓ article or ad 4x/yr	✓ article or ad 4x/yr	✓ article or ad 2x/yr	✓ article or ad 1x/yr			
Subscription to and article or ad in regional newsletter	✓ 2 articles and 2 half- page ads/ yr	✓ 2 articles and 2 half- page ads/ yr	✓ 1 article and 1 half- page ad/yr	✓ 1 quarter- page ad 2x/yr	✓ 1 quarter- page ad 1x/year		
Listed as new member in regional newsletter	✓	✓	✓	✓	✓	✓	✓

Thank you for being a 2018 NAE4-HA conference sponsor, exhibitor, or in-kind donor. If your level of donation includes an exhibit, please make sure to also complete and return the Exhibitor Agreement.

To pay by CHECK, please mail this completed form and your payment to:

2018 NAE4-HA Conference
Melinda Morrison, Treasurer
OSU Extension Champaign County
1512 S US Highway 68
Urbana, OH 43078-9199

Name: _____

Company Name: _____

(if applicable)

Title: _____

(if applicable)

Address: _____

City: _____

State: _____ Zip: _____

Phone: _____

Email: _____

To make a secure, online CREDIT CARD payment, please visit
nae4ha.com/2018-annual-conference.

If you are making an IN-KIND DONATION, please describe it here:

_____ Value: _____

A member of our donor committee will contact you further to discuss this opportunity. Note that exhibit space is provided to in-kind donors only at the Palladium, Gold, and Platinum levels.

By signing this document, I agree to abide by the policies and procedures set forth by the Board of Trustees of the National Association of Extension 4-H Agents. I further agree not to abuse my rights of access to the membership directory, if applicable.

Authorized Signature: _____

Date: _____

SPONSORSHIP LEVELS

See pages 5 and 6 of this packet for a complete listing of benefits at each level.

- ☐ Emerald (\$50,000 and above)
- ☐ Platinum (\$25,000 to \$49,999)
- ☐ Gold (\$10,000 to 24,999)
- ☐ Palladium (\$5,000 to \$9,999)
- ☐ Silver (\$2,500 to \$4,999)
- ☐ Bronze (\$1,000 to \$2,499)
- ☐ Copper (\$500 to \$999)
- ☐ Friend of 4-H (less than \$500)
- ☐ Non-Profit Exhibit Booth Only (\$500)

If you are contributing at the Bronze level or higher, you will receive at least one (1) exhibit booth at the conference. To secure your exhibit booth please complete this and the Exhibit Agreement.

- ☐ Please apply/process my sponsorship as a gift to The Ohio State University.

BENEFIT WAIVERS

EXHIBIT BOOTH

If you are a sponsor at the Bronze level or above, please check one:

- ☐ I plan to use this benefit and participate as an exhibitor.
- ☐ I do NOT want to accept the benefit of an exhibitor booth.

AWARDS GALA

If you are a sponsor at the Silver level or above, please check one:

- ☐ I plan to use this benefit and attend the Awards Gala.
- ☐ I do NOT want to accept the benefit of VIP seating at the Awards Gala.

Complete this form if you are a conference sponsor interested in an exhibit booth OR if you are purchasing a non-profit booth space and **wish to pay by CHECK**. Please return this completed form, a completed Application, and proof of insurance (Provision #8) to:

2018 NAE4-HA Conference
Melinda Morrison, Treasurer
OSU Extension Champaign County
1512 S US Highway 68
Urbana, OH 43078-9199

To make a secure, online **CREDIT CARD payment**, please visit
nae4ha.com/2018-annual-conference

Exhibit Setup:

Monday, Oct. 8
8:00 a.m. to 11:00 a.m.

Exhibit Open:

Monday, Oct. 8
11:30 a.m. to 5:30 p.m.
(Closing time approximate)

Tuesday, Oct. 9
8:00 a.m. to 3:30 p.m.

Exhibit Teardown:

Tuesday, Oct. 9
3:30 p.m. to 5:00 p.m.

CONTACT INFORMATION

Name: _____

Company Name: _____
(if applicable)

Title: _____
(if applicable)

Products/Services: _____

Address: _____

City: _____

State: _____ Zip: _____

Phone: _____

Email: _____

INSTRUCTIONS TO VALIDATE THIS AGREEMENT

We, in order to validate this agreement, agree to the following:

1. Payment for the partnership or non-profit exhibit plus payment for any additional boxed lunches.
2. Space is assigned on a space available basis.
3. Final payment must be made by June 1, 2018, or risk forfeiting reserved space and/or assessed late fees.
4. All rules and regulations governing this show, including those appearing in the provided "Exhibit Show Provisions," will be strictly adhered to.
5. The products/services described above are those that rightfully represent our company and those that we propose to exhibit. Any changes made regarding the products or services to be exhibited will be forwarded to Show Management in writing at least 45 days prior to the show.
6. We, the undersigned company/organization, do hereby make application to reserve space and participate as an Exhibitor in the Show indicated by this agreement. We agree to all rules and regulations governing this show.

Authorized signature: _____

Date: _____

BOOTH INFORMATION

Booth space is 8' x 10' and includes a backdrop, side rails, one draped table, identification sign, waste basket and one chair. Name tags and registration materials are provided as well. Additional equipment and services are available. One box lunch will be provided on Monday, Oct. 8. Complete shipping and service information kits will be sent to exhibitors in advance of the show.

	Number requested	Cost per item	Total
Number of complimentary exhibit booths in recognition of sponsorship level		\$0.00	
Number of non-profit booths		\$500.00	
Corner booth (in addition to base fee)		\$100.00	
Additional box lunches		\$25.00	
TOTAL DUE			
AMOUNT ENCLOSED			

All efforts will be made to meet requests but are not guaranteed. We reserve the right to make modifications to the exhibit space layout based upon exhibit needs.

1. **AGREEMENT:** Upon your receipt of notification of booth assignment, this agreement shall enter into effect upon the terms set forth below, and any additions and amendments as may from time to time be issued by Show Management. The Exhibitor also assumes full responsibility for complying with any local, city, state, and federal regulations regarding permitting, sales, taxes, fire, electrical wiring, safety, and/or health.
2. **SPACE ASSIGNMENTS:** During the period after June 1, 2018, space will be assigned to Exhibitors. Show Management and NAE4-HA reserve the right to assign or alter booth or exhibit locations as it deems advisable and in the best interest of the show.
3. **PAYMENTS:** Booth assignments will be made for exhibitors in good standing, meaning partner fee (or non-profit booth fee) is paid in full by the due date.
4. **CANCELLATIONS:**
 - A. Should an Exhibitor cancel from the show, the following shall apply:
 - Exhibitors who cancel between time of application and September 1, 2018, will receive a 50% refund if that same exhibit space can be resold. This refund will be issued 4 to 6 weeks after the conference.
 - Exhibitors who cancel after September 1, 2018, will receive no refund.
 - B. No cancellation shall be acknowledged unless received by Show Management in writing. Email, fax, or mail will be accepted. The date upon which the notice of cancellation is received shall apply as the official date of cancellation.
 - C. Upon notification of cancellation Show Management has the right to resell the vacated space.
 - D. Any space not claimed by 11:00 a.m. on Monday, Oct. 8, 2016, may be reassigned or cancelled without refund. Show Management will not be liable for any incurred expense by an Exhibitor whose space is not claimed by the specified date and time.
5. **SHIPPING:** Complete shipping and service information kits will be sent to exhibitors in advance of the show. There will be an additional cost for this service.
6. **SAFETY:**
 - A. Fire regulations require all display material used for decoration to be flameproof. Any/all electrical equipment, including signs and lights, shall be in good operable condition and able to pass the inspection of the local Fire Marshalls and Code Enforcement. Each Exhibitor agrees to be knowledgeable and responsible regarding ordinances and regulations pertaining to health, fire prevention and public safety while participating at this Show.
 - B. The use of flammable materials necessary to the purpose of the exhibit where no other alternative can be used must first be brought to the attention of the Show Management, in writing, no less than 90 days before the Show's opening for approval.
 - C. Show Management and NAE4-HA may cancel all or such part of an exhibit that may not meet safety standards without refund.
7. **USE OF EXHIBIT SPACE:**
 - A. No Exhibitor shall assign, sublet or share any part of the space allotted without written permission from Show Management. No exhibitor is permitted to show goods other than those manufactured or handled by said organization in the regular course of business.
 - B. Over-the-counter sales are defined as transfer of goods for money, check, draft, or other kind of payment. These sales will be permitted in accordance with local, city, state, and federal regulations. Exhibitors are responsible for adhering to these laws.
 - C. Distribution by the Exhibitor of any printed matter, souvenirs or other articles must be confined to the assigned space. No undignified manner of attracting attention will be permitted. All exhibits must fit in the space provided and cannot exceed each 8' x 10' space. This provision will be strictly enforced.
 - D. Exhibitors shall reflect their company's highest standards of professionalism while maintaining the exhibit during Show hours.

Your signature on the Application and Exhibitor Agreement indicates you agree to comply with these rules and regulations.

Please keep this information for your records.

Exhibit Setup:

Monday, Oct. 8
8:00 a.m. to 11:00 a.m.

Exhibit Open:

Monday, Oct. 8
11:30 a.m. to 5:30 p.m.
(Closing time approximate)

Tuesday, Oct. 9
8:00 a.m. to 3:30 p.m.

Exhibit Teardown:

Tuesday, Oct. 9
3:30 p.m. to 5:00 p.m.

Please note: "7.E. The exhibit must be maintained by at least one company representative at all times during show hours"

Imagine. Inspire. Innovate.

- E. The exhibit must be maintained by at least one company representative at all times during the Show hours.
- F. Show Management reserves the right to restrict exhibiting which due to noise, methods of operation or any reason become objectionable to the general character of the Show. Show Management also reserves the right to prohibit or evict any exhibit or exhibitor/person from the exhibit hall if the situation deems necessary. Each Exhibitor is responsible for keeping the aisle(s) near his/her booth free of congestion due to demonstration or other promotions.
- G. Exhibitors shall arrange their exhibit so it does not obstruct the general view or hide the exhibit of others.

8. SECURITY/LIABILITIES/INSURANCE:

- A. Exhibit halls will be locked during non-show hours. During and after Show hours, only those individuals with proper identification and the permission of Show Management may enter the Exhibit area.
- B. Notwithstanding any security furnished by or on behalf of Show Management, Show Management, NAE4-HA, the Official Service Contractors, the exhibit facility, their members, representatives and/or employees, shall not be liable or responsible for any injury, loss or damage that may occur to the Exhibitor, or to the Exhibitor's employees or property, from any cause whatsoever, prior, during or subsequent to the period covered by this application/agreement.
- C. Show Management and NAE4-HA, its agents and employees, will not be liable for failure to hold the Show as scheduled. Payments for exhibit space, less any expenses incurred in connection with the Show, shall be refunded if the Show is cancelled 90 days or less prior to the opening date due to fire, or any act of God, or public enemy, or epidemic, or any law, or regulation, or public authority, which makes it impossible or impractical to hold the Show.
- D. Prior to delivery of exhibit to the exhibit facility, Exhibitor, at its expense, (i) shall procure and shall thereafter maintain for the term of the Show, insurance for Commercial General Liability: \$1 million/\$2 million.
- E. Damage to the exhibit facility or to the property of other exhibitors, caused by Exhibitor or its agents or employees, shall be replaced or repaired by the Exhibitor. Exhibitor assumes the entire responsibility and liability for losses, damages, and claims, arising out of injury or damage to Exhibitor's displays, equipment, and other property brought upon the premises of the hotel and conference area and shall indemnify and hold harmless the Show Management, NAE4-HA, the Hyatt Regency, agents, servants, and employees from any and all such losses, damages and claims.

9. CONFLICT OF INTEREST STATEMENT: Although Show Management and NAE4-HA appreciate donor and exhibitor support, federal regulations prohibit endorsements. NAE4-HA will not enter into exclusive agreements with any organization. Potential donors and exhibitors in competing areas will not be excluded if they choose to sponsor NAE4-HA events.

10. USE OF THE 4-H NAME AND EMBLEM: The use of the 4-H Name and Emblem shall be in accordance with National regulations. Exhibitors are required to have proof of USDA authorization submitted by August 1, 2018 to display or sell items using the 4-H Name and Emblem. More information can be found at <http://nifa.usda.gov/resource/4-h-name-and-emblem>.

11. ADDITIONAL EXPENSE: All expenses relating to electric, phone, shipping, extra tables, special storage needs, etc., are the Exhibitor's responsibility. The designated exhibit services provider will supply additional information and the necessary order forms.

12. ADMISSION: Show Management shall have sole control over all admissions of persons. All persons visiting the exhibit area will be admitted according to the rules and regulations of the Show as amended by NAE4-HA.

13. AMENDMENTS TO REGULATIONS: Any and all matters and questions not specifically covered by the articles in this agreement shall be subject to the decision of Show Management. The Show Management in the interest of the Show may amend the aforementioned items covered by this agreement at any time and notice thereof shall be binding on Exhibitors equally with the foregoing rules set forth in this agreement.



NAE4-HA is committed to the active involvement of all its members, without regard to race, color, national origin, age disability and where applicable, sex, marital status, parental status, religion, sexual orientation, political beliefs, genetic information, reprisal, or because all or part of an individual's income is derived from any public assistance program.

BLURRED LIGHTS BACKGROUND DESIGNED BY FREEPIK

Contact us

Conference Chairs

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Nationwide & Ohio Farm Bureau
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Jim Thompson

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Sponsor and Donor Relations Chairs

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Exhibit Chairs

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Jane Wright

Program Manager
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To learn more, visit
nae4ha.com/2018-annual-conference

Welcome to Columbus

Visit these colorful neighborhoods conveniently located near the conference hotel. Take a walking tour and glimpse how the city grew up. Along the way, you'll experience some of the city's best dining, entertainment and shopping.



VASENKAPHOTOGRAPHY

German Village is a charming neighborhood of brick streets, lovingly restored historic homes, upscale restaurants, friendly neighborhood pubs and unique retail.



NATIONWIDE REALTY INVESTORS

The lively **Arena District** is home to the Columbus Blue Jackets' Nationwide Arena, the Columbus Clippers' Huntington Park, popular live music venues and a wide selection of popular eateries and welcoming bars.



ELEVATOR BREWERY & DRAUGHT HAUS

The **Short North Arts District** is a creative neighborhood filled with art galleries, boutiques and hip restaurants and bars.

N A E 4 - H A 2 0 1 8
C O L U M B U S



Reinvent Yourself

Imagine • Inspire • Innovate

October 7–11, 2018

Thank you for considering participation as a sponsor or exhibitor at the annual conference for 4-H professionals. We welcome your contribution to help these important educators from across the country imagine, inspire, and innovate.