



Canadian Youth Workers Convention 2009 Media Kit

December 3-6, 2009 • Sheraton Vancouver Wall Centre Hotel

ADVERTISING, EXHIBITING, & SPONSORSHIP OPPORTUNITIES

At the Canadian Youth Workers Convention, there are many cost-effective ways to connect with the 800 anticipated attendees. No matter what your budget is, you can customize one—or all—of these opportunities to meet your needs.

Advertise: Choose a half-page, full-page, or two-page spread in the convention handbook. Every attendee will receive a convention handbook when they check-in. These high quality books provide a guide to the weekend and are used as a reference resource after the convention.

Exhibit: Meet the attendees face-to-face during the convention in our exhibit area.

Giveaways: Get your hottest new product into the hand of every attendee by providing a gift at a general session. Our staff will make sure your product is on every chair during one of the six general sessions. Known as "Convention Freebies," these gifts are highly valued by attendees.

***Giveaways must have a minimum retail value of \$10. Coupons, flyers, and other promotional materials do not qualify and will not be given out in general sessions. All giveaways will be approved at the discretion of Youth Specialties Canada.*

Lanyard Sponsorship: Make sure every attendee sees your organization's logo by sponsoring the lanyards that are needed for name tags at the convention.

Lanyards must be compatible with CYWC name tag style. Lanyards must be delivered to Youth Specialties Canada by November 13, 2009.

There are no additional fees assessed by Youth Specialties for giveaways or lanyard sponsorship. Your only expenses are the cost of goods and shipping.

Event Sponsorship: Various levels of sponsorship are available to give your organization maximum exposure to our attendees.

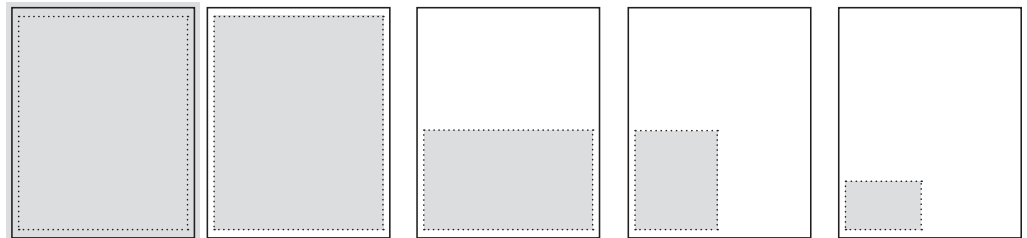
ADVERTISE

Maximize your advertising strategy by placing an ad in the convention handbook. This handbook is their guide to the event and contains speaker profiles, seminar descriptions plus maps and resource information. Not only will a handbook ad attract attendees to your booth in the convention exhibit area—it will also serve as a reference source long after the event is over. We will accept colour or black and white ads.

CYWC Ad Pricing

Ad sizes (CMYK colour)	Width	x	Height	Prices per issue Cdn
Eighth page in Colour	3.7"	x	2.325"	\$250 +GST
Quarter page in Colour	3.6875"	x	4.875"	\$400 +GST
Half page in Colour	7.5"	x	4.875"	\$600 +GST
Full Page in Colour	7.5"	x	10"	\$800 +GST
Full Page with Bleed in Colour	8.5"	x	11"	\$800 +GST
Inside covers (front or back) in Colour	7.5"	x	10"	\$1000 +GST
Inside covers with bleed (front or back) in Colour	8.5"	x	11"	\$1000 +GST
Back cover in Colour	7.5"	x	10"	\$1200 +GST
Back cover with bleed in Colour	8.5"	x	11"	\$1200 +GST

All CYWC handbook ads are due to Amber Tompkins
(amber.tompkins@gmail.com) no later than **October 16, 2009**



**Full Page or
Cover with Bleed**
Trim Size: 8.5" x 11"
Live Area: 8" x 10.5"
Bleed: 9" x 11.5"

Full Page or Cover
Size: 7.5" x 10"
no bleed allowance

Half Page
Size: 7.5" x 4.875"
no bleed allowance

Quarter Page
Size: 3.6875" x 4.875"
no bleed allowance

Eighth Page
Size: 3.7" x 2.325"
no bleed allowance

General Session Pre-Roll: Power Point Advertising - \$150 + GST

Slideshow will run on multiple video screens prior to all general sessions and concerts throughout the convention. Submit one Power Point slide advertising your organization. Best slide type: High visual impact, minimal text.

(For organizations already purchasing an ad in the handbook, Power Point advertising is only \$50!)



AD SPECS

SPECIFICATIONS FOR THE 2009 CANADIAN YOUTH WORKERS CONVENTION HANDBOOK

Accepted File Formats:

- High resolution Photoshop EPS or JPG (300 dpi)
- High resolution Adobe Acrobat PDF files (300 dpi, CMYK and distilled at high or press resolution)
- ALL images MUST be provided as CMYK process for accurate colour output
- ALL images must be a minimum of 300 dpi for quality output
- Convert ALL colours to CMYK process colour
- GIF images are NOT acceptable

ADS with a Bleed

Please include a bleed on all edges of bleed ads. Do not leave bleed allowance off of one edge assuming that an ad will be placed in a specific position on a page.

In ads with a bleed, live area containing all pertinent copy, logos, etc. must be a minimum of 0.5" from trim edge to insure safety of artwork on press and in bindery/trimming process.

Bleed must be .25" beyond trim edge.

** Proofs of ad submitted will NOT be supplied unless requested*

AD COPY DUE DATE: OCTOBER 16, 2009
E-mail ads to: amber.tompkins@gmail.com



EXHIBIT

An exhibit booth at the Canadian Youth Workers Convention gives you the unique opportunity to meet face-to-face with both existing and potential customers from all across Canada. The exhibit area is a “must-do” on every attendee’s convention schedule. Attendees know the CYWC exhibit area is the one-stop place to find all the goods and services they need to support their ministry in the upcoming year. The exhibit area will be located in the general session theatre and immediate foyer.

Exhibit Pricing - \$700 + GST

General Exhibit Information

Booths will be assigned by Youth Specialties Canada on a first-come, first-reserved basis. Each includes the following features:

- 2’ x 6’ skirted display table
- 8’ high drape back wall
- 2 upholstered side chairs
- 1 – 750 watt duplex electrical outlet.
- Inclusion in Exhibit Hall Guide given to each attendee
- A full CYWC registration for one person. Up to two additional exhibitor passes may be purchased for \$125 (+GST) each.

A confirmation letter that has final booth details including booth number(s) and a map will be sent by the beginning of November.

All cancellations must be received in writing at least one week prior to exhibitor move-in date for the event. Booth fees are refundable minus a \$200 per booth cancellation fee. No refunds will be issued for cancellations received less than one week from exhibitor move-in. Booths can only be cancelled by the person listed as the organization’s contact.

EXHIBIT HALL SCHEDULE

Make your travel arrangements around the following dates and times:

Exhibit Setup

Thursday, December 3 at 4:00 pm

All booths must be completely set up by 8:00 pm on date shown above.

Exhibit Hours

Thursday: 8:00 pm – 10:30 pm (Welcome Reception)

Friday: 9:00 am – 1:00 pm; 3:00 pm – 7:30 pm; 9:30 pm – 10:30 pm

Saturday: 9:00 am – 10:00 am; 12:00 noon – 7:30 pm; 9:30 pm – 10:30 pm

Sunday: 9:00 am – 10:00 am; 2:00 noon – 4:00 pm; 5:00 pm – 6:00 pm

Exhibit Teardown

Sunday December 6 6:00 pm

**Schedule subject to change*



SPONSORSHIP

Only 12 organizations will be chosen to provide event sponsorship.

One Platinum Sponsor at \$20,000

- Exhibit table
- Two-page ad spread in the official CYWC handbook
- Logo in the sponsor section of the official CYWC handbook
- Official recognition on the official CYWC website
- One minute of main stage time per day

One Gold Sponsor at \$10,000

- Exhibit table
- Single page ad in the official CYWC event handbook
- Logo in the sponsor section of the official CYWC handbook
- Official recognition on the official CYWC website and from the main stage, daily

One Silver Sponsor at \$5,000

- Exhibit table
- Half-page ad in the official CYWC handbook
- Logo in the Sponsor Section of the official CYWC event guide
- Banners in the internet café, located in the event's bookstore
- Your website as the launch page/home page of every computer

Two Bronze Sponsors at \$3,000

- Exhibit Table
- Half-page ad in the official CYWC handbook
- Bold inclusion in the sponsor section of the official CYWC handbook

Seven Titanium Sponsors at \$2,000

- Exhibit table
- Quarter-page ad in the official CYWC handbook
- Bold inclusion in the sponsor section of the official CYWC handbook

If you are interested in participating as a sponsor, at any level, including general session giveaways and lanyards, please contact Marv or Lois Penner at Youth Specialties Canada, 250.766.5495 or lois@yscanada.com



REGISTRATION/PAYMENT INFORMATION

Payment for all ads and exhibit hall registrations must be paid by **cheque** payable to: Youth Specialties Canada ensuring that your organization and the words **CYWC09-TRADE** appear on your cheque.

Once registration is completed online, please mail payment to:

Youth Specialties Canada
2686 Cliffshore Dr
Lake Country, BC V4V 2N1

Registrations will not be completed until payment is received in full

Your Advertising and Exhibit Contact is:

Amber Tompkins
CYWC Site Coordinator
amber.tompkins@gmail.com
647-345-22