

Connecting the Dots...
turning knowledge into action



**Prevent Child Abuse
America**

Call for Exhibitors

2008 National Conference

May 19-22, 2008

Midwest Airlines Center in Milwaukee, Wisconsin



Calling All Exhibitors

Participate in our 2008 Conference Resource Marketplace!

Come partner with the nation's premier organization on child abuse prevention.

- Same low rates as the 2006 conference—**\$375 non-profits; \$550 for-profits**
- **Midwest Airlines Center has an open dock policy—less expensive for you!**
- Prevent Child Abuse America's first time at convention center
- **Create a greater awareness of your company's services and products**
- Reach more than 1,500 professionals and volunteers from around the country whose work touches the lives of 100,000 children and families each year
- Be a part of the country's only national conference focused on child abuse prevention and family support
- **One free conference registration – a \$375 value!**
- Exhibit hours and attractions are designed to maximize attendee presence in the exhibit area

Please join us as an exhibitor or sponsor for the **Prevent Child Abuse America** national conference being held **May 19-22, 2008** at the **Midwest Airlines Center in Milwaukee, Wisconsin**. **“Connecting the Dots... Turning Knowledge into Action”** is the only national conference that focuses on *prevention* of child maltreatment, and will bring together professionals and volunteers in the fields of child abuse prevention, family support, home visiting, early childhood care and education, and many others. Conference attendees—90% of whom are women—are eager to purchase resources such as books, toys, parenting curricula and videotapes for the programs and families with whom they work, as well as personal items, such as jewelry, clothing and locally made products for themselves. Entice them with your products and services and enjoy the opportunity for face to face connections!

Access your Audience

The conference audience is typically comprised of approximately 1,500+ professionals and volunteers in the fields related to family violence prevention, public health, early intervention, and parent education and maternal and child health, among others. Approximately 60% of attendees are involved in direct provision of services to support parents, including home visitation, case management, and group-based services. Attendees' job roles include



home visitors and other direct service providers, program managers, supervisors, researchers, educators, executive directors and board members, social workers, physicians and nurses. Attendees come from all regions of the country.

What activities will there be to drive traffic to the Resource Marketplace?

The Resource Marketplace will be the heart of the conference with daily activities designed to draw traffic to the exhibit booths, including meals, raffle drawings, and a silent auction. Exhibitors and sponsors at this PCA America conference will receive more exposure than ever before!

- Continental breakfast will be served in the exhibit hall each day.
- Refreshment breaks will also be served in the exhibit hall.
- A special interactive game will be instituted to encourage attendees to visit all exhibit booths in order to qualify for a grand prize drawing.
- Exhibitors will have the opportunity to contribute prizes for raffle drawings every day throughout the conference.
- PCA America's popular silent auction will be located within the Resource Marketplace

Questions about exhibiting or the Resource Marketplace? Contact **Robert Allen** at **312.334.6827** or rallen@preventchildabuse.org

What information should I know about exhibiting?

- Booth locations will be assigned in the order in which signed contracts with payments are received.
- Applications with payment in full are due by March 10, 2008, so that we may include exhibitor contact information in the conference program.
Applications received after this date will be accepted on a space availability basis, and may not be included in the program.
- Cancellations requested in writing prior to March 10, 2008, will receive a refund less a handling fee of \$75. Refunds will not be issued for cancellations received later than March 10, 2008.
- Installation of exhibits may commence on Sunday, May 18, 2008 from 1pm-4pm. All exhibits must be in complete readiness by 8am on Monday, May 19, 2008.
- The exhibit hall will be secured and there will be no need to set up and strike the display each day.
- No person may lease any portion of their space to any other party.
- Exhibitors are strongly encouraged not to dismantle their booths before 12 noon on Thursday, May 22nd.

The official decoration service and drayage company is Wisconsin Expo Inc. Upon acceptance of your application, an Exhibitor's Service Manual will be sent to you from Wisconsin Expo Inc. with all of the shipping and set-up information you will need. **Neither Prevent Child Abuse America nor Midwest Airlines Center will accept any freight or truck shipments.**

Please note that Midwest Airlines Center does have an open dock policy. This means that exhibitors are free to drive up and load in their boxes and set up their booths themselves, without having to use or pay for Wisconsin Expo's Services. *(Electrical service, internet and equipment rentals will have to go through Wisconsin Expo.)*

What are the Resource Marketplace dates and hours?

Setup

Sunday, May 18, 2008 1:00 pm - 4:00 pm *(Booth Setup)*

Exhibit Hall Open

Monday, May 19, 2008 7:30 am - 5:00 pm

Tuesday, May 20, 2008 7:30 am - 5:00 pm

Wednesday, May 21, 2008 7:30 am - 5:00 pm

Thursday, May 22, 2008 7:30 am - 12:00 pm

Exhibit Hall Closes and Teardown

Thursday, May 22, 2008 12:00pm - 3:00pm *(Exhibit Hall teardown)*

Breakfast will be served in the exhibit hall every morning at 7:30 am

PCA America will provide exhibit hall security each day from 5:30 pm to 7:00 am

How much does it cost?

Non-Profit: \$375; For-Profit: \$550 – same low price as the 2006 conference! Must submit copy of 501(c)3 in order to qualify for non-profit rate.

What's included in the exhibit booth package?

- 8ft.x10ft. booth space
- One 6ft. draped table, two chairs and a wastebasket
- 7in. x 44 one line identification sign
- **One free conference registration – \$375 value**
- Secured exhibit space
- Opportunity to participate in attendee raffles for exhibitor-donated prizes

How do I become a registered exhibitor for the 2008 national conference?

To register as an exhibitor, please return the following to **Robert Allen at Prevent Child Abuse America** *(Mail to: 500 N. Michigan Ave., Suite 200, Chicago, IL 60611 or Fax to: 312-939-8962)*

- **Completed Exhibitor's Application/Contract**
- **Brief description of your products/services– 50 words or less to be included in conference program**
- **Copy of 501 (c)3 if applicable**
- **Payment for full amount**

What are the conference hotel details?

Room rates: \$139 per night plus tax is the conference rate at all three conference hotels: Doubletree, Hilton and Hyatt. Please visit the PCA America Housing Bureau for all details or to make a reservation. www.visitmilwaukee.org/pcaa

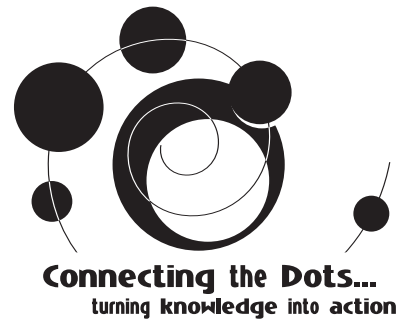
How can I become a conference sponsor?

Establish a branded presence for the 1,500+ professionals and volunteers who work with more than 100,000 families every year, often right at the time when those families are making the purchasing decisions for the care of their newborn children.

- Demonstrate new products or services in a highly personalized environment
- Distribute product samples, coupons and/or branded literature to help drive traffic to your stores or to your brands
- Reinforce your commitment to our nation's children

For more information on becoming a sponsor for the 2008 National Conference contact **Matthew Feldman** at **312.334.6861** or at mfeldman@preventchildabuse.org or you can visit our website at www.preventchildabuse.org to download the sponsor brochure.

Prevent Child Abuse America
Exhibitors Application/Contract
2008 National Conference
May 19-22, 2008



COMPANY/ORGANIZATION/AGENCY INFORMATION

Company/Organization/Agency Name: _____

Contact Person: _____

Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Main Phone: _____ Fax: _____

E-Mail: _____

Website: _____

Primary Booth Representative: _____

Additional Booth Representative(s): _____

Free Registration Applies to: _____

***Description of product or service:** Please attach a brief description, 50 typed words or less, of the products or services you will be exhibiting at the conference. The description will be included in your conference program listing if received by March 10, 2008.*

EXHIBITOR RATES

Non-Profit Rate – \$375.00 *(Please attach 501(c)3 designation)*

For-Profit Rate – \$550.00

Payment Information

MasterCard

Visa

American Express

Check/Money Order

Card Number: _____ Expiration Date: _____

Print Name as it Appears on Card: _____

Signature: _____

Total Amount Enclosed: _____ *(Please make checks and money orders payable to **Prevent Child Abuse America**)*

EXHIBITOR RESPONSIBILITY

The Exhibitor agrees that Prevent Child Abuse America, Wisconsin Expo, Inc. and the Midwest Airlines Center and any of their officers, staff members, agents, or employees are not responsible for and are released from all liability as to any injury, loss, or damage that may occur to the exhibitor, the exhibitor's agents or employees, or any other person, or the sponsor's property prior, during, or subsequent to the holding of the Prevent Child Abuse America 2008 National Conference.

Prevent Child Abuse America, Wisconsin Expo, Inc. and the Midwest Airlines Center do not maintain insurance covering the exhibitor's property. It is the sole responsibility of the sponsor to obtain the appropriate amount of insurance to cover their property, agents, or employees from theft, damage by fire, accident or any other cause.

Signature: _____ Date _____

Print Name and Title: _____

Mail completed applications with payment to: **Prevent Child Abuse America Attn: Robert Allen, 500 N. Michigan Ave., Suite 200, Chicago, IL 60611 or Fax to Robert Allen's attention at 312-939-8962.**