

SkillsUSA TECHSPO



JUNE 24-26 • H. ROE BARTLE HALL • KANSAS CITY, MO.



RESERVE TODAY!
Get your best space and marketing opportunities



AMERICA'S LARGEST EXPOSITION OF CAREER AND TECHNICAL EDUCATION

SkillsUSA TECHSPO

Establish your brand with more than 14,000 of the nation's top technical education leaders!

SkillsUSA's National Leadership and Skills Conference comes to Kansas City, Missouri! SkillsUSA TECHSPO is held in the midst of the annual conference. More than 5,300 outstanding career and technical education students — all state contest winners — compete hands-on in different trade, technical and leadership fields. Contests are run with the help of industry, trade associations and labor organizations, testing competencies that are set by industry.

The conference averages 3 percent growth in registered attendance each year. *This is a show you can't miss!*

What is SkillsUSA?

SkillsUSA is a partnership of students, teachers and industry working together to ensure America has a skilled work force. SkillsUSA helps each student excel. The national, nonprofit organization serves teachers as well as high school and college students who are preparing for careers in trade, technical and skilled service occupations, including health occupations.

What's a "TECHSPO"?

It's a combination of the words *technical* and *exposition*. This particular show is America's largest exposition of career and technical education. SkillsUSA TECHSPO reaches an audience of more than 14,500 students, teachers and school administrators from training programs in technical, skilled and service occupations nationwide. SkillsUSA TECHSPO 2012 runs June 24-26, in Kansas City, Mo.

Looking for product exposure?

Put your products in the hands of teachers and students who will share them with their peers in schools and colleges in 54 state and territorial associations nationwide. At SkillsUSA TECHSPO, you will meet key decision-makers in career-and-technical and school-to-work education as well as leaders from business and industry.

Want to recruit the top career and technical students?

Find them in one convenient location. SkillsUSA TECHSPO is held in conjunction with the SkillsUSA Championships, where top-notch students gather to compete in more than 90 hands-on skill and leadership competitions. For a list of all the events that will take place, visit: www.skillsusa.org/compete/contests.shtml.



Why SkillsUSA TECHSPO?

If your company provides products and services to the following fields of specialization within career and technical education, SkillsUSA TECHSPO attendees are looking for you!

A/C, Heating and Refrigeration Technicians • Aircraft Maintenance/Aircraft Pilots • Automotive Technicians • Collision Repair Technicians • Computer Engineers • Computer Programmers • Computer Repair Technicians • Construction Employees • Cosmetologists/Stylists • Dental Hygienists • Diesel Technicians • Emergency Medical Technicians • Engineering Technicians • Equipment Installers and Repairers • Graphic Artists and Designers • Health Technicians • Hospitality Employees • Landscaping and Turf Management Employees • Machinists • Marine Technicians • Medical/Dental Assistants • Medical/Dental • Motorcycle Technicians • Nurses • Occupational Therapists • Plumbers and Pipefitters • Printing Operators • Retailing Sales • School Teachers • Science Technicians • Utility Plant Operators • Welders

Additional Benefits

SkillsUSA University Session. Present your products and services to attendees in a SkillsUSA University educational session. These very popular sessions are at no cost and are available to exhibitors to feature latest trends, new technology and the best career opportunities. Workshops are held Monday–Tuesday for an hour a session. *Half of the workshop timeslots are already reserved, so reserve yours now.*

Lead Retrieval Units. Rent a badge reader from our lead retrieval company and capture the important information you need to turn the attendees from potential customers to buyers. This can be ordered through the decorator show kit.

Marketing Opportunities. Maximize your exposure and make sure your sales efforts add up by making our sponsorship opportunities part of your marketing equation.

Advertising Opportunities. Reach attendees and members before, during and after the convention by advertising in the conference magazine, *Medallion*.

“Advisors’ Call to Action” Session. Capture an audience of local SkillsUSA chapter advisors. The session sponsor will have the opportunity to address the approximately 800-1,000 advisors and present a gift of appreciation.




SkillsUSA
T E C H S P O

Dates and Pricing

Show Dates June 24-26, 2012

Location H. Roe Bartle Hall, 301 West 13th St., Kansas City, MO 64105

Website www.skillsusa.org/events/techspo.shtml

RESERVING SPACE

Contact Ashley Ridgeway, SkillsUSA TECHSPO Manager
Email: aridgeway@skillsusa.org
Phone: 703-737-0620
Fax: 703-777-8999

MAILING PAYMENTS

Address SkillsUSA, 14001 SkillsUSA Way, Leesburg, VA 20176-5494
*We accept the following major credit cards:
VISA, MasterCard and American Express.*

BOOTH PRICING

Exhibit opportunities range from large outdoor street exhibits to indoor 10'x10', 10'x20' or larger booths. Passive displays are available, too. Outdoor exhibits may include tool demos, interactive games, show cars, tractor trailers and more.

Indoor	BOOTH SIZE	BASIC RATE	DISCOUNTED RATE
	10'x10'	\$1,835	\$1,385
	10'x20'	\$3,120	\$2,345
	20'x20'	\$6,325	\$4,745
	20'x30'	\$8,160	\$6,125
	Passive Tabletop Display*	\$400	

(*Includes two chairs. Please order electric through the show kit.)

Basic Rate applies to commercial firms and private educational institutions.
Discounted Rate applies to nonprofits, educational organizations and qualifying sponsors of SkillsUSA's Youth Development Foundation.
Colleges and universities are eligible for the special discount rate of **\$400** for one 10'x10' booth.

Outdoor All outdoor space is \$3 per square foot.
(Space includes street permits and security.)

What's Included with Your Indoor Booth?

A typical 10'x10' booth space includes:

- Three complimentary badges per 100 square footage
- Company listing in the conference program given to all attendees
- 24-hour security
- One 6' draped table
- One folding chair
- 8' back drape
- 3' side drape
- One company identification sign

Please note: Show colors are red, white and blue.

The exhibit show is located in the meeting-room lobbies of the convention center, so the area is already carpeted.

Optional: Booth furnishings, carpet, A/V, computers, electric, Internet and more. These items can be ordered through the George Fern Co. show kit link published on SkillsUSA TECHSPO's website: www.skillsusa.org/events/techspo.shtml



Schedule

To be determined

Outdoor exhibits *only* load-in — scheduled times

Saturday, June 23

10 a.m.–6 p.m.
Indoor exhibit check-in/setup for all other exhibitors
(No security provided for indoor on Monday.)

Sunday, June 24

8 a.m.–4 p.m.
Indoor and outdoor exhibits open

Monday, June 25

8 a.m.–4 p.m.
Indoor and outdoor exhibits open

Tuesday, June 26

8 a.m.–3 p.m. Indoor exhibits open
8 a.m.–4 p.m. Outdoor exhibits open
4 p.m.–6 p.m. Outdoor exhibits load-out

DECORATOR

George Fern Co.

Representative: James Knudtson
Phone: 816-221-0525
Fax: 816-471-1602
Email: jknudtson@fernexpo.com

HOUSING

Exhibitors will be notified by mid-January when they are able to book a room through the SkillsUSA room block.



Conference Sponsorship Opportunities

Contact: Ashley Ridgeway, 703-737-0620

Badge Holder All registered attendees are required to wear a name badge during the conference. (13,000 required)

***Lanyards** Receive recognition for the one accessory everyone wears the entire week. These are popular with educators, who will need them to hold their ID cards. (13,000 required)



Tote Bag Inserts Drop a discount flier, special offer or product catalog in the conference tote bag. Draw attention to your booth and remind attendees of your products and services. (13,000 required, separated into groups of 50)

Tote Bags See your company logo all over the conference. This is a portable marketing opportunity — attendees not only showcase your company all week, but also take these bags back to their schools for continued exposure. Also available as a co-sponsorship. (13,000 required)

Hotel Key Cards Did you know attendees use their hotel key card six times a day? Put your company logo on key cards for all the downtown Kansas City hotels and get incredible exposure.

***Advisors Reception** Address and interact with SkillsUSA advisors who have achieved 100-percent SkillsUSA membership in their classrooms. Planned to be held at the College Basketball Experience in the Power and Light District of Kansas City, this reception is a fun and memorable experience for some of SkillsUSA's most active stakeholders. (Expected attendance: 400)

***Champions Night** Kansas City welcomes conference participants at the week's first official event. Live music, food and giveaways are packed into an evening of fun at the Power and Light District. Guests are admitted by wearing the official event sponsor T-shirt. (Expected attendance: 4,000-5,000 SkillsUSA high-school and college students, advisors, chaperones and special guests.)

***Call to Action** This session, held Monday morning at the Kansas City Marriott Downtown, begins with a continental breakfast, followed by a presentation on career and technical education's future and image, led by SkillsUSA Executive Director Tim Lawrence. The session sponsor will have the opportunity to address the approximately 800-1,000 advisors and present a gift of appreciation.

***Champions 5K Run** The first 300 registrants for this race, held at a Kansas City area park, receive a free T-shirt bearing the sponsor's logo (as well as those for the race and SkillsUSA alumni). A pre-race SkillsUSA University session will provide the sponsor with an opportunity to interact with participants. The sponsor's logo also can be placed on race materials and displayed at the race site.

***SkillsUSA University** Present your products and services in a 50-minute educational session. Workshops seat approximately 50 attendees, classroom style. These very popular sessions are free of charge and available to exhibitors and educators. SkillsUSA will provide power, a screen and a captive audience. You will be responsible to provide your own audiovisual and Internet. Visit our SkillsUSA University page at: www.skillsusa.org/events/skillsuniv.shtml

* INDICATES SPONSORSHIP IN 2011

Advertise in SkillsUSA's Publications

MEDALLION

Medallion is the official magazine of the SkillsUSA National Leadership and Skills Conference. It features articles written by SkillsUSA staff, sponsors and industry experts as well as a complete listing of delegates and student competitors. It also includes the hotel-to-conference shuttle schedule and ceremony highlights.

Contact: Chris Powell
cpowell@skillsusa.org
703-737-0621

SKILLSUSA CHAMPIONS

SkillsUSA Champions, published throughout the school year, is SkillsUSA's flagship publication. This is a dynamic resource that inspires and creates a virtual community of 300,000 students and teachers through relevant and inspiring content. Its online "e-zine" includes sponsor links and video opportunities.

Contact: Tom Minich
tminich.skillsusa@gmail.com
607-264-9069



Show Regulations and Courtesy Expectations

Revised August 2011



Contract for Space — This application for space and formal notice of assignment by SkillsUSA and the full payment of rental charges constitute a contract for the right to use the space. In the event of fire, strikes, or other uncontrollable circumstances rendering the exhibit areas unfit or unavailable for use, or causing the exhibits to be canceled 10 days or more prior to the opening date of the exhibit, this contract will not be binding and payments on account for exhibit will be refunded.

Payments for Space — Payment of rental charges is due immediately upon notification of assignment. This includes payment for early registration. Payment on time ensures space will be held. Payment not received will forfeit assignment. Federal and state agencies may submit a purchase order if submitted with the application. Payment not made by a past-due notice will forfeit current booth placement. SkillsUSA reserves the right to cancel or re-assign all participating exhibitors. Cancellations received less than 45 days prior to the opening of the exhibit will be required to pay the full cost of space. All space must be paid in full before the opening of exhibits. After 30 days, a finance charge of 1.5% will be added to the amount past due.

Installation and Dismantling — Exhibitors will install and dismantle their exhibits during the hours set by the Exhibit Manager. No displays will obstruct others. Any exceptions must be approved by Exhibit Manager in advance.

Liability and Insurance — The exhibitor agrees to protect and keep SkillsUSA and the convention center forever harmless from any damage or charges imposed for violation of any law or ordinance as well as to comply strictly with the applicable terms and conditions contained in the agreement between the Hall and SkillsUSA. The exhibitor shall at all times protect and keep harmless the Convention Center and SkillsUSA against and from all loss, cost or liability arising from or out of any accident or other occurrence to anyone, which arises by reason of the exhibitor's occupancy and use of the exhibition from theft, damage by fire, accident, or other causes, but will use reasonable care to protect the exhibitors from such loss. No responsibility is assumed for unpacked materials left in the exhibit area after the closing hour of the exhibit. (A copy of liability coverage is required where applicable.)

Damage — All vendors are responsible for damages caused by fault to buildings, street and surroundings.

Use of Space — The primary purpose of the SkillsUSA Exposition is to inform people about products and services. Promotion activities must be confined to the booth space purchased. The Exhibit Manager must approve contests, promotions, or giveaways in advance. The Exhibit Manager holds the right to restrict or prohibit any contest, promotion or giveaway which causes blocking or disturbance to other exhibits or patrons. No exhibitor shall assign, sublet or share the space allotted without the knowledge and consent of the Exhibit Manager. More than one exhibitor using the same space without the consent of the exhibit manager could result in the booth being shut down. Exhibitor shall show only those goods and services dealt in the regular course of business. It is the responsibility of the contracting firm to see that a representative is in the booth during all exhibit hours. SkillsUSA is required to enforce these rules at all times during the exhibit.

Motion Pictures, Slides, Etc. — All projection must be in accordance with the requirements of the fire prevention authorities of the city and in harmony with any agreements entered into by the SkillsUSA Association, the Hall management, and labor unions. No exhibitor may cause or create any sound of any kind, which annoys or disturbs adjacent exhibitors and their patrons.

Fire Protection — Exhibits may not have closed ceilings. All materials and decorations must be flame proofed. All hangings must clear the floor. Electrical wiring must conform to the National Electric Code of Safety Rules. If any exhibitor neglects to comply with these regulations or incurs fire hazards, the Exhibit Manager reserves the right to cancel all or such part of the exhibits as are in violation. Exhibitors must comply with city fire regulations.

Operation Restrictions — The Exhibit Manager may restrict, prohibit or evict any exhibit, which, in the opinion of the management, may detract from the general character of the exhibit as a whole. This opinion includes persons, things, conduct, printed matter, or anything of objectionable character. In the event of such restriction, prohibition or eviction, SkillsUSA is not liable for any refunds of rentals or other exhibit expenses. Only licensed vendors have SkillsUSA's permission to offer products bearing the SkillsUSA name and logos.

Care of Building and Equipment — Exhibitors, or their agents, shall not damage or deface walls or floors of buildings. If damage occurs, the exhibitor is liable to the owner of any property. These regulations become a part of the contract between the exhibitor and SkillsUSA before, during and after the exhibit. All points not covered are subject to the decision of the Exhibit Manager. The convention center is now mandating the use of **3M 9589** tape for all indoor booths that lay carpet or use double-sided tape.

Street Exhibits — Street exhibits will be billed on actual space held. **All** outdoor exhibitors must submit a thumbprint (drawing) of the exact dimensions of their exhibit booth. Please factor into your dimensions, the amount of space needed to unload freight as well. We need to know the exact amount of space needed for trailer doors, walkways and which way your exhibit will be facing. Once drawings are submitted, no changes are allowed because it will affect the entire layout of the outdoor show. Any extra space occupied, vendors will be charged for it following the show.

No Sales! — Vendors may take orders, but sales are not permitted in Bartle Hall.

