



What is Girltopia Expo 2012?

Girltopia Expo 2012 will be held on Saturday, February 25, 2012, 10 am-5 pm at St. Anselm College in Manchester, NH. Hosted by Girl Scouts of the Green and White Mountains, an expected 2,500 girls and adults will join together to celebrate the 100th Anniversary of Girl Scouting in the USA!

Why participate?

As the only girl-targeted Expo in the states of New Hampshire and Vermont, the benefits of participating in the Girltopia Expo include:

- Celebration of 100 years of building leaders of tomorrow!
- Exposure of your organization or business to approximately 2,500 girls and adults
- Open to the general public, in addition to our membership
- More than 100 exhibitors will participate
- A girl-focused experience

Exhibitor package:

- One 8-foot table
- Two chairs
- Three exhibitor badges
- Listing on our website with a link to your business

Early registration, before November 1, 2011:

- \$75 (nonprofit)
- \$100 (business)

After November 1, 2011:

- \$100 (nonprofit)
- \$150 (business)

Refund policy:

All booth registrations are final, non-transferable and non-refundable after November 1, 2011. Booth registrations are 50% refundable until November 1, 2011.

Admission rates:

Regular admission rate for girls and adults is \$5.

Additional Information

Booth Activities: Girl Scouts is all about discovering, connecting and taking action. To ensure that we are providing the best quality programming and experience for participants of Girltopia Expo 2012, we ask that you provide at least one of the following:

Hands-On Activity: Encourage girls and adults to **DISCOVER** your product by hands-on learning! You could have science experiments, arts and crafts projects, building projects and the like. Be creative and girls will flock to your table. Girl Scouts will be rolling out our Girl's Guide to Girl Scouting in fall of 2011 that will have many of our NEW and REDESIGNED badges; feel free to contact us to find out more information about these new badges and connect your hands-on activity to this Girl Scout programming.

Stage Demonstrations: Have a specific product to demo for girls and adults? Use this platform to share your product or service, from cooking to spinning or creating your product and **CONNECT** with the girls on their level. Requests for stage demos are given out in 30-minute intervals. Be sure to put your request in early, limited time slots available.

Sampling/Giveaways/FREEBIES!:

Kids love free stuff, so here is your chance to **TAKE ACTION!** Items could be coupons to your business, key chains, bracelets, paper, product samples, and much more. However, all products given out should be girl friendly and age appropriate (5-17 years old). Please bring a minimum of 2,500 items to ensure that all participants receive the product.

Raffle/Opportunity Drawing: Have a really great product or service and want to share? Then **TAKE ACTION!** Provide a basket or prize pack of items that relate to your business or services to give away via a fishbowl drawing or other raffle. Prizes must be drawn the day of the Expo. Please note: names can't be used for mailing lists to ensure privacy of girls.

More Ways to Promote Your Booth: Each participant will receive a printed Program Guide of information about the day's activities, vendors, and future Girl Scout programming information. Promote your booth and/or business by advertising in our Program Guide.

Program Guide Ad Sizes and Prices:

- Full page (4.5"w x 7.5"h) \$100
- Half page (4.5"w x 3.75"h) \$60
- Quarter page (2.25"w x 3.75"h) \$40

High-quality ad due January 10, 2012. Submit digitally to jriendeau@girlscoutsgwm.org.

Sponsorship Opportunities

Pearl Sponsor: \$2,500

- Full-page color ad in Program Guide (back cover)
- Banner space
- Social media presence
- Web presence for 6 months
- Two 8-foot tables
- Opportunity for company representative to make opening remarks

Gold Sponsor: \$1,000

- Full-page color ad in Program Guide (inside back cover)
- Banner space
- Social media presence
- Web presence for 4 months
- Two 8-foot tables

Silver Sponsor: \$500

- Half-page ad
- Banner space
- Social media presence
- Web presence for 4 months
- Two 8-foot tables

Program Guide ad sizes:

- Full page (4.5" w x 7.5" h)
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- Quarter page (2.25" w x 3.75" h)

High-quality ad due January 10, 2012. Submit digitally to jriendeau@girlscoutsgwm.org.

Questions? Contact Jessica Riendeau at 888.474.9686 x173
or jriendeau@girlscoutsgwm.org.



Girltopia Expo 2012 Exhibitor Application

(Please complete both sheets.)

February 25, 2012

St. Anselm College, Manchester, NH

Company/Organization name: _____

Contact name: _____

Contact e-mail: _____

Address: _____

City, state, zip: _____

Phone: _____ Fax: _____

Exhibitor Category:

- Health/Beauty/Fitness
- Science/Technology/Engineering/Math
- Travel/Education/The Arts
- Outdoor/Adventure/Environment
- Other: _____



Booth Activity:

All booths must provide at least one of the following:

- Hands-On Activity
- Raffle
- Opportunity Drawing
- Sampling/Giveaways
- Stage Demo 30 Minutes (limited slots available)

In addition, your booth can provide information, distribution and/or sell products

Describe booth activities: _____

Booths:

Each booth includes one 8-foot table in a 10'x 10' section, three exhibitors' badges, and listing on our website.

Fees (must register before 11/1/11 for early registration):

- Early Registration Nonprofit: \$75
- Early Registration Business: \$100
- Nonprofit: \$100
- Business: \$150

Additional booth space is available in 10x10 increments:

- Yes! I would like additional space(s)
_____ Spaces x \$75 each = _____

Sponsorships:

Levels:

- Pearl Sponsor \$2,500
- Gold Sponsor \$1,000
- Silver Sponsor \$500

Total Amount: _____

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St. Anselm College, Manchester, NH

Payment information: Total amount is due at time of registration. Cash Check Credit card

Payable to: Girl Scouts of the Green and White Mountains

_____ Total enclosed (see previous page for fees)

Please charge full amount to my VISA MasterCard Discover American Express

Card #: _____ Exp. date: _____ CCV: _____

Name as it appears on card: _____

Guidelines:

This Expo is hosted by Girl Scouts of the Green and White Mountains. All vendors agree to abide by the guidelines:

1. GSGWM reserves the right to select exhibitors on the basis of appropriateness of product, product mix and committee review.
2. No tobacco, alcohol or illegal products of any kind will be allowed.
3. We are expecting 2,500 attendees. If samples are to be distributed, vendors agree to provide an adequate amount.
4. Event hours are 10 am to 5 pm; we require booths to be staffed the entire time.

Agreement:

I agree to the above guidelines and want to be included as an exhibitor.

Name: _____ Date: _____

Signature: _____

Please mail this form to:

Girl Scouts of the Green and White Mountains
Attn: Jessica Riendeau
PO Box 10832
Bedford, NH 03110-0832

Questions? Contact Jessica Riendeau at 888.474.9686 x173 or jriendeau@girlscoutsgwm.org.