



Exhibitor Prospectus

2023 Girl Scout Convention

July 20-22, 2023



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Girls Scouts' Reach

B-to-B and B-to-C Decision Makers + Purchasing Power



Girl Scouts of the
USA
111 U.S. councils
95 countries



World Association
of Girl Guides and
Girl Scouts
145 countries
10 million girls



1.1 million
girl members



Over 50
million alums



600,000 adult
volunteers

As one of the top-10-most-recognized brands in the world,* there is no better brand to partner with than Girl Scouts. Join us to elevate your brand, both nationally and internationally, with our very influential audiences, including:

- **Girl Scouts and Their Families**
- **Troop Leaders and Volunteers**
- **Council CEOs, Staff, and Business Leaders**
- **Alums**
- **Thought Leaders, Presenters, and Influencers**

All who attend will chart a new course for girls' leadership in 2023 and beyond!

We invite you to exhibit at the 2023 Girl Scout Convention—a very special opportunity that will sell out—so book early.

- **All stats in this document are from the ENSO World Value Index \ WorldValueIndex_2017_enso.pdf**

Build Your Audience at the Phenom By Girl Scouts Hall of Experiences!

- Get your message out...
- Maintain market share...
- Increase name recognition...
- Promote a lifelong affiliation with your brand...
- Build brand loyalty among girls at a younger age...

With more than 50 million alums, and over 2.5 million active members, NO ONE comes close to having Girl Scouts' reach.

Demographics & Data



30% of the U.S. population lives within driving distance of Orlando



50+ million women and girls live in the South East, within driving distance to Orlando



11.5+ million girls under 18 live in the South East, within driving distance to Orlando



1.5+ million girls in Florida are 5-18 years old

Attendees are...

Retail Store Directors with purchasing authority

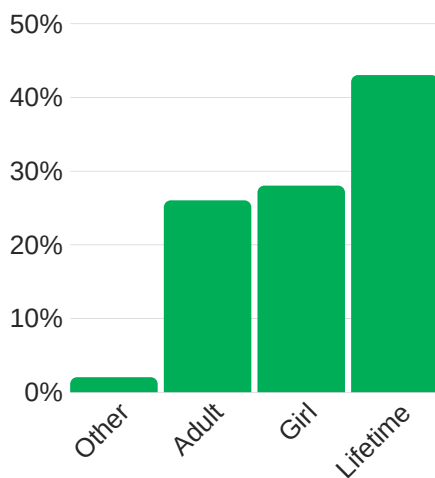
Leadership from over 100 Girl Scout councils (i.e., state, regional, and international) with independent budgets.

60% of all U.S. wealth is controlled by women.

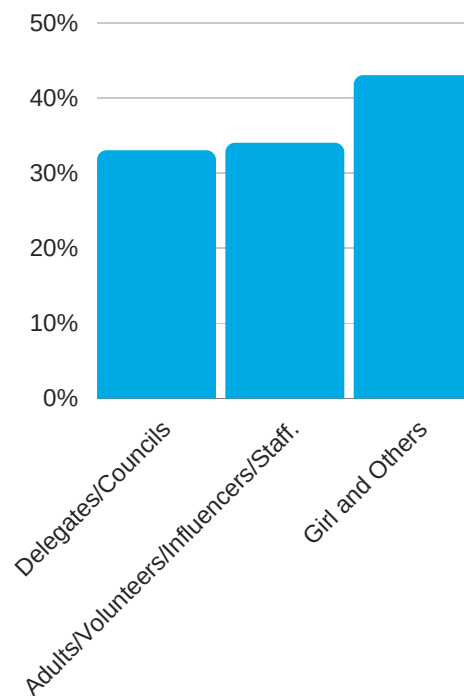
80% of the consumer economy is driven by women.

Buying decisions in most families are made by the female head of household.

Members



Attendees



Demographics & Data

Girl Scouts and Orlando... what an electric combination! Reap the benefits of this amazing event and put your business in front of diverse audiences from across the Girl Scout movement. Held only every three years, Girl Scout Convention never fails to attract influential attendees. Orlando is a vibrant location that continues to capture the world's imagination where anything can happen – and where ideas live.



80,000+

Girl Scout members
in Florida



150+

Direct flights from major US and
international cities – one of the
most accessible locations in the
world



10,000+

Expected attendees from all
over the U.S.—AND abroad

Girl Scout Convention attendees are there to buy, order, learn-and most importantly experience a dynamic, interactive Hall of Experiences, including these areas of focus:

- **STEM.** Girls explore science, technology, engineering, and math.
- **Life Skills.** Girls learn and enhance the skills they need to take charge of their lives.
- **The Outdoors.** Girls explore and learn about the outdoors and actions they can take to help the environment.
- **Entrepreneurship.** Girls start building the future they want to see.
- **Global.** Girls learn about travel and international opportunities available to them.
- **Innovators.** Girls learn about the experiences of people who are making the world a better place and discover hands-on service projects that they can put into action.
- **Alums.** Girl Scout alums connect, reminisce, and plan for the future.

Exhibiting & Features

2023 Booth Pricing*

	10' x 10'	10' x 10' PLUS	10' x 20'	10' x 30'	20' x 20'	20' x 30'
Returning Exhibitors	\$2,650	\$3,195	\$5,150	\$7,190	\$9,880	\$11,400
New Exhibitors	\$2,915	\$3,515	\$5,665	\$7,909	\$10,868	\$12,540
Corner	\$185.00	\$185.00	\$185.00	\$185.00	N/A	N/A

Need more exhibit space, just ask! Bulk Calculation: Booth Size _____ x price per sf. \$19 sq. ft. = \$_____

*Inquire about qualifications for the nonprofit rate of \$1,600.

Stand out from your competition with the PLUS package, which guarantees you will get attention with:

- Up to 2 EXTRA Hall of Experiences registrations above your initial ones.
- Pre-Attendee List For opt-in attendees (not applicable to Day Pass or minors)
- (1) 2'x6' skirted table
- 2 chairs and 1 wastebasket
- “Enhanced” organizational listing on online floor plan.

Three Easy Steps to Reserve Your Booth or Package

1. Complete Exhibit Space Application & Contract
2. Check out the floor plan availability in the Hall of Experiences
3. Indicate your preferred locations on the application and email to rjonas@girlscouts.org.

Details & Logistics

Booth Rental Includes

- Two complimentary exhibitor registrations per each 10' x 10' booth.
 - A standard 8' high back drape, 3' high side rails, and 44" x 7" identification sign.
 - Complimentary listing in the final program and exhibitors guide if the booth reservation is received before publication.
 - Access to the Exhibitor Lounge with complimentary refreshments.
 - Exhibit hall security guards (not booth-specific).
 - FREE listing on the Girl Scout Convention registration site, with a direct link to your website.
 - Marketing kit including approved logos, social media, images, etc.
 - Complimentary pre-show adult opt-in attendee list. (Excludes all minors, ticket sales, and professional opt-outs.)
- Each exhibiting company may register* up to two (2) employees per 10' x 10' booth.
 - **GSUSA will charge the exhibiting company a fee of \$345 for the first additional registration.**
 - Industry and commercial entities do not qualify for standard attendee registration. Badges allow exhibitors to attend sessions and other events, except those that require additional fees.

80% of the consumer economy is driven by women!



Great Options

Program Advertising

The program and exhibitors guide is an extensive guide referenced by thousands of attendees. This take-home piece allows your message to stay

with attendees long after they leave the Hall of Experiences. It gives maximum exposure to exhibitors' products, services and messaging and lets people know who came to Phenom Hall of Experiences in support of Girl Scouts.

Online Floor Plan

Exhibitor **PLUS** Booth package also includes an enhanced online floor plan listing that features:

"Enhanced" organizational listing on online floor plan including increased product & service search categories, show special highlights, floor plan logo call-out, promotional images with detailed descriptions, and more.



Great Options

Take-One Service

This practical service is perfect for suppliers who want to drive more traffic to their booths through their own promotional product and service literature, and for those to get their message out. You provide approved promotional material, which Girl Scout Convention staff place on Take-One kiosks in the always busy and highly visible registration area.

- Limited to 20 organizations
- Materials are replenished as necessary onsite





Put your dynamic brand in front of the decision makers of today and the girls who are and will be your loyal customers in the future.



girl scouts 

Girl Scouts
has an audience for you!



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bit.ly/3XjrBya