

EXHIBITION ADVERTISING OPPORTUNITIES

Y-USA is offering two additional opportunities to help raise the visibility of your brand during the conference and drive attendee traffic and engagement with your company in the exhibition hall: **Product Presentation Pods** and **Advertising Meter Boards**.

PRODUCT PRESENTATION PODS

Engaging attendees with an in-depth look at your products and services can be a powerful way to help them understand the full benefit of your offerings, while helping you to foster relationships with current and potential customers. That's why Y-USA is offering you the opportunity to showcase select products and services in a theater-style presentation pod in the exhibition hall. Strategically located for maximum exposure to hall visitors, the pods will feature creative seating layouts that accommodate 100 people and encourage audience interaction in an intimate setting.

Your company can use this unique platform for an exclusive, 30-minute presentation focused on your products followed by 10 minutes of Q&A. Presentations can include multimedia, demonstrations, or other creative format—it's up to you how you want to design your presentation for maximum interest and impact.

Two pods will feature presentations running concurrently during select exhibition hall hours. A total of 18 presentation pod slots are available. General Assembly participants will register for the presentation(s) they want to attend during conference registration, providing your company with estimated attendance.

Pricing: \$1,000 – Includes audio-visual: screen, laptop, mic, a/v support

Guidelines: Companies will be invited to present based on a proposal submission. Presentations should align with the Y's areas of focus: Youth Development, Healthy Living and/or Social Responsibility.

Exhibitors must submit a proposal detailing the content and format of their presentation and the time slot they would like to reserve for their presentation. Proposals will be reviewed and approved by Y-USA.

To request the proposal form and the presentation pod schedule, email exhibits@ymca.net.

Deadlines:

- **Oct. 11, 2018** – Presentation proposals due to Y-USA for review and approval
 - **Oct. 18, 2018** – Selected companies notified by Y-USA. Full payment by credit card due upon acceptance notification.
 - **Spring 2019** – Y-USA hosts webinars with exhibitors to review final presentations and logistics
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EXHIBITION OVERVIEW

HOST:

YMCA of the USA, national headquarters for YMCAs

EXHIBITION VENUE:

Anaheim Convention Center – Level 1 – Exhibit Hall A
777 W Convention Way,
Anaheim, CA 92802

TARGET AUDIENCE:

YMCA executive leadership and volunteer board members

CONFERENCE DATES:

Thursday, July 18 – Sunday, July 21, 2019

EXHIBITION DATES:

Thursday, July 18 – Saturday, July 20, 2019

EXHIBITION SHOW TIMES:

Thursday, July 18, 11 a.m. – 6 p.m.

Friday, July 19, 10 a.m. – 5 p.m.

Saturday, July 20, 10 a.m. – 3 p.m.

EXHIBITOR SET-UP:

Wednesday, July 17, 10 a.m. – 10 p.m.

Thursday, July 18, 7 a.m. – 10 a.m.

All exhibitors must be ready to exhibit by 10:30 a.m. on July 18.

EXHIBITOR MOVE-OUT:

Saturday, July 20, 3 p.m. – 11:59 p.m.

EXHIBITOR LOUNGE:

Free water, coffee, continental breakfast, and snacks will be available.

SECURITY:

To ensure that only authorized personnel and vendors have access into the exhibit area, security will be provided starting Wednesday, July 17, through Saturday, July 20. Persons less than 18 years of age are not allowed in the exhibit space during set-up and tear-down time.

CONTACT:

exhibits@ymca.net