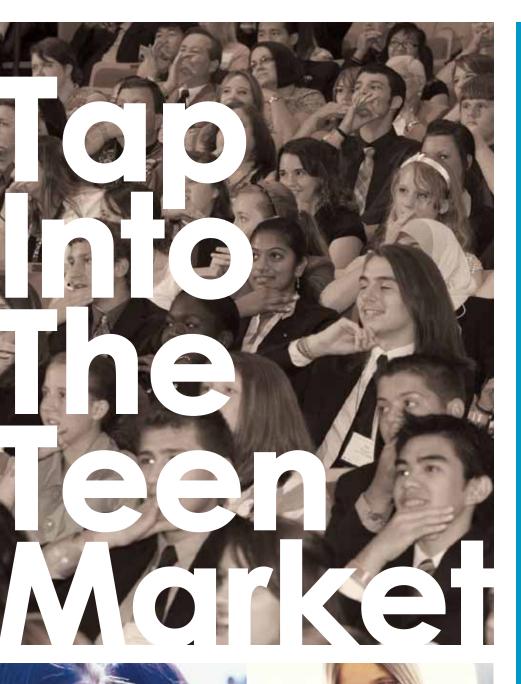
KEY CLUB®



EXHIBIT

at the **2013 Key Club International convention** and reach hundreds of high-achieving, service-minded high school students



The Washington Hilton 1919 Connecticut Avenue NW Washington, DC 20009 July 3-6, 2013

Key Club International Convention 2013

What's Key Club? Key Club is an international, studentled organization that teaches leadership through serving others. Members are high-achieving high school students, age 14–18, committed to community service and leadership development. Participating in the Key Club convention gives you the opportunity to share your program, service and/or product with more than 1,500 engaged members and advisors from the United States, Canada and the Caribbean. Members come to the convention to conduct the business of the organization. But they're also looking for fundraising ideas, information about service projects, and souvenirs for family and friends. Be a part of this exciting experience.

The Key Club market

267,000 members

96% Spend one or more hours per week doing service



66% Spend one or more hours per week fundraising

-98% Say they'll attend college



-95% Use a cell phone

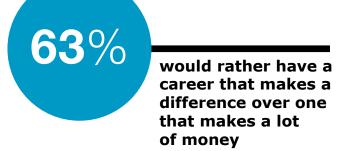


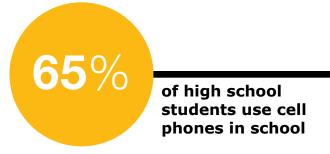
Source: Facebook Insights for Key Club International page, January 28, 2012 *Of Key Club's 35,000 Facebook fans

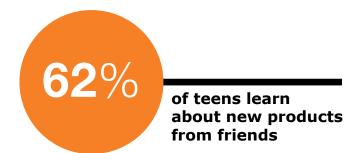
About Kiwanis Kiwanis International is a global organization of members dedicated to serving the children of the world. Kiwanis and its family of clubs—nearly 600,000 members strong—annually raise more than US\$100 million and dedicate more than 16 million volunteer hours to strengthen communities and serve children.













Sources: Seventeen magazine and Bank of America survey, May 2009; Pew Research Center's Internet and American Life Project, April 2010; Common Sense Media; Ypulse

Exhibiting and marketing opportunities

Exhibit space

Please submit applications no later than June 3, 2013 Commercial company \$500 Not-for-profit organization \$400

Exhibit space will be available in the registration area and the Service Fair. For the best traffic flow, exhibitors should have their exhibits in place and staffed between 10 a.m.—7 p.m., Wednesday, July 3. Exhibitors are also encouraged to participate in the Service Fair on Friday afternoon. Exhibitors are welcome to keep their displays in place throughout the entire convention. Key Club International will provide exhibitors with a schedule of anticipated peak-traffic-flow times.

Convention program advertisement

Deadline April 16, 2013 Convention program supporter \$1,000

Full-color ad on back cover and company logo inside program

Full-page color ad \$300 Half-page color ad \$200

Marketing item included in souvenir tote bag

Deadline June 3, 2013 Commercial company \$350 Not-for-profit organization \$250

Key TV advertiser

Deadline June 3, 2013 \$2,000

A 30- to 60-second commercial played in hotel rooms each night before 20-minute montage/recap of each day's events. Programming runs on continuous loop 24 hours/day. This is a very popular feature of the convention—students love Key TV!

Other marketing opportunities can be created and customized to fit your organization. Please call for details.

To exhibit, contact Kim Stephenson at kstephenson@kiwanis.org or 1-800-549-2647, ext. 261.







Key Club convention 2013 application and agreement

Want to register online? Visit www.keyclub.org/exhibit2013

Agreement: Key Club exhibitors agree to have exhibits in place by 10 a.m., Wednesday, July 3, 2013. We agree to furnish the materials needed for our exhibit. Key Club International will provide a 6-foot or 8-foot draped or skirted table and a listing in the official convention program. We assume responsibility for the personnel who represent our company and will guarantee expenses incurred by them as our representatives.

To ensure the availability of space and timely receipt of all informational materials, instructions, and convention program listings, all exhibitor applications must be received by June 3, 2013. (To be listed in the convention program, please submit your application no later than April 16.) We understand exhibit space is limited. Location assignments will be at the sole discretion of convention management and will be assigned on a first-come, first-served basis.

We also understand a written cancellation must be sent to Key Club International and be postmarked by June 10, 2013, to receive a refund. After that date, no refunds will be issued. Refunds are for exhibits only.

Liability and insurance: We agree that Key Club International shall not be liable for theft or damages to any property or equipment whatsoever brought into the Key Club International convention by our company, claimed to result from the alleged negligence, act or omission of Key Club International, or because of the condition of the premises, or because of any casualty whatsoever. We understand that exhibitors who desire to carry insurance on their exhibits must do so at their own expense.

We agree to observe and comply strictly with the rules and regulations set forth in this agreement and with such other reasonable rules and regulations as convention management may, in its judgment, deem necessary for the proper conduct, safety or care of the exhibition area. In the event that we breach any portion of this agreement, Key Club International shall have the right to immediately terminate this agreement and any amounts paid for our exhibition space shall be forfeited.

All exhibitors attending the convention must agree to a background check. A link will be emailed to you to begin the process. Please respond immediately.

Signature		Company name	
Application Please write	e legibly in ink and do not use abbrevia	tions.	
Company/organization:			
Contact person:			
Street address:			
City:	State/Province:		Postal code:
Phone:	Fax:	Email:	
Exhibit booth personnel (Inf	formation will be used to provide	name badges.) Please write legibly:	
1	2	3	4
1. Email:	2. Email:	3. Email:	4. Email:
Please provide a catalog or	list all literature, products, merch	andise and/or services to be distribut	ted, displayed or sold.
Key Club convention pay	ment information		
Exhibit table fee:	Other marketing opportunity:		(Specify title and amount.)
☐ Check (payable to Key Cl	lub International) in the amount o	f \$ Check numbe	er:
Charge to Discover Card number	MasterCard Visa Am	/ <u> </u>	
Print name of cardholder		Signature of card holder	r

Please return completed form and appropriate payment to: Kim Stephenson

Key Club International, 3636 Woodview Trace, Indianapolis, IN 46268-3196

Fax: +1-317-217-6661, Phone: 1-800-549-2647, ext. 261

(U.S.A. and Canada)

Email: kstephenson@kiwanis.org



