



GET REC 'D 2010

January 21-22, 2010

THE DRAW

• GET REC'D provides a win-win situation for all parties involved. While it is a phenomenal marketing platform for those businesses looking to get in front of the college market, students benefit as well. GET REC'D is something students WANT to come to; it is non-traditional, well implemented, and personal. Students participate in interactive games and competitions to win prizes, they receive free food throughout the event, and both days are jam packed with the most popular forms of entertainment on campus. •

MEASURABLE RESULTS FOR OUR PARTNERS

- Participating exhibitors and sponsors at GET REC'D will be able to directly interact with over **20,000+ Nebraska students and campus supporters** where they play, where they work and where they learn. The event provides the unparalleled opportunity to:
 - Create one-of-a-kind brand experiences
 - Sample and sell products and services
 - Generate quality leads including email addresses
 - Conduct market research
 - Staff recruitment
 - Begin a face-to-face dialogue with potential lifetime consumers •

SUPPLEMENTAL ADVERTISING AIDS THE EVENT

- GET REC'D has powerful impact potential! Exhibitors, sponsors, and donors get the benefit of promoting their products and services before, during, and after the actual event. Other areas of opportunity include: GET REC'D The Magazine, getrecd.com, mobile text messaging, on-site signage, GET REC'D t-shirts and giveaways, promotional e-mails and facebook messages, UNL bus advertisements, and many more. •

AREAS OF INVOLVEMENT

- Businesses wanting to get involved with GET REC'D have multiple levels of participation to choose from. Sponsors have the highest level of exposure. These businesses have a booth at the event in addition to sponsoring a related entertainment act on stage, GET REC'D zone, or giveaway product. An exhibitor has booth space reserved at the event and reaps the benefit of having their own personnel to staff the area. Businesses unable to be present at GET REC'D may participate as a donor. This allows them to giveaway products and samples without having a physical presence. Campus Recreation street teams will be responsible for delivering donor products and information to students. Every business is unique and marketing opportunities are flexible. •

www.GETRECD.com

UNIVERSITY OF
Nebraska
CAMPUS
Lincoln RECREATION



UNIVERSITY OF NEBRASKA-LINCOLN

GET REC'D 2010 – PACKAGES PRICING INFO

PACKAGE	PRICE
<p>PREMIUM SPONSOR Includes logo on 4,000 t-shirts, full page advertisement in GET REC'D the Magazine, one (1) 10 x 20 booth at GET REC'D, logo on all promotional materials including flyers, posters, and other mediums, 10 commercial advertisements shown throughout GET REC'D, logo on GET REC'D CD-ROM which is distributed to students and vendors, rotating logo on getrecd.com homepage, name and website link featured on getrecd.com exhibitor page, inclusion in all press releases and other media activities associated with GET REC'D, access to pre- and/or post-event research (quantitative or qualitative, attendees or target market), 4 surface or garage parking passes for GET REC'D, lunch on Thursday and Friday of the event, and 6 invitations to the Vendor Hospitality Social.</p>	<p>\$5,000</p>
<p>ZONE SPONSOR Includes exclusive sponsorship of a particular Zone, logo on the Zone banners, a full page advertisement in GET REC'D the Magazine to be placed first in the magazine for that Zone's section, one (1) 10 x 20 booth at GET REC'D, logo on GET REC'D CD-ROM which is distributed to students and vendors, name and website link featured on getrecd.com exhibitor page, surface or garage parking passes for GET REC'D, lunch on Thursday and Friday of the event, and an invitation to the Vendor Hospitality Social.</p> <p><i>Zones include: Husker Zone, Travel Zone, Outdoor Zone, Style Zone, Beauty Zone, Gaming Zone, Tech Zone, Green Zone, Service Zone, Food Court, Entertainment Zone, and GET REC'D Zone.</i></p>	<p>\$2,500</p>
<p>COMMERCIAL ADVERTISEMENT 15 to 30 second commercial shown at GET REC'D on the three big screens up to 10 times per day.</p>	<p>\$2,000</p>
<p>EXHIBITOR PLUS Includes a full page advertisement in GET REC'D the Magazine, one (1) 10 x 10 booth at GET REC'D, logo on GET REC'D CD-ROM which is distributed to students and vendors, name and website link featured on getrecd.com exhibitor page, surface or garage parking passes for GET REC'D, lunch on Thursday and Friday of the event, and an invitation to the Vendor Hospitality Social.</p>	<p>\$1,500</p>
<p>ENTERTAINMENT SPONSOR Logo and name displayed during high profile competitions, company name included in competition name (i.e. Nebraska Idol presented by Verizon), competition involving your product (i.e. Pepsi drinking contest), involvement in ceremonious prize giveaway, name and/or logo on competition promotional items, and name and website link featured on getrecd.com entertainment page.</p>	<p>\$1,000</p>
<p>EXHIBITOR Includes one (1) 10 x 10 booth at GET REC'D, logo on GET REC'D CD-ROM which is distributed to students and vendors, name and website link featured on getrecd.com exhibitor page, one surface or garage parking pass for GET REC'D, lunch on Thursday and Friday of the event, and two invitations to the Vendor Hospitality Social.</p>	<p>\$500</p>
<p>SWAG BAG Promotional items of your choice put into 20,000 GET REC'D bags and handed to every student who attends the event. Name and website link featured on getrecd.com donor page.</p>	<p>\$400</p>



UNIVERSITY OF NEBRASKA-LINCOLN

GET REC'D 2010 EXHIBITOR AGREEMENT

EXHIBITOR APPLICATION & COST

EVENT DATES & TIME

JANUARY 21, 2010 11:00AM TO 4:00PM

JANUARY 22, 2010 11:00AM TO 4:00PM

Campus Rec Center Exhibitor Hall	Complete & return by December 1, 2009	\$
-------------------------------------	--	----

Name of Company (print clearly, as it should appear in program listing and ID sign)			PAYABLE TO: UNL Campus Recreation We accept money orders, cashier checks, business checks, and credit cards. Payment is non-refundable. MAIL TO: GET REC'D 2010 ATTN: Marketing University of Nebraska-Lincoln PO Box 880232 Lincoln NE 68588-0232 FAX TO: (402) 472.8080
Address			
City/State/Zip			
Attendee Contact	Title	2nd Attendee Name	
Phone	Fax	Email	
Company website address			
Authorized Signature			

OFFICE USE ONLY	Date Received:
We need one hotel room for (please check) <input type="checkbox"/>	
CREDIT CARD INFO	<input type="checkbox"/> Visa <input type="checkbox"/> MasterCard NAME ON CARD:
CARD NO:	
EXP:	3-DIGIT SEC. CODE:

REFUND POLICY

No refunds or credits will be issued. ALL PAYMENTS ARE NON-REFUNDABLE.

Vendors planning on selling merchandise on-site are solely responsible for all financial transactions.