

WHY EXHIBIT AT THE TORAH UMESORAH 65TH ANNUAL NATIONAL LEADERSHIP CONVENTION?

You can offer your product or service to a **focused, large audience** with exponentially high exposure during the Torah Umesorah 65th Annual National Leadership Convention. Over **1,600+ delegates** from across the globe will convene at the **Split Rock Resort** located in Lake Harmony, PA (nestled in the Pocono Mountains) on **October 20-24, 2021** to learn and network on a range of topics geared towards professional development of their schools and classrooms. As all programming will take place in the main lobby of the hotel, exhibitors' displays will be seen numerous times by delegates, with many opportunities for exhibitors to connect with potential buyers – the delegates.

WHO CAN I REACH AT THE TORAH UMESORAH CONVENTION?

Delegates to the Conference represent Torah Umesorah's network of approximately 800 schools with over 300,000 students from **across North America** in the following positions:



Principals



Assitant Principals



Teachers



School Consultants



Rebbeim



Resource Room Directors



Curriculum Coordinators



Parents

BOOTHS AND KIT INSERTS

Torah Umesorah 65th Annual National Leadership Convention will take place at the Split Rock Resort in Lake Harmony, PA from Wednesday, October 20 - Sunday, October 24, 2021. A limited number of display booths for the upcoming conference are available as shown.

HALF BOOTH

\$1,000

half size booth

Two cocktail-sized draped & skirted table and two chairs

Booth identification sign
(to be provided by the TU office)

FULL BOOTH

\$1,500

full size booth

One 6ft. draped & skirted table and two chairs

Booth identification sign
(to be provided by the TU office)

Includes a complimentary full page
in our Convention Magazine

DOUBLE BOOTH

\$2,500

double size booth

Two 6ft. draped & skirted table and two chairs

Booth identification sign
(to be provided by the TU office)

Includes a complimentary full page
in our Convention Magazine

VIP BOOTH

add \$500

A VIP location is available
for an additional
\$500 per booth type.

Full booth
\$2,000

Double Booth
\$3,000

Includes a complimentary full page
in our Convention Magazine

KIT INSERT

1,200 kits approx

Single flyer or
multi-page brochure
(up to 10 pages)
\$500

Catalog (over 10 pages),
CD/DVD or USB drive
\$750

Oversized brochure
or folder containing
multiple pieces
\$1,000

DISPLAY ADS

published in our Convention Magazine

Half page
vertical: 4.5" x 11"
horizontal: 5.5" x 8.5"
\$150

Full page
page size: 8.5"x11"
\$250

2 page spread
page size: 8.5"x17"
\$500

Inside Back Cover
page size: 8.5"x11"
\$575

Back Cover
page size: 8.5"x11"
\$800

Please review all
artwork specifications
on the next page.

NEW
FOR
2021

COSTS LISTED FOR EXHIBITOR BOOTHS, KIT INSERTS OR DISPLAY ADS DO NOT INCLUDE FOOD OR LODGING.

All booths, kit inserts and display ad charges must be paid for in advance of the event.

If you have any questions, please contact Mrs. Naomi Breier | 212-227-1000 ext 4545 | nbreier@torahumesorah.org

EXHIBIT, KIT INSERT & DISPLAY AD INFORMATION:

BOOTH:

- A limited number of display booths are available at the Convention. Booth location are open to selection on a first-come, first-serve basis. A schematic has been made available for you to choose your booth location. Should your location no longer be available, Torah Umesorah will contact you for the next possible place. Booth identification signs will be provided by Torah Umesorah for a uniformed look.
- Exhibits and literature must conform to the educational and administrative standards of the sponsoring organization. Torah Umesorah reserves the right to reject material, displays, exhibits, in total or in part, even during the Convention.
- Rental of audio/video equipment is available through our vendor, Mr. Yossi Soibelman of ProSound Presentation Services. He can be reached at (718) 436-2145, his cell: (917) 692-3375 or via email, yossi@prosoundpresentations.com.
- Torah Umesorah must be notified if your booth will be needing access to electrical outlets.
- Exhibitors must make sure that the aisle (and any public walkspace) near and around the booth be kept clear and unobstructed from cables, displays or marketing materials to prevent a safety risk to delegates.
- Exhibitors will be required to cover muktza materials for Shabbos.
- Torah Umesorah bears no responsibility for any damages or loss due to unsupervised materials at any time during the Convention.
- Booths may be assembled and set up beginning 5pm on Wednesday evening, October 20th.
Exhibition hours:
Thursday: 5pm-1am Friday: 9am-5pm Motzei Shabbos: 1/2 hour after the zman-2am Sunday: 9am-12pm

KIT INSERTS:

- All kit insert literature must be approved before being sent to our Convention venue. Please email a PDF file of the insert to nbreier@torahumesorah.org. CD/DVD or USB insert materials must be sent to Torah Umesorah for approval.
- Upon approval, shipping details will be provided for your insert.
- It is the vendor's responsibility to ship and track any packages sent to the Convention venue. Torah Umesorah is not responsible for missing packages. All kit inserts must be delivered to the venue by Monday, 18th, 2021 as the kits are packaged the same day. Any late items will incur late fees.
- Torah Umesorah cannot design or revise artwork in full or partial for any inserts.

DISPLAY ADS:

- Display ads must conform to the educational and administrative standards of the sponsoring organization. Torah Umesorah reserves the right to reject any ads or literature.
- Final deadline for display ads submission is Monday, October 4, 2021. Ads must be submitted according to the artwork specifications outlined below. Torah Umesorah will not be responsible for following up on display ads.
- Exhibitor booths that are full size or larger are entitled to a one page complimentary display ad. These ads must also adhere to printing deadlines.
- Page Dimensions:
Half page: vertical: 4.5"x 11" Half page: horizontal: 5.5"x 8.5"
Full page: 8.5"x 11" 2 page spread: 8.5"x 17"
Inside back cover: 8.5"x 11" Back cover: 8.5"x 11"
Please include a 1/2 inch bleed all around your artwork to ensure that text or artwork does not get cut off.
- Resolution & Color: 300dpi, CMYK
- File format: PDF, JPEG, PNG files. Torah Umesorah cannot design or revise artwork in full or partial for any ad displays.

SPONSORSHIP OPPORTUNITIES

In addition to the limited number of display booths available, we also have several opportunities for sponsorship, as follows:



MEAL SPONSOR
7 minute presentation at a meal, includes a booth.
\$10,000



ROOM HOSPITALITY
Bottled water, dried fruit, nuts, chocolate.
\$6,500



DELEGATE KITS
Approximately 1,200 bags, one per delegate.
\$5,500



PROGRAM PRINTING
\$5,000



DELEGATE GIFT ITEM
\$5,000



PADFOLIOS & PENS
\$5,000



LANYARDS
\$4,000

For other opportunities please call to discuss.

Mrs. Naomi Breier
212.227.1000 ext 4545
nbreier@torahumesorah.org

BOOTH, KIT INSERT & DISPLAY AD RESERVATION & PAYMENT FORM

Company Name: _____

Contact Person: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: (____) ____-____ Cell: (____) ____-____ Email: _____

EXHIBIT BOOTH

Please choose your booth size:

Half - \$1,000 Full - \$1,500 Double - \$2,500 VIP location – add \$500 per booth size

Exhibitor booths that are full size or larger are entitled to a one page complimentary display ad.

Please include my complimentary ad. I will not be placing an ad at this time.

BOOTH BANNER

Please list my booth name as: _____

The person running the booth is: • Rabbi • Dr. • Mr. • Rebbetzin • Mrs. • Ms.

First Name: _____ Last Name: _____ Cell: (____) ____-____

KIT INSERT

Please mark off your choice below.

All items below MUST be approved by Torah Umesorah on/before Tuesday, January 6. Upon approval, shipping information will be provided.

- | | |
|--|--------|
| <input type="checkbox"/> Single flyer or multi-page brochure (up to 10 pgs) | \$500 |
| <input type="checkbox"/> Catalog (over 10 page), CD/DVD or USB drive | \$750 |
| <input type="checkbox"/> Oversized brochure or folder containing multiple pieces | \$1000 |

DISPLAY AD INSERT (FOR CONVENTION MAGAZINE)

Please mark off your choice below.

- | | | |
|--|---|--|
| <input type="checkbox"/> Half page vertical/horizontal - \$150 | <input type="checkbox"/> Full page - \$250 | <input type="checkbox"/> 2 page spread - \$500 |
| <input type="checkbox"/> Inside back cover - \$575 | <input type="checkbox"/> Back cover - \$800 | |

Final submission deadline is Tuesday, April 21st. Please review artwork specifications prior to submission.

METHOD OF PAYMENT

Check –payable to Torah Umesorah Amount Enclosed: \$ _____

Credit Card Card Type: Visa, MC, AMEX, Discover

Name on Credit Card: _____ Amount: \$ _____

Card Number: _____ - _____ - _____ - _____ Exp. Date: ____/____

Billing Address: _____ Zip: _____

Signature: _____

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