GET REC’d 2011

UNL Campus Recreation | 55 CREC P.O. Box 880232 | Lincoln, NE 68588-0232 | GETRECD.com

January 20–21

THE TWO HOTTEST DAYS IN JANUARY!

THE DRAW

GET REC’d is the perfect vehicle for companies and students to interact with each other creating a win-win situation for all parties involved. GET REC’d provides a phenomenal marketing platform for those businesses looking to engage the college market in the place where they play, work and learn.

• 20,000 Nebraska students and campus supporters
• Generate quality leads reaching 18–24 year old consumers
• Conduct market research
• Staff recruitment

THE IMPACT

The event provides the unparalleled opportunity to:

• Create one-of-a-kind brand experiences
• Sample and sell products and services
• Build relationships with lifelong consumers
• Influence purchasing decisions
• Promote products and services before, during and after GET REC’d

BUILD YOUR BRAND AWARENESS

• GET REC’d Magazine
• GETRECD.com
• Mobile text messaging
• On-site signage
• GET REC’d t-shirts and giveaways
• Promotional e-mails
• Facebook messages
• UNL bus advertisements
• Street teams

Join us for our 5th year
How do I apply to participate?
Choose the level of participation you would like to contribute and fill out the inclosed application. Send it to Campus Recreation no later than Friday November 5, 2010. Upon acceptance into the event you will receive a packet of information to help you prepare for the event.

Selection Criteria and Process
Please make sure your application is complete. With the increased popularity of the event, not all vendors can be accepted and preference will be given to those vendors that offer a unique experience and opportunity for our students and those that submit complete applications.

Additional Requirements and Regulations
• Use of the name “GET REC’d” or any variation thereof, on any signage, T-shirts, printed materials, etc. will not be allowed without written permission from Campus Recreation.
• Early applications are due November 5, any applications received between November 6 and December 3 there will be an extra $50 charge on all packages. **No applications will be accepted after December 3, 2010.**

Space Requests:
Booths include: pipe, drape, (1) 8’ table, 2 chairs and (1) 110-volt single phase 20-amp receptacle with (4) outlets. Power is included in vendor fee. Please indicate additional equipment requests.

- □ Add 110-volt for $50 a receptacle: number of receptacles ____________
- □ Add table for $25 a table: number of tables ____________
- □ Add chair for $5 a chair: number of chairs ____________

We encourage each booth to provide an interactive experience for the students. **Please describe the activity planned for your booth.**

_________________________________________________________________
_________________________________________________________________
_________________________________________________________________
_________________________________________________________________
_________________________________________________________________
_________________________________________________________________
**PACKAGES & PRICING INFO**

**PREMIUM SPONSOR**
- $5,000
- Includes Exhibitor Package, plus
  - Logo on 4,000 t-shirts
  - Full page ad in GET REC’d Magazine
  - One 10x20 booth
  - Logo on all promotional materials
  - Ten commercial spots shown throughout GET REC’d
  - Rotating logo on GETRECD.com homepage
  - Name and website link featured on GETRECD.com donor page
  - Inclusion in all press releases and other media associated with GET REC’d
  - Access to pre-and/or post-event research
  - Two parking permits
  - Two box lunches on Thursday and Friday
  - Invitation to the Vendor Hospitality Social

**ZONE SPONSOR**
- $3,000
- Includes Exhibitor Package, plus
  - Exclusive sponsorship of a particular zone
  - Logo on zone signage
  - Full page ad in GET REC’d Magazine
  - One 10x20 booth
  - Name and website link featured on GETRECD.com entertainment page

**ENTERTAINMENT SPONSOR**
- $1,500
- Includes Exhibitor Package, plus
  - Logo and name displayed during competitions and on promotional items
  - Company activation (i.e. Pepsi Olympics)
  - On-site involvement in prize giveaway
  - Name and website link featured on GETRECD.com entertainment page

**EXHIBITOR BONUS**
- $1,000
- Includes Exhibitor Package, plus
  - 1/2 page ad in GET REC’d Magazine

**EXHIBITOR DOUBLE**
- $800
- Includes Exhibitor Package, plus
  - One extra 10x10 booth (10x20 total)

**EXHIBITOR**
- $500
- Includes Exhibitor Package, plus
  - One 10x10 booth
  - Name and website link featured on GETRECD.com exhibitor page
  - One parking permit
  - Two box lunches on Thursday and Friday
  - Invitation to the Vendor Hospitality Social

**SWAG BAG**
- $400
- 15,000 Promotional items placed in GET REC’d bags and handed to students in attendance
  - Name and website link featured on GETRECD.com donor page

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
# GET REC’D 2011 EXHIBITOR AGREEMENT

## VENDOR APPLICATION & COST

**EVENT DATE & TIME:**
January 20–21, 2011 - 11am to 4pm

<table>
<thead>
<tr>
<th>Campus Recreation Center</th>
<th>Complete And Return By November 5, 2010</th>
<th>$</th>
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**Name of Company (print clearly, as it should appear in program listing and ID sign)**

**Address**

**City/State/Zip**

**Attendee Contact**

**Title**

**2nd Attendee Name**

**Phone**

**Cell Phone**

**E-mail**

**Company website address**

**Authorized Signature**

**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

**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.