



# Western Association of Independent Camps 2017 Annual Conference

## Exhibitor Information & Registration



### Conference Location

We are “Honoring Our Past - Growing The Future” at this year’s Annual Western Association of Independent Camps (WAIC) conference in the “City of Roses” at the Hilton Pasadena. This newly updated hotel is walking distance to Old Town Pasadena and minutes from the Rose Bowl.

Rooms, at the starting conference group rate of \$179 per night, are available from November 4<sup>th</sup> through November 14<sup>th</sup> if you decide to lengthen your stay in Pasadena. There is no resort fee and parking for our group has been reduced to \$16 for self parking and \$18 for valet parking.

For reservations, please contact the Reservations Department at 1-800-HILTONS (identify yourself with WAIC 2017), or click [here](#) to book your room online at the group rate no later than **October 17, 2017**. Please visit the Hilton Pasadena online for hotel details and amenities.

### Exhibit Hall

The Exhibit Hall dates during the conference are Thursday, **November 9<sup>th</sup>** and Friday, **November 10<sup>th</sup>, 2017**. WAIC’s Annual Conference is a great way to reach camp owners and directors who represent their camp at the conference and are the individuals who make the purchasing decisions for their organization! The Annual WAIC Conference is mandatory to attend for member camps so it’s a perfect opportunity to connect with all WAIC camps. The Exhibit Hall opens on Thursday at 4pm with unopposed time until 7:30pm and includes our annual Welcome Reception! We continue the exhibit hall hours on Friday with more time to connect with attendees.

### Travel

Air travel to Pasadena can be accessed through Bob Hope Burbank Airport (BUR) which is located 20 minutes from the Hilton Pasadena or Los Angeles International Airport (LAX) at an approximately 45 minute drive.

### WAIC Annual Golf Tournament

Join WAIC members, Business Affiliates, and friends at the Annual WAIC Golf Tournament on Wednesday, November 8<sup>th</sup> for this fun conference tradition! It’s a great casual setting to touch base with your current camp clients and meet some new potential accounts. Golfers will enjoy 18 holes at Brookside Golf Course. For course details, visit [www.brooksidegc.com](http://www.brooksidegc.com). The entry fee is \$75/person and golf club rentals are available for \$25.

# EXHIBIT...SPONSOR...SUPPORT...ADVERTISE

## EXHIBIT

### Exhibit Set-Up

Thursday, November 9  
2:00pm - 4:00pm

### Exhibit Move-Out

Friday, November 10  
2:00pm - 4:00pm

### Exhibit Hours

Thursday, November 9  
4:00pm - 7:30pm  
Friday, November 10  
8:00am - 2:00pm

### Booth Fees

8' x 8' Affiliate: \$550  
8' x 8' Non-Affiliate: \$725  
Electricity: \$125

### Booth fee includes:

- 8' x 8' booth includes a 6-foot draped table, two chairs, wastebasket, and booth sign.
- Electronic list for pre and post conference mailings
- (1) Friday breakfast ticket and (1) Friday Exhibitor Appreciation Luncheon ticket per booth
- Company listing in the Conference Program

Please indicate on your registration form if you will need electricity or other special accommodations. Information regarding the shipment of materials for use at your booth will be made available closer to the conference date. Refer to the attached tentative schedule at a glance for program information and special events!

## SPONSOR WAIC

Our Business Affiliates and Exhibitors are an important part of the WAIC organization. In our mission to inspire and support our members to promote excellence and enduring success of independent camps...YOU are an essential part of WAIC's success.

As always, the Annual WAIC Conference is a great forum for camps and businesses to work together to provide education opportunities and share ideas.

**To cultivate this vision, increase your visibility to conference attendees, showcase your business, and be recognized throughout the conference, several sponsorship opportunities are available and listed below.**

### 2017 Presenting Sponsor • \$5000

- WAIC's 2017 Annual Conference will be named for your company **"Honoring Our Past-Growing The Future"**  
**2017 Annual WAIC Conference**  
Presented by Your Company Name

### •Level Also Includes:

- Your company name and logo will appear prominently on the cover and a full page color ad included in the printed conference brochure. In addition, your company will be highlighted in the welcome letter, in the Sponsor/Exhibitor section, and extensively throughout the brochure.
- Thursday night accommodations in a standard room at the Hilton Pasadena (room & tax).
- Premium exhibit space and electricity at no cost.
- Two (2) tickets to Thursday night's "Welcome Dinner", where you will be introduced and receive 5 minutes to speak directly to the entire group.
- Stand-alone sign at the Conference Registration Desk, Exhibit Hall, and a special recognition sign at your booth in the Exhibit Hall.
- Company name and logo prominently displayed on the home page of WAIC.org.

## Partner in Education Sponsor • \$2500

- **Headline listing at the beginning of the educational program schedule: “Honoring Our Past-Growing The Future”**  
**Schedule of Program**  
**Partner in Education: Your Company Name**

- **Level Also Includes:**

- Introduction and allotted time at the beginning of the Opening General Session prior to the keynote address.
- Premium exhibit space and electricity at no cost.
- One (1) Thursday night “Welcome Dinner” ticket.
- Full page color ad, highlighted in the welcome letter, in the Sponsor/Exhibitor section, and throughout the printed conference brochure.
- Prominent sign at the Conference Registration Desk and entrance to meeting rooms, and a special recognition sign at your booth in the Exhibit Hall.
- Company name and logo displayed on the home page of WAIC.org.

## Welcome Reception Sponsor: \$1500

- **The Welcome Reception will be named for your company: “Honoring Our Past-Growing The Future”**  
**Welcome Reception**  
**Sponsored by: Your Company Name**

- **Level Also Includes:**

- Your company’s representative will be introduced and have allotted time (2 minutes) at the Welcome Reception.
- Half page ad, acknowledgement in the welcome letter and prominent listing in the Sponsor/Exhibitor section of the printed conference brochure.
- Special recognition sign at your booth in the Exhibit Hall and on the appetizer table at the reception.

## WAIC Annual Auction Reception: \$1500

- **The Auction Reception will be named for your company: “Honoring Our Past-Growing The Future”**  
**WAIC Annual Auction Reception**  
**Sponsored by: Your Company Name**

- **Level Also Includes:**

- Your company’s representative will be introduced and have allotted time (2 minutes) at Saturday’s Auction Reception or at the Exhibitor Lunch on Friday.
- Half page ad, acknowledgement in the welcome letter and prominent listing in the Sponsor/Exhibitor section of the printed conference brochure.
- Special recognition sign at your booth in the Exhibit Hall and on the appetizer table at the reception.

## Camp Cafe’ Sponsor • \$1000

- **WAIC’s Camp Cafe’ will be named for your company: “Honoring Our Past-Growing The Future”**  
**Camp Cafe’**  
**Presented by Your Company Name**

- **Level Also Includes:**

- Acknowledgement in the brochure, including prominent listing in the Sponsor/Exhibitor section.
- Quarter page ad, acknowledgement in the welcome letter and prominent listing in the Sponsor/Exhibitor section of the printed conference brochure.
- Special recognition sign at your booth in the Exhibit Hall and at the event.

## WAIC Annual Golf Tournament Sponsor • \$1000

- WAIC Annual Golf Tournament will be named for your company: **“Honoring Our Past-Growing The Future”  
2017 Annual WAIC Golf Tournament  
Presented by Your Company Name**
- Level Also Includes:
  - Quarter page ad, acknowledgement in the brochure, including the welcome letter, prominent listing in the Sponsor/Exhibitor section.
  - Special recognition sign at your booth in the Exhibit Hall and on golf cart(s) or course.

## Coffee Break Sponsor • \$750

- Friday’s Exhibit Hall Coffee Break will be named for your company: **“Honoring Our Past-Growing The Future”  
Coffee Break  
Presented by Your Company Name**
- Level Also Includes:
  - Acknowledgement in the brochure and prominent listing in the Sponsor/Exhibitor section.
  - Special recognition sign at your booth in the Exhibit Hall and on the coffee/tea service table.

# SUPPORT

## General Sponsor

Donations in any amount will support the WAIC organization! For donations of \$500 or more, your gift will be named and assigned to a key area of the conference. Your donation will be recognized in the conference brochure, your listing in the Exhibitor section will be highlighted and you will receive a special sign at your booth in the Exhibit Hall.

## Provide an In-Kind Gift

Examples of needed gifts include name tags, conference bags, notebooks, printing, conference and event apparel (sweat-shirts, hats), etc. Your donation will be coordinated with the Association Manager and Conference Coordinator prior to the conference and will be recognized in the conference brochure, your listing highlighted in the Exhibitor section of the brochure, and you will receive a special sign at your booth in the Exhibit Hall.

## Donate a Raffle Prize or Auction Item

Items donated from our exhibitors are always a BIG HIT for conference participants, and they wait in anticipation as winners are announced during exhibit hall hours. Past items donated have included apparel, sports event tickets, camp equipment, gift cards, etc. Your donation will be greatly appreciated!

# ADVERTISE

The conference brochure not only allows the participants to navigate through the conference, it is used as a go-to guide for camp directors throughout the buying season. Ad rates and sizes are outlined below.

Ad Size	Affiliate Rate	Non-Affiliate Rate
1/8 page	FREE	N/A
1/4 page	\$200	\$250
1/2 page	\$250	\$300
Full page	\$350	\$400

Email camera ready artwork  
to the WAIC office:  
[info@waic.org](mailto:info@waic.org)  
**Deadline: September 25**

## Conference Deadlines

Deadline	Registration Process	Notes
September 25	Exhibitor Registration ( <a href="#">click here</a> )	Deadline for inclusion in print conf. materials
October 17	Hotel Room reservation deadline at conference rate	Call <b>1-800-HILTONS</b> ("WAIC2017") or <a href="#">click here</a> to make online reservations.
November 1	Business Affiliate dues (\$250) deadline	An invoice will be sent October 1

## Registration

To exhibit at the 2017 Annual WAIC Conference, please [click here](#) to complete and submit the exhibitor registration form or go to [www.waic.org/annual\\_conference](http://www.waic.org/annual_conference) for a link to the online registration. **Priority registration is available for WAIC Business Affiliates until June 4, 2017. Open registration begins June 5, 2017.**

Upon registering you can select a method of payment and either send a check to the WAIC Office at the address listed below (preferred method), or [click here](#) to download a WAIC credit card authorization which can be sent by mail, emailed to [billing@waic.org](mailto:billing@waic.org), or faxed to (877) 257-2207.

After your company's registration and payment is received, a confirmation letter will be sent. In September, more details will be provided regarding shipping and other specifics.

## Contacts

**WAIC Association Manager**  
Chelsea Rowe  
[info@waic.org](mailto:info@waic.org)  
(949) 407-9242  
(877) 257-2207 fax

**2017 Conference Coordinators**  
Maria Horner/[maria@catalinaislandcamps.com](mailto:maria@catalinaislandcamps.com)  
Sarah Horner Fish/[sarah@tomsawycamps.com](mailto:sarah@tomsawycamps.com)

For those who would like to maintain an ongoing relationship with WAIC and its members, please consider becoming a **Business Affiliate**. As a Business Affiliate and member of WAIC, you are invited to register for any portion of the conference including seminars, meal functions, and the golf tournament. For more information regarding this opportunity, please visit [WAIC.org](http://WAIC.org) or contact the WAIC Association Manager.

Please let us know if you would like us to forward exhibitor information to a business that may be interested in joining WAIC as a Business Affiliate or to learn more about conference exhibitor and sponsorship opportunities. Thank you for your support of WAIC!



Western Association of Independent Camps  
P.O. Box 854 • Trabuco Canyon, CA 92678  
[www.WAIC.org](http://www.WAIC.org) • (949) 407-9242 • [info@waic.org](mailto:info@waic.org)

# 2017 WAIC ANNUAL CONFERENCE

## Program Schedule At-a-Glance

### \*SPONSOR OPPORTUNITY

#### Wednesday, November 8

10:30am

\*2017 Annual WAIC Golf Tournament

#### Thursday, November 9

9:00am-12:30pm

WAIC Board Meeting

11:00am-1:00pm

Conference Registration Open

12:30pm-1:00pm

New Conference Attendee Orientation

1:00pm-2:00pm

Section Meetings

2:15pm-4:00pm

Welcome & Opening Keynote Speaker

4:00pm-7:30pm

**Exhibit Hall Open**

5:00pm-7:00pm

\*Exhibit Hall Welcome Reception

7:30pm

Welcome Dinner

#### Friday, November 10

8:00am-10:00pm

Conference Registration Open

8:00am

Breakfast

8:00am-2:00pm

**Exhibit Hall Open**

9:15am-10:00am

General Session

10:00am-11:15am

\*Coffee Break in the Exhibit Hall

11:15am-12:30pm

Education Sessions

12:30pm-2:00pm

Exhibitor Appreciation Lunch & Last Chance Exhibit Hall

2:15pm-3:30pm

Education Sessions

3:45pm-5:00pm

Education Sessions

5:00pm-6:30pm

\*Camp Cafe'

6:30pm

Dinner & Night on Your Own

#### Saturday, November 11

8:00am-9:30am

Conference Registration Open

8:00am

Breakfast

9:30am-12:30pm

WAIC Annual Meeting

9:30am-10:45am

Education Session

11:00am-12:15pm

Education Session

5:30pm-7:30pm

Annual WAIC Auction & \*Reception

7:30pm

WAIC Annual Dinner & Slideshow

#### Sunday, November 12

8:00am-9:30am

"Inspirational" & Farewells



*Schedule subject to change*