



The Largest College Lifestyle Festival in the Midwest!

October 21, 2011

ACTIVATE YOUR BRAND!

WHAT: GET REC'd 2012

WHO: YOU + 20,000 college students, faculty & staff

WHEN: January 19-20, 2012 - 11:00 a.m. to 4:00 p.m.

WHERE: University of Nebraska-Lincoln Campus Rec Center

We would like to invite you to apply to be a part of the GET REC'd 2012 celebration at the University of Nebraska-Lincoln. Now in its sixth year, this two-day event features more than 100 national and local companies who showcase their brands in face-to-face engagement, prize drawings, giveaways, and interactive competitions for over 20,000 UNL students, faculty and staff.

The enclosed packet provides you with the details of the GET REC'd impact and it's marketing potential for you. For a visual image of GET REC'd, visit www.GETRECD.com where you will find video footage and still pictures from last year's event.

The deadline to apply for the event is November 4, 2011 and booth space is limited. Preference is given to vendors with completed applications who offer a unique and engaging experience for our attendees. If you have any questions regarding the event, please do not hesitate to contact us.

Sincerely,

A handwritten signature in blue ink that reads "Deb Johnson".

Deb Johnson
Associate Director for External Relations
(402) 472.4772
djohnson10@unl.edu

A handwritten signature in blue ink that reads "Larry Takechi".

Larry Takechi
External Relations Intern
(402) 472.3115
ltakechi@unlnotes.unl.edu



The Largest College Lifestyle Festival in the Midwest!

January 19-20

THE DRAW

GET REC'd is the perfect vehicle to activate your brand and build a positive relationship with our market. GET REC'd provides a competitive edge for those businesses looking to engage the college market in the place where they work, learn, and play.

- 20,000 Nebraska students, faculty and staff
- Generate quality leads reaching 18-24 year old consumers
- Conduct market research
- Staff recruitment



THE IMPACT

The event provides the unparalleled opportunity to:

- Influence purchasing decision
- Build relationships with lifelong consumers
- Create one-of-a-kind brand experiences
- Sample products and services
- Promote your company before, during and after GET REC'd



BUILD YOUR BRAND AWARENESS

- GET REC'd Magazine
- GETRECD.com
- On-site signage
- GET REC'd t-shirts and giveaways
- Facebook messages
- UNL bus advertisements
- Street teams





FAQ

GET REC'D 2012

EVENT DATE & TIME:

January 19-20, 2012 - 11 a.m. to 4 p.m.

Application Deadlines:

Early: November 4, 2011

Late: December 2, 2011

How do I apply to participate?

Choose the level of participation you would like to contribute and fill out the enclosed application. Send it to Campus Recreation no later than Friday, November 4, 2011. Upon acceptance into the event, you will receive a packet of information to help you prepare for the event.

Stand Out!

Bring your booth to life with an exciting, interactive attraction. Make your booth stand out from the others and provide a unique experience to draw the students, faculty and staff in to play and experience your brand.

Selection Criteria and Process

Please make sure your application is complete, as space is limited and not all vendors can be accepted. With the increased popularity of the event, preference will be given to those vendors with completed applications who offer a unique experience for our students.

Additional Requirement 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 UNL Campus Recreation.

Applications are due November 4. If space is available, there will be an extra \$50 charge for any applications received between November 5 and December 2. **No applications will be accepted after December 2, 2011.**

Space Requests

Booths include:

- Pipe and drape
- (1) 8' table
- 2 chairs
- (1) 110-volt single phase 20-amp receptable with (4) outlets
- 110-volt power is included in vendor fee. There is a fee for additional equipment requests. Please make this request on your application.



Check out our video
at [GETRECD.com!](http://GETRECD.com)



PACKAGES & PRICING

GET REC'D SPONSOR \$5,000 - Only two remain!

- Logo on 3,000 t-shirts
- Full page ad in GET REC'd Magazine
- One 10'x20' booth
- Logo on all promotional materials
- Five commercial spots shown throughout GET REC'd
- Rotating logo on GETRECD.com homepage and inclusion in social media
- 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 boxed lunches on Thursday and Friday
- VIP Vendor Hospitality Access

CRUISE SPONSOR \$3,000

- Two students will win a Spring Break cruise
- Includes Exhibitor Package, plus:
 - Logo on 3,000 t-shirts
 - Custom designed competition using your brand and products to be played at the event
 - Cruise presented by "sponsor" name recognition
 - Logo and name displayed during competitions and on promotional items
 - Name and website link featured on GETRECD.com entertainment page and inclusion in social media

AIRFARE SPONSOR \$2,000 OR POINTS DONATION FOR TWO ROUNDTrip AIRFARES

- Airfare for two students' Spring Break cruise
- Includes Exhibitor Package, plus:
 - Logo on 3,000 t-shirts
 - Logo and name displayed during competitions and on promotional items
 - Name and website link featured on GETRECD.com entertainment page and inclusion in social media

ULTIMATE ROAD TRIP SPONSOR \$1,500

- Ten teams of two compete to win a Spring Break cruise
- Includes Exhibitor Package, plus:
 - Custom designed competition using your brand and products to be played at the event
 - Game activation on stage with your brand
 - Logo and name displayed during competitions and on promotional items
 - Name and website link featured on GETRECD.com entertainment page and inclusion in social media

EXHIBITOR TRIPLE \$1,000

- Includes Exhibitor Package, plus 2 extra 10'x10' booths

EXHIBITOR DOUBLE \$800

- Includes Exhibitor Package, plus an extra 10'x10' booth

EXHIBITOR \$500

- (1) 10'x10' booth
- Name and website link featured on GETRECD.com exhibitor page and inclusion in social media
- One parking permit
- Two box lunches on Thursday and Friday
- Vendor VIP Hospitality Access

SWAG BAG \$400

- 10,000 promotional items placed in GET REC'd bags and handed to students in attendance

DONATIONS

- Prizes for Interactive Competitions
- Name & website link featured on GETRECD.com donor page



GET REC'd 2012 EXHIBITOR AGREEMENT

VENDOR APPLICATION & COST

EVENT DATE & TIME:

January 19-20, 2012 - 11 a.m. to 4 p.m.

Campus Recreation Center	Complete And Return By November 4, 2011	\$
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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

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

ADDITIONAL EQUIPMENT REQUESTS:

Add 220-volt for \$75 a receptacle number of receptacles _____ Add table for \$25 a table: number of tables _____

Add 110-volt for \$50 a receptacle: number of receptacles _____ Add chair for \$5 a chair: number of chairs _____

CREDIT CARD INFO Visa MasterCard **NAME ON CARD:**

CARD NO: **EXP:** **3-DIGIT SEC. CODE:**

OFFICE USE ONLY Date Received:

PAYABLE TO: UNL Campus Rec
We accept money orders, cashier checks, business checks, and credit cards.

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.

SEND PAYMENT TO:
Deb Johnson | UNL Campus Recreation | 841 North 14th Street | Lincoln NE 68588-0232 | GETRECD.com