



2017 Keynote  
Chris Suggs  
Kinston Teens  
Kinston, NC

# Youth Summit

#beyondthehashtag



2017 Speaker  
Zakiya Esper  
Sowing Seeds Into  
the Midlands

July 15 | Orangeburg, SC

What do you get when you bring together hundreds of teens from across South Carolina, a celebrity speaker, and lots of activities? If you guessed a roomful of energy, you're right. And this energy is focused on bringing healthy eating and active living to their communities.

Find out how your brand can be a part of this exciting event!



### What is the HYPE Project?

The Healthy Young People Empowerment (HYPE) Project is Eat Smart Move More South Carolina's youth empowerment initiative that motivates and engages youth in policy, systems, and environmental change efforts. It's designed to build the skills of youth so they can become greater voices in their communities. HYPE activities focus on healthy eating and active living; however, youth are encouraged to use the skills they learn to be lifelong champions of positive change.



### What is the Youth Summit?

Every year, youth leaders from around the state gather for the Youth Summit to:

- Celebrate their successes,
- Meet other youth leaders, and
- Share stories of how they were able to effectively advocate for change in their communities.

*Eat Smart Move More South Carolina is a private non-profit whose mission is to advance community-led change to make the healthy choice the easy choice for every South Carolinian.*



### Who attends the Youth Summit?

- HYPE Teams composed of youth ages 12-17 and representing 13 rural counties in SC
- HYPE Team adult advisors and parents
- Youth-serving organizations working with youth ages 12-17
- Key community partners, such as elected officials, school staff and administrators, community leaders, and coalition members.

In 2017, we anticipate upwards of 200 participants.

For more information about sponsoring the Youth Summit, contact Executive Director Beth Franco by telephone at 803-667-9810, extension 304 or by email at [beth@eatsmartmovemore.org](mailto:beth@eatsmartmovemore.org).



### **2017 EXHIBITION HALL HOURS**

Saturday, July 15, 2017:

9:30 a.m.–4:30 p.m.

### **EXHIBIT INFORMATION**

- One 6-foot skirted table and one chair
- One full conference registration
- Company name listed on website with link to company home page
- Company name listed in program booklet
- Electrical outlets are available upon request
- Exhibits should be erected by 9:00 a.m., and should be left in place through the last afternoon break. Exhibit hall will be open for exhibitors only at 8:00 a.m. All exhibits and associated materials must be removed by 5:00 p.m.
- Materials are not to be left at SC State University for staff to throw away or otherwise deal with.
- Non-profit rate: \$200
- For-profit rate: \$300
- Exhibit registration deadline: June 26, 2017
- Cancellation Policy: Due to contract obligations, no refunds will be issued for cancellations.

### **LEADERSHIP SUMMIT BAG INSERT INFORMATION**

ESMMS staff will insert your pre-printed promotional materials into all conference welcome bags.

- One insert per company/organization
- Insert should be no larger than 8.5" x 11"
- Provide 200-250 copies
- Summit welcome bag insert payment deadline: June 26, 2017
- Insert Fee (for-profit): \$500
- Insert Fee (non-profit): \$300
- If payment isn't received by June 26, 2017, materials will not be inserted or returned.
- Materials must be received by June 26, 2017. Ship to:

Eat Smart Move More South Carolina  
c/o Brandie Freeman  
2711 Middleburg Drive, Suite 301  
Columbia, SC 29204

## PROGRAM ADVERTISING

*(For Exhibitors and Bag Insert ONLY. Sponsors receive free advertising.)*

Place your color or black & white printed advertisement in our high quality Summit program book. Covers are reserved for sponsors.

### Advertising Sizes:

- Full page 8.25" x 10.5"
- 1/2 page horizontal 7.5" x 4.875"
- 1/2 page vertical 4.875" x 7.5"
- 1/3 page horizontal 3.25" x 8"
- 1/3 page vertical 2.5" x 10.5"
- 1/4 page vertical 3.625" x 4.875"
- 1/8 page horizontal 3.625" x 2.312"

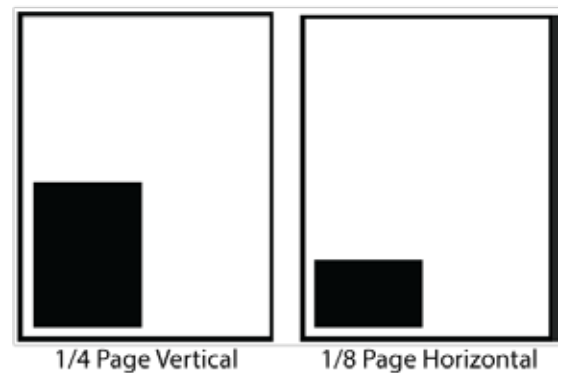
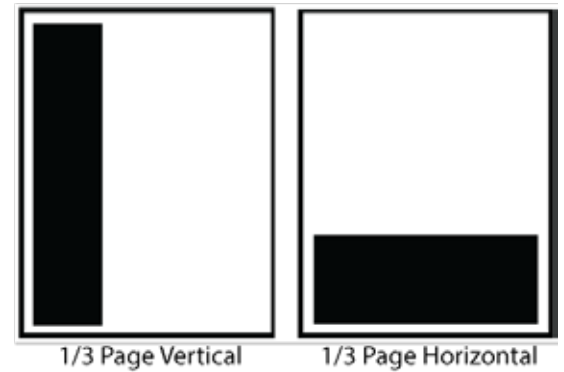
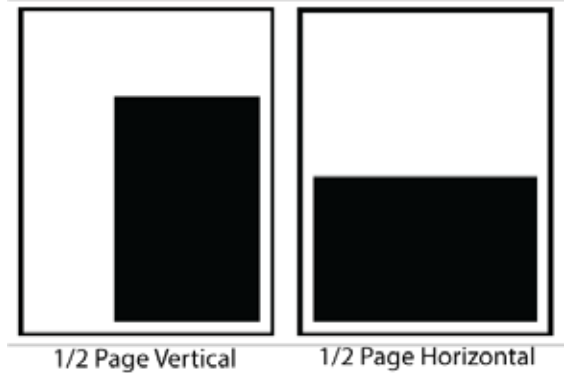
### Advertising Rates:

All rates are for black & white. Add \$75 for color ads.

- Full page \$350
- 1/2 page horizontal \$225
- 1/2 page vertical \$225
- 1/3 page horizontal \$175
- 1/3 page vertical \$175
- 1/4 page vertical \$125
- 1/8 page horizontal \$75

### Advertising Requirements:

- Ad copy payment deadline: June 26, 2017
- Ad camera-ready artwork submission deadline: June 26, 2017
- Please build page to trim and extend any bleed 1/8" beyond the edge of trim size. Please remember to consider bleeds when creating your PDF file.
- PRESS OPTIMIZED PDF. PDF files must be high resolution (300 dpi or greater) and optimized for press when distilled. Please be sure to embed all fonts and have all graphics as CMYK when creating PDF file.



## Contact/Billing Information

Contact Name \_\_\_\_\_ Title \_\_\_\_\_

Organization Name \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_

Website URL \_\_\_\_\_

## EXHIBITORS: On-Site Contact (if different from above)

Name \_\_\_\_\_ Title \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_

Yes! I need electricity for my exhibit.

## Marketing Opportunities

Exhibitor .....  \$300  \$200 NP

Bag Insert.....  \$500  \$300 NP

### Program Book Ad

Full page .....  \$350  \$425 Color

1/2 page H .....  \$225  \$300 Color

1/2 page V .....  \$225  \$300 Color

1/3 page H .....  \$175  \$250 Color

1/3 page V .....  \$175  \$250 Color

1/4 page V .....  \$125  \$200 Color

1/8 page H .....  \$75  \$150 Color

**TOTAL** .....\$ \_\_\_\_\_

## Registration/Payment Deadlines

**Exhibit: June 26, 2017**

**Welcome Bag Insert: June 26, 2017**

**Program Book Ad: June 26, 2017**

## Payment Information

### Make checks payable to:

Eat Smart Move More South Carolina  
2711 Middleburg Drive, Suite 301 | Columbia SC 29204  
803-708-8116 (fax) | brandie@eatSMARTmovemoreSC.org

Check  VISA  MasterCard  AmEx  Discover

Card Holder Name \_\_\_\_\_

Card Number \_\_\_\_\_

Exp. Date \_\_\_\_\_ VIC Code \_\_\_\_\_

Billing Address (if different from above) \_\_\_\_\_

Signature \_\_\_\_\_

*Due to contract obligations, no refunds will be issued for cancellations.*