

Welcome to Nashville

Fair

August 31, 2009, 3pm–6pm

Vanderbilt Student Communications and the Vanderbilt Student Life Center are extending an invitation to local and national businesses interested in building a loyal customer base from the Vanderbilt Community. Vanderbilt University has approximately 11,500 students and over 22,000 faculty and staff.

Classes for the fall 2009 semester at Vanderbilt start on August 26, 2009. The Welcome to Nashville Fair will be held August 31, 2009 from 3 pm- 6pm. Each booth includes a skirted 6-foot table and 2 chairs. Electricity is an additional \$10 per booth and must be requested by August 11. ***For additional logistical questions about your booth, please contact Jordan Carnell at Jordan.Carnell@vanderbilt.edu.***

This is a unique opportunity to showcase your products/services to our affluent student body. Feel free to bring product samples, hand out flyers, etc. Please note that all handouts must be limited to the immediate vicinity of your booth. Exhibitors may not solicit student contact information.

We encourage exhibitors to furnish “prizes” that will be given away as door prizes by the Vanderbilt Student Life Center. A list of all exhibitors and the prizes they have donated will be published in the three Vanderbilt Hustler campus newspaper publications prior to the event. Every exhibitor that donates a prize will be given additional mention over our PA system as well as visual displays of their logo on our large screen.

The Welcome to Nashville Fair will be publicized heavily to students, faculty and staff via full page newspaper ads and e-mail blasts starting with our “***Welcome to Nashville***” Vanderbilt Hustler issue on August 21, 2009. The “***Welcome to Nashville***” newspaper is a popular annual resource guide that addresses many frequently asked questions about life at Vanderbilt as well as recommendations on where to go in Nashville to experience life beyond the “***Vanderbubble***.” For details about advertising in the Vanderbilt Hustler “***Welcome to Nashville***” issue, see attached literature.

How do I get a booth for the Welcome to Nashville fair?

To qualify for a booth at the Welcome to Nashville fair, the exhibitor must buy a minimum quarter page ad in our “Welcome to Nashville” Vanderbilt Hustler issue that comes out August 21. A quarter page ad is the smallest size ad that we offer in this publication. The separate cost for the booth is \$350. Many participants will opt to run a half-page or full-page ad to stand out among the many advertisers in this popular issue. Use of color is always encouraged as well. ***Frequency is the key to successful advertising. Running additional ads in the August 26, August 28 and August 31 issues will give your business a competitive edge.***

Continue >

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Fair

August 31, 2009, 3pm–6pm

Who reads the Vanderbilt Hustler campus newspaper?

An average of 93% of our student body reads the Vanderbilt Hustler hard copy on a regular basis. That's about 10,500 hard copy readers. The Hustler is published every Monday, Wednesday and Friday while school is in session in addition to our special issues. Now that every issue of the Vanderbilt Hustler is made available in PDF format at Insidevandy.com by clicking on the large "Print Issue" box near the top right of the home page, The Hustler now is read by many of our 22,500 faculty and staff, parents of students and our 122,000 alumni.

What about paperwork?

There are two pieces of paperwork that need to be completed and signed- The Welcome to Nashville exhibitor agreement that is attached and a separate space agreement that details the costs for your ad and your booth space. The separate space agreement will be faxed to you. Please sign both agreements where indicated and return fax to 615-322-5917. If you choose the billing option there is a routine credit application that needs to be completed by August 15.

What are the deadlines?

Deadline for returning signed paperwork for the Welcome to Nashville Fair and special Welcome to Nashville newspaper issue- Aug. 17. Deadline for submitting artwork for your Welcome to Nashville ad- Aug. 18.

How and when do I pay for the ad(s) and the booth?

The costs for the ad and booth will all be included in the Vanderbilt Hustler newspaper contract. Each client will be offered the option of paying by credit card or check prior to August 17 or completing a simple credit application. If you opt for the credit application, you will be billed for the booth space and all ads that run. Booth space will be billed along with your "Welcome to Nashville" ad on August 21. Follow up ads are billed the day they run. Our terms are net 30 days.

Who do I contact with questions?

For all questions pertaining to your ad(s), contact George Fischer at 615-322-1884 or 615-310-3336 or george.h.fischer@vanderbilt.edu. There will be a follow up package sent out to all exhibitors about a week after your sign up for the booth. Any logistical questions regarding the booth should be addressed to Jordan.Carnell@vanderbilt.edu or call 615-936-5969.

Vanderbilt Student Communications and The Vanderbilt Student Life Center look forward to working with you in promoting your products and services to our student body. By advertising early in the school year and frequently throughout the year, you can start building top-of-mind awareness that is crucial to any advertiser's success. You could have an affluent repeat customer for the next 50 years or more!

Welcome to Nashville *issue*

The Vanderbilt Hustler's "Welcome to Nashville" issue will provide incoming students and parents a comprehensive look at what the Vanderbilt campus and the surrounding Nashville community have to offer. In an attempt to expose new students to life beyond the "Vanderbubble," the issue will include an overview of attractions, dining and shopping options around the city, and other areas of interest. It will also serve as a resource guide, addressing the students' most frequently asked questions.

Many of our new students will be unfamiliar with Nashville. They will need to know where to go for a variety of goods and services including but not limited to furnishings for their rooms, clothing stores, restaurants and nightclubs, area malls, auto maintenance, banks and much more. Recently some of our approved Vanderbilt vendors have seized this unique opportunity to show their support for Vanderbilt by placing ads in our *"Welcome to Nashville."* In addition to our 93% student readership, this issue is popular with faculty and staff business decision makers.

10,000 copies are placed on our 55 racks on August 21, 2009, just in time for Freshman orientation. A lot of parents will pick up copies as well.

The *"Welcome to Nashville"* issue will have considerably more readers than our normal issues. We now have many off campus readers including parents and alumni who access the paper by going on line at Insidevandy.com

Make a lasting impression with the Vanderbilt community by advertising in our "Welcome to Nashville" issue on August 21, 2009, and dramatically increase your market share by advertising often in the Vanderbilt Hustler through out each academic year. Frequency is the key to successful advertising.



Welcome to Nashville issue

Rates

and Deadlines

Rates

Quarter page- \$600

Half page- \$1000

Full page- \$1,900

Back cover- \$2,500

Front page banner- \$750

Color

Spot color - \$100 per color

Full color- \$300

Deadlines

Space and art submission - August 17, 2009

Distribution begins August 21, 2009

Half Page 11.63" x 10.5" \$1000	
Quarter Page 5.75" x 10.5" \$600	Full Page 11.63" x 21" \$1900
Front page banner 11.63" x 2" \$750	

Vanderbilt University
Welcome to Nashville Fair
Monday, August 31, 2009
Vanderbilt Student Life Center

Exhibitor Agreement

Company Name _____

Contact Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email _____

Website _____

Product/Service _____

- Exhibitors may not solicit student information. Do not ask for e-mail addresses or phone numbers. Vanderbilt strives to protect the privacy of our students.
- Each booth includes a skirted 6' table and 2 chairs. Booth space allowed is 8' wide by 10' deep. Some booths have 8' tall black backdrops. These booths with black backdrops will be assigned randomly. Please do not exceed 8' in height when constructing a backdrop, banner, etc.
- Exhibitors are encouraged to offer give-aways, coupons, and door prizes. All door prizes must be submitted to the Student Life Center by August 17th. All prizes will be distributed by Vanderbilt SLC staff during the WTN Fair. Exhibitors will be mentioned and receive credit for donating the prize(s).
- Exhibitors will be provided one parking space in the 25th Avenue Garage—via the Highland Avenue entrance. Details regarding load-in, load-out are to come.
- Vanderbilt University reserves the right to not allow any vendor to participate. Any potential liability is limited to the value of the contract.
- Booth space and load-in times will be assigned once paperwork and payment have been processed.

Exhibitor Signature _____ Date _____

***Please forward all Welcome To Nashville Fair questions to
Jordan Carnell at jordan.carnell@vanderbilt.edu***

Vanderbilt University
Welcome To Nashville Fair

Event Location
Commodore Ballroom
Vanderbilt
Student Life Center

Load-In Times
11am - 2pm

Event Time
3pm - 6pm

Load-Out Times
6pm - 9pm

**Electricity is an additional
\$10 per booth & must be
requested by
August 11th**

**Exhibitor parking
will be located in
the 25th Avenue Garage.**

**Vanderbilt
Student Life Center
310 25th Ave South
Nashville, TN 37240**

**Booth questions
(logistics, set up, etc)
Jordan Carnell
615-936-5969**

**All other booth and
advertising questions
George Fischer
615-322-1884 or
615-310-3336**

**[www.vanderbilt.edu/
studentlifecenter](http://www.vanderbilt.edu/studentlifecenter)**

Vanderbilt University

Welcome to Nashville Fair

Monday, August 31, 2009

Vanderbilt Student Life Center

Terms and Conditions

Vanderbilt University, the Student Life Center and its staff, hereafter referred to as "VU" shall not be liable for property damage or personal injury to exhibitor, its agents, employees, helpers &/or guests, which may occur on or about any part of the subject premises including your booth space, regardless of how such an injury or damage may have occurred. Exhibitor shall hold "VU" harmless and shall indemnify "VU" against all liability or expenses arising out of any claim of injury or damage to any person or property, together with all costs in connection with the defense thereto, including attorney's fees, resulting from the exhibitor's actions.

1. Setup/Breakdown: Setup of booths must be completed 60 minutes before the show opening and must remain set up and open for business until show closing. Booths and aisles must be kept clear for safe access throughout show hours.
2. "VU" reserves the right to demand removal by an exhibitor of any items which may not be in keeping with the show's image
3. "VU" reserves the right to make rules and regulations it deems proper and necessary and exhibitor agrees to accept such rules and regulations.
4. Exhibitors may only display or distribute their materials. Non-exhibitor materials are not allowed.
5. All municipal, state, and federal requirements in connection with sales must be fulfilled.
6. This contract cannot be assigned without the prior written consent of "VU". The exhibitor cannot share their booth space with another non-exhibitor. All exhibitor displays must be free standing and may not exceed the boundaries of the exhibit space. Exhibitors are prohibited from attaching anything to the walls, columns, doors, windows or fixtures of the facility. "VU" reserves the right to restrict displays that interfere with other exhibitors.
7. Reasonable precautions will be taken by "VU" to protect persons and property during the show; however, neither the show management, show facility, nor representatives of any of the same, shall be responsible for the personal safety of the exhibitor or its representatives from injury, or the safety of the property of the exhibitor from theft or damage. Exhibitor waives all claims for damage, destruction, loss or theft, personal injury or death and any other act.
8. Distribution of samples of food, cake or other edible items is subject to approval by "VU" and subject to any rules or restrictions set forth by the show facility. Distribution of alcoholic beverages is prohibited. Only those exhibitors in the food business are allowed to distribute food samples. A description of those edible items must be provided to "VU" prior to the show. The exhibitor who distributes edible items agrees to assume liability and indemnify and hold harmless "VU", the show facility and representatives from damage or injury which might ensue by reason of such distribution.
9. Exhibitor warrants that the exhibitor carries liability insurance that provides coverage for your area in the show. Your booth area is an extension of your company office and as such you must have liability protection.
10. Exhibitor warrants that exhibitor carries vehicle liability insurance for any vehicle that is brought onto the premises.
11. In the event of adverse weather conditions, fire, casualty, disaster, labor disputes, acts of God or any other emergency situations beyond the control of "VU", "VU" will, at its discretion, reschedule the show. "VU" shall not be liable to exhibitor for any loss or damage suffered by exhibitor by reason of such rescheduling of the show. Except as specifically provided otherwise in this agreement, should "VU" fail to hold the show, a refund of all amounts paid will be returned to the exhibitor.
12. "VU" may issue additional rules as it deems necessary for the orderly presentation of the show. For the convenience of the exhibitor, "VU" will accept submission of this agreement by facsimile and shall be deemed to be an original document and fully enforceable there as.
13. The exhibitor in signing this agreement acknowledges his, her or their authority to do so and hereby assumes liability for the terms and conditions and amounts stated herein.
14. This agreement and performance hereunder, and all suits and proceedings hereunder shall be interpreted and construed pursuant to the laws of the State of Tennessee.
15. This agreement shall represent the entire agreement between the exhibitor and "VU". No provision can be modified except by written mutual consent. If any clause of this agreement is found to be invalid or unenforceable, the remainder of the agreement shall continue in full force and effect without regard to the invalidated clause.