



# **Dayton Mall's Earning for Learning Education Expo Saturday, August 15th, 2009 11:00 am – 7:00 pm Exhibitor Prospectus**

**For educational institutions the competition for both traditional and nontraditional students increases daily.**

On Saturday August 15<sup>th</sup>, Dayton Mall will hold the Earning for Learning Education Expo, a one-day recruiting event for all educational institutions. The Education Expo will be designed with the goal of helping institutions increase student applications and enrollment, build local and regional brand awareness and inform the public of new courses and programs offered.

Because of Dayton Mall's large and varied customer base, the event will be the perfect affordable marketing program for all institutions. Whether your target audience is preschool students, university bound young adults, newly dislocated workers, or working professionals perusing an advanced degree, the Education Expo will allow you to interact with potential students face-to-face.

## **Exhibitor Package Includes:**

- One 6 foot display table with table cloth and 2 chairs.
- Institution name will be listed on event page located on [daytonmall.com](http://daytonmall.com)
- Institution name will be featured in two email blasts promoting the event to Dayton Mall's customer database.
- Institution name will be featured on event fliers distributed in-mall

**Cost: \$300**

## **To Participate:**

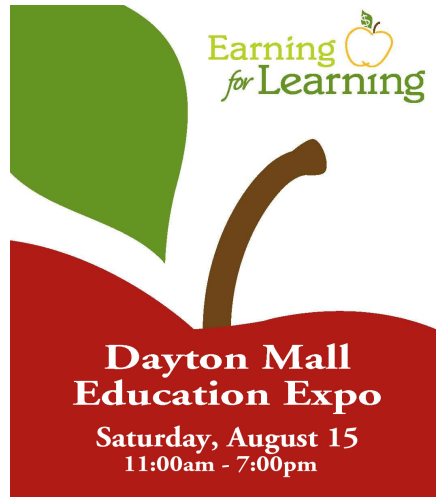
Complete the event application and return with payment no later than July 31, 2009.

Mail completed application to:

Dayton Mall  
Management Office  
Attn: Education Expo  
2700 Miamisburg-Centerville Road  
Dayton, Ohio 45459

Payment by check payable to Dayton Mall is due no later than July 31, 2009.

**For more information, please call the Dayton Mall Marketing Department at 937-433-0957**



# Application

Institution Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Fax Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

Please list description of institution's mission and curriculum: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Preferred exhibit placement: In preschool and primary education group \_\_\_\_\_  
In technical, trade or college and university group \_\_\_\_\_

\$300 for one exhibitor space: \_\_\_\_\_

\$450 for two exhibitor spaces: \_\_\_\_\_

License Agreement and Proof of Insurance requirements will be sent upon receipt of completed application.



**DAYTON MALL**  
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