



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 15th, 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
- 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: Before July 1, 2009 - \$250

After July 1, 2009 - \$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 _____

\$250 for one exhibitor space before July 1, 2009: _____

\$300 for one exhibitor space after July 1, 2009: _____

\$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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