



Exhibitor Prospectus

October 23-25, 2020

Leading the Way, Today and Tomorrow



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GSUSA Has the Reach



Girl Scouts of the USA
111 U.S. councils
95 countries



World Association
of Girl Guides and
Girl Scouts
145 countries
10 million girls



1.7 million
girl members



Over 50
million alums



750,000 adult
volunteers

As one of the top 10 most recognized brands in the world,* there is no better group to partner with than Girl Scouts. Join us to elevate your brand, both nationally and internationally, with our very influential audiences, including:

- Girls (ages 5–18) and their families
- Council staff, CEOs and business leaders
- Alums, troop leaders, and volunteers
- Girl Scouts and students
- Thought leaders, presenters, and influencers

All who attend will chart a new course for girls' leadership in 2020 and beyond!

We invite you to exhibit at the Girl Scouts' triennial gathering—a very special opportunity that will sell out—so book early.

*enro World Value Index, 2018

Get your message out...

Maintain market share...

Increase name recognition...

Promote a lifelong affiliation with your brand...

Build brand loyalty among girls at a younger age...

Build Your Audience with G.I.R.L. EXPO—A Hall of Experiences!

With more than 55 million alums, and over 2.5 million active members, NO ONE comes close to the reach the Girl Scouts has!

Demographics and Data

B-to-B Decision Makers + Purchasing Power



30% of the U.S. population lives within driving distance of Orlando



50+ million women and girls live in the Southeast, within driving distance of Orlando



11.5+ million girls under 18 live in the Southeast, within driving distance of Orlando



1.5+ million girls in Florida ages 5-18

Retail Store Directors with purchasing authority

Council Leadership: Over 100 Girl Scout organizations including state, regional, and international groups with independent budgets

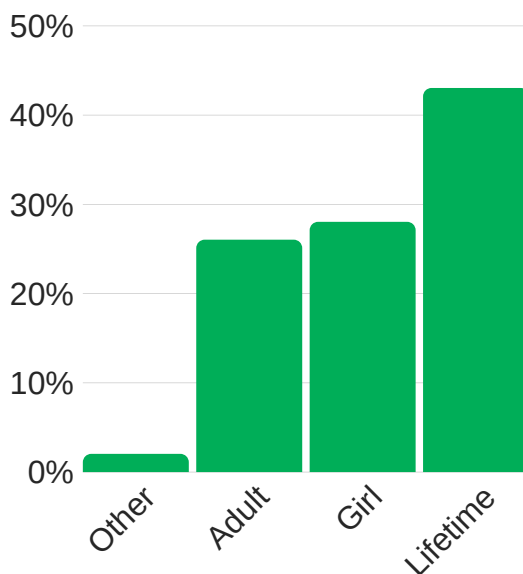
Thousands of leaders who control their budgets.

60% of all U.S. wealth is controlled by women.

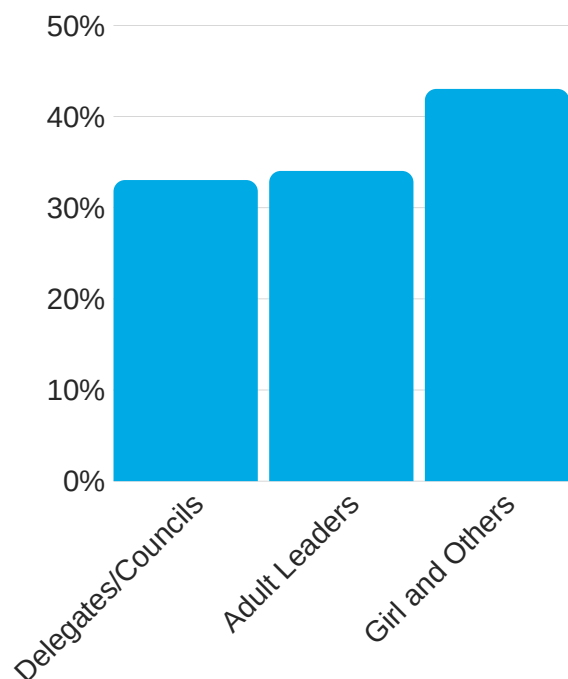
80% of the consumer economy is driven by women.

Buying decisions in most families are made by the female head of household.

Members



Attendees



Exhibiting, Features, & Rates

Girl Scouts and Orlando... what an electric combination! Reap the benefits of this amazing event and put your business in front of diverse audiences from across the Girl Scout world. Held only once every three years, G.I.R.L. 2020 never fails to attract influential attendees. Orlando is a vibrant location that continues to capture the world's imagination where anything can happen—and where ideas live.



80,000+

Girl Scout members in
Florida



150+

Direct flights from major US and
international cities—one of the most
accessible locations in the world



15,000+

Expected attendees at G.I.R.L.
2020 from all over the U.S.—
AND abroad

G.I.R.L. 2020 attendees are there to buy, order, learn—and most importantly experience a dynamic, interactive EXPO including these areas of focus:

- **STEM.** Girls explore science, technology, engineering, and math.
- **Life skills.** Girls learn and enhance the skills they need to take charge of their lives.
- **The outdoors.** Girls explore and learn about the outdoors and actions they can take to help the environment.
- **Entrepreneurship.** Girls start building the future they want to see.
- **Global.** Girls learn about travel and international opportunities available to them.
- **Innovators.** Girls learn about the experiences of people who are making the world a better place and discover hands-on service projects that they can put into action.
- **Alums.** Girl Scout alums connect, reminisce, and plan for the future.

Exhibiting, Features, & Rates

Size	10' x 10'	10' x 10' PLUS	10' x 20'	10' x 30'	20' x 20'	Bulk
Rates	\$2,650	\$3,195	\$5,180	\$7,190	\$9,880	\$19 <small>sq ft</small>
Corner	Add \$150 for each corner booth - excluding islands.					

Need more EXPO space? Just ask!

Bulk	Booth Size _____ X price per sq ft = _____
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“PLUS” Package Includes:

- Up to 2 EXTRA EXPO registrations above your initial ones
- Pre-Attendee List for opt-in attendees (not applicable to Day Pass or minors)
- (1) 2'x6'x skirted table
- 2 chairs and 1 wastebasket
- “Enhanced” organizational listing on online floor plan. (See page 8 for details)
- Special VIP access ribbon

“Select” Booth Package

Stand out from your competition with the “Select” package that guarantees you will get attention with:

- “Deluxe” organizational listing on online floor plan AND featured in printed program.
- Social media recognition (GSUSA has millions of FB fans, IG fans, and TW followers)
- “Take-One Service”—promotional literature distributed in registration area.
- Option to be included in a select “Passport Stop,” which attendees can visit to enter giveaways.
- Lead retrieval option
- Special VIP access ribbon

Three Easy Steps to Reserve Your Booth or Package

1. Complete Exhibit Space Application & Contract
2. Check out the floorplan availability at G.I.R.L. EXPO
3. Indicate your preferred locations on the application and email to rjonas@girlscouts.org.

Details & Logistics

Booth Rental Includes

- Two complimentary exhibitor registrations per each 10' x 10' booth.
- A standard 8' high back drape, 3' high side rails, and 44" x 7" identification sign.
- Complimentary listing in the final program if the booth reservation is received before publication.
- Access to the Exhibitor Lounge with complimentary refreshments.
- Exhibit hall security guards (not booth-specific).
- Marketing kit including approved logos, social media, images, etc.
- Complimentary pre-show adult opt-in attendee list. (Excludes all minors, ticket sales, and professional opt-outs.)

Exhibitor Registration

Each exhibiting company may register up to two (2) employees per 10' x 10' booth. **GSUSA will charge the exhibiting company a fee of \$345 for the first additional registration.** Industry and commercial entities do not qualify for standard attendee registration. Badges allow exhibitors to attend sessions and other events, except those that require additional fees.

*80% of the
consumer
economy is driven
by women!*





Decorator and Additional Services

The Service Kit with all relevant operational details and information, furniture, shipping, staffing, utilities, etc. will be sent prior to G.I.R.L. EXPO, and online ordering will be available.

Exhibit Location & Housing

The official location of G.I.R.L. 2020 is the Orange County Convention Center, West Concourse

Housing information will be available on the G.I.R.L. EXPO website in January 2020.

EXPO Schedule

Preview Party

Friday, October 23 6 p.m.–8 p.m.

Sponsorship Available

Exhibitor Dates and Times

Friday, October 23 6 p.m.–8 p.m.

Saturday, October 24 9 a.m.–5 p.m.

Sunday, October 25 10 a.m.–4 p.m.

Exhibitor Setup Dates and Times

Thursday, October 22 8 a.m.–5 p.m.

Friday, October 23 8 a.m.–3 p.m.

Exhibitor Move-Out Dates and Times

Sunday, October 25 5 p.m.–8 p.m.

Monday, October 26 8 a.m.–12:00 p.m.

Nearly \$260
billion in total
annual spending
can be
attributed to
teens!

Great Options

Program Advertising

The Program is an extensive guide referenced by thousands of attendees. This take-home piece allows your message to stay

with attendees long after they leave the G.I.R.L. EXPO. It gives maximum exposure to exhibitors' products, services, and messaging and lets people know who came to G.I.R.L. EXPO in support of Girl Scouts.



Online Floor Plan

"PLUS" Booth package (page 5) also includes an enhanced online floor plan listing that features:



"Enhanced" organizational listing on the online floor plan. This includes increased product & service search categories, the ability to show special highlights, a logo call-out, promotional images with detailed descriptions, and more.

"Select" Booth package also includes "Deluxe" listing that features not only everything in the enhanced listing, but much more, including increased product selections, press release and content postings, prominent visibility, and more.

Exhibitors: Looking for something other than the package updates listed here? Contact Bob Jonas at 703-609-3974 or rjonas@girlscouts.org.





Take-One Service

This practical service is perfect for suppliers who want to drive more traffic to their booths through their own promotional product and service literature and get their message out. You provide promotional material, which G.I.R.L. EXPO staff place on Take-One kiosk in the always busy and highly visible registration area.

- Limited to 20 organizations.
- Materials are replenished as necessary onsite.
- Materials must be approved.

Passport Stop

The Passport Stop program is a great way to drive traffic to your booth and increase brand awareness. This traffic-building activity is easy and simple to follow. As attendees walk the show floor, they will stop by participating Passport Stop booths as published on the app and in the program and get in-app credit (a digital stamp) from you for visiting your booth. Once all stamps have been credited, a winner will be drawn at random and announced at the Four Pillars Pavilion. The winner will be eligible for prizes exclusively provided by participating exhibitors.

- Limited to the first 20 organizations who reserve one of the spots.
- Passports will be available on the app.
- Participating organizations must provide complimentary prize to share onsite or to send after G.I.R.L. EXPO.



Kids, ages 10–17, account for \$44 billion in discretionary spending each year. According to Forbes, they're poised to become the largest segment of consumers by 2020, responsible for up to \$143 billion of direct spending.



Put your dynamic brand in front of the decision-makers of today and the girls who are and will be your loyal customers into the future.



G.I.R.L. EXPO—A Hall of Experiences
has an audience for you!



703-609-3974
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www.girlscouts.org/girl2020