

Personal Finance Expo

It's Your Money... How to Protect It, Save It and Make It

Neal S. Blaisdell Exhibition Hall, August 15-16, 2009

I. EXPO OVERVIEW

Hawaii's first Personal Finance Exposition (PFE) will be held at the Neal S. Blaisdell Exhibition Hall in Honolulu as a joint effort of the Hawai'i Council on Economic Education (HCEE) and the Hawaii Event Group. Proceeds will go to HCEE to support economic education programs.

Expo hours: Saturday, August 15 - 10:00 am to 6:00 pm

Date: Sunday, August 16 – 10:00 am to 4:00 pm

Admission: \$5.00 general admission.
\$2.00 with marketing partners discount coupons

II. PURPOSE

1. The Expo addresses the growing need for financial information and resources necessary to assist Hawaii residents in making informed financial decisions during this critical economic period.
2. The Expo will raise the level of understanding and provide a friendly educational environment for school children, elderly, teenagers, and families seeking a better financial future.

III. PROGRAM

1. The expo will bring together a broad spectrum of over 150 exhibitors that will provide vital information and alternatives pertinent to Hawaii's residents seeking solutions that address their specific financial concerns. Exhibitors will include, but not be limited to, banks, governmental agencies, non-profit organizations, small businesses, real estate companies, financial counselors, legal groups, and other financial services.
2. The expo will feature educational speakers and seminars that will provide a wealth of information to broaden the attendee's comprehension of specific financial issues. Topics may include, but are not limited to:

Consumer Rights
Credit & Debt
Education
Estate Planning
Fraud Bankruptcy & Foreclosures
Home Ownership & Real Estate

Career & Employment
Financial Planning & Investing
Health Care
Entrepreneurship
Insurance
Retirement

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IV. ATTENDEES

Lower and middle income families seeking solutions to specific financial concerns. It is expected that a minimum of 8,000 individuals per day will attend.

V. EXHIBIT SPACE AND MARKETING PARTNERS

PAVILIONS - \$12,000 (6 AVAILABLE IN PRIME LOCATION)

- Size: 20'0 x 50'0 carpeted (equivalent to 10 booths).
- Pavilions are accessible from all four sides.
- A 4-way complimentary banner sign system hung over Pavilion. PFE will print and coordinate installation at no charge. Overhead system is 12'0 x 12'0 x 3'0 tall. Exhibitor will provide the print ready graphic file.
- Ten (10) skirted tables, twenty (20) chairs and ten (10) rubbish cans.
- Featured as a marketing partner with logo on all printed advertising collateral.
- Linked logo featured on Expo website.
- Logo to be included on all expo banners and any informational kiosks.
- Pavilions will be prominently featured on signage at the entrance to the exhibit hall.
- Five (5) tickets to a luncheon hosted by the Federal Reserve Bank of San Francisco.
- One hundred (100) complimentary general admission tickets.
- Optional: Exhibitor may wish to host a forum area for presenter to conduct educational sessions in their pavilion. Exhibitor will be provided 24 chairs, a podium, and 6'0" vertical banner in forum area advertising the seminars.

ISLANDS – \$5,000

- Size: 20'0 x 20'0 carpeted (equivalent to 4 booths).
- Islands are attached at the end of a row of booths. Square exhibit area accessible from three sides.
- Double-sided complimentary banner sign will be hung over the Island. PFE will print and coordinate installation at no charge. Banner system is 12'0 x 3'0 tall. Exhibitor will provide the print ready graphic file.
- Four (4) skirted tables and eight (8) chairs.
- Listed as a marketing partner on all printed advertising collateral.
- Island exhibitors will be featured on signage at the entrance to the exhibit hall.
- Two (2) tickets to a luncheon hosted by the Federal Reserve Bank of San Francisco.
- Fifty (50) complimentary general admission tickets.

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STANDARD BOOTHS - \$700 PRIOR TO MAY 1, 2009

Standard exhibit booth rate \$850 (after May 1, 2009)

Government Agencies - \$700

Non-profit 501 (c) 3 - full booths- \$700

Add \$150 to above rates for corner booths

- Size: 10'0 x 10'0
- One (1) skirted table and two (2) chairs

VI. OTHER MARKETING OPPORTUNITIES

Companies and organizations interested in participation alternatives are invited to inquire about opportunities such as:

- Speaker sponsorship
- Print advertisements in the Expo kiosks
- Online advertising and linkage
- Opportunity for materials distribution