Delaware Valley University presents

The Precarious Alliance

“Land and the American Dream”

Oct.14-16, 2015  Doylestown, PA

EVENT EXHIBITING, ADVERTISING
AND SPONSORSHIP OPPORTUNITIES

CONTACT
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ABOUT “LAND AND THE AMERICAN DREAM”
America has been celebrated as a beautiful land of bountiful natural resources since its founding. Its colonization and industrialization were fueled by the belief that the land could fulfill “The American Dream,” the hope of a better, richer and happier life for all people. But is an “American Dream” that equates progress with prosperity, and democracy with development, a sustainable way forward in the 21st century? DelVal will host “Land and the American Dream,” a Precarious Alliance sustainability symposium, Oct. 14 through Oct. 16 on its main campus in Doylestown, Pennsylvania. The symposium will bring people from a variety of fields together to examine how The American Dream has contributed to economic, social and environmental concerns, and explore solutions that can promote a more sustainable American Dream. This event will challenge participants to review the concept of The American Dream, remember its past realities and re-imagine its future possibilities. This year’s program will include speakers, panels, presentations, film screenings, workshops and a theme-based photography contest exhibition. There will also be an outdoor area with information tables, food trucks and musicians for guests. Keynote speakers include Robert F. Kennedy, Jr. and James Howard Kunstler.

ABOUT THE PRECARIOUS ALLIANCE SERIES
The Precarious Alliance series is about bringing people from all sides of the issues together to explore complex challenges associated with adapting human networks to address environmental degradation, economic instability and social inequalities. The series was created by DelVal President Dr. Joseph S. Brosnan as a forum for the exchange of cross-disciplinary perspectives, civil dialogue, innovative thinking and practical solutions. Previous symposia have focused on food (2010), water (2012) and energy (2014). Previous keynote speakers have included Marion Nestle, Maude Barlow and Bill McKibben.

ABOUT DELAWARE VALLEY UNIVERSITY
Delaware Valley University is an independent, comprehensive university with more than 1,000 acres in Bucks and Montgomery counties. Founded in 1896, DelVal emphasizes experiential and interdisciplinary learning and provides small class sizes where students learn on a first-name basis. Through the innovative Experience360 Program, all DelVal students gain real world experience in their fields. Located in Doylestown, Pennsylvania, DelVal combines the comfort of small-town living with the excitement of big-city access. DelVal offers more than 25 undergraduate majors in the sciences, humanities and business, more than five master’s programs, a Doctor of Education and a variety of adult education courses.
OPPORTUNITIES FOR EXHIBITORS

Time and Place
The Precarious Alliance is a three-day sustainability symposium that will be held on Delaware Valley University’s campus in Doylestown Oct. 14-16, 2015. There will be various exhibition tables and information booths situated indoors within the Life Sciences Building (LSB), as well as outdoors in the quad and walkways leading to the entrance to the LSB. (See FIGURE 1 below for general location and layout for the event).

Who Should Exhibit?
Given the event’s general emphasis on sustainability and its more specific focus on land, we encourage participation from any and all businesses, farms, political action groups, environmental organizations and others who are interested in sharing their message with our audience of students, scholars and citizens. Space will be limited, so please register early to reserve your spot!

Exhibition Accommodations
Exhibitors will be provided with a six-foot table, as well as access to electricity and wireless internet throughout the event.

Exhibition Hours and Registration Pricing
Due to the diverse day-to-day program for this event, we encourage would-be exhibitors to register for the days that best suit their availability according to the options presented below:

**OPTION 1: Wednesday, Oct. 14, 2:00 p.m. to 8:00 p.m. $250.00 / per table**
Opening Day Fair: This festive, mostly outdoor event (weather permitting) is free and open to the public. The parking lot, amphitheater, walking paths, and quad outside of Delaware Valley University’s Life Sciences Building will be transformed into a vibrant public square exploring and celebrating the theme of this year’s conference—“Land and the American Dream”—with an assortment of live music, public speakers, information booths and local food trucks. This day’s conference proceedings conclude with a very special speaking engagement by environmental activist Robert F. Kennedy, Jr. *The fair is free and open to the public. Guests must register in advance and purchase tickets for the RFK Jr. speaking event.*

**OPTION 2: Thursday, Oct. 15, 7:00 a.m. to 8:00 p.m. $200.00 / per table**
The first full-day of the conference. Conference proceedings conclude with a special speaking engagement by James Howard Kunstler. For a full schedule of events, please visit precariousalliance.org.

**OPTION 3: Friday, Oct. 16, 7:00 a.m. to 4:00 p.m. $150.00 / per table**
The final day of the conference. For a full schedule of events, please visit precariousalliance.org.

**OPTION 4: Three-Day Flat Rate $500.00 (1 table for 3 days)**
We encourage our exhibitors to participate in all three days of the conference, which is reflected in the reduced rate for this option. Exhibitors who register for this option will be given priority placement for their tables, as well as two All-Access Passes for the event, which includes meals as specified by the event program.
**FIGURE 1:** An aerial view of the location of DelVal’s Life Sciences Building at the northeast corner of the campus near the intersection of E. Butler Avenue and New Britain Road in Doylestown, PA.

**Reservations and Payments**
See the application form provided on the last page of this brochure.
ADVERTISING OPPORTUNITIES

Conference planners will produce an online (pdf) and published conference program for the symposium. We expect to provide this program to 400+ conference attendees and it will be available on the conference website before and after the event.

Layout and Pricing
We are soliciting advertisers for the conference program. The following sizes are available:

<table>
<thead>
<tr>
<th></th>
<th>Width</th>
<th>Height</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>4.75”</td>
<td>7.75”</td>
<td>$500</td>
</tr>
<tr>
<td>Half page horizontal</td>
<td>4.75”</td>
<td>3.875”</td>
<td>$300</td>
</tr>
<tr>
<td>Half page vertical</td>
<td>3.875”</td>
<td>4.75”</td>
<td>$300</td>
</tr>
<tr>
<td>Third horizontal</td>
<td>4.75”</td>
<td>2”</td>
<td>$200</td>
</tr>
</tbody>
</table>

FIGURES 2-3 The cover of the program for the 2014 Precarious Alliance (left); the ad space dimensions for this year’s symposium (right).
File Submission
All advertisements are black and white. All ad materials are required to be submitted as electronic files by email. Electronic files must be formatted to the exact sizes specified above and in one of the formats listed below (listed in order of preference): (1) PDF, (2) TIF, (3) EPS, (4) JPEG. Ads should be sent in high-resolution format (minimum 300 dpi). Images pulled from the web are only 72 dpi and are not print quality.

*Do not send ads in PowerPoint, Microsoft Word, or any other word processing program. File extensions should ONLY be JPEG, .PDF, .TIF, or .EPS*

Reservations and Payments
See the application form provided on the last page of this brochure.
SPONSORSHIP OPPORTUNITIES AND INCENTIVES

Diamond Sponsor Level ($5,000+)
- Four complimentary All-Access Three-Day Passes for the symposium
- Two complimentary exhibit tables
- Full-page conference program ad
- Organizational logo on projector screen at keynote addresses and registration sites
- Acknowledgement on conference website, Twitter and Facebook and at all keynote and plenary addresses

Platinum Sponsor Level ($3,000 min.)
- Three complimentary conference registrations
- Complimentary exhibit booth
- Full-page conference program ad
- Organizational logo on projector screen at keynote addresses and registration sites
- Acknowledgement on conference website, Twitter and Facebook

Gold Sponsor Level ($2,000 min.)
- Two complimentary All-Access Three-Day Passes for the symposium
- Complimentary exhibit table
- 1/2-page advertisement in the conference program
- Public acknowledgement at all keynote and plenary addresses
- Acknowledgement on conference website, Twitter, and Facebook

Silver Sponsor Level ($1,500 min.)
- Two complimentary All-Access Three-Day Passes for the 2015 Precarious Alliance
- 1/2-page advertisement in the conference program
- Acknowledgement on conference website, Twitter, and Facebook

Bronze Sponsor Level ($1,000 min.)
- One complimentary All-Access Three-Day Pass for the symposium
- 1/3-page advertisement in the official conference program
- Acknowledgement on conference website, Twitter and Facebook
The Precarious Alliance: “Land and the American Dream”  
Delaware Valley University,  Oct.14-16, 2015  
Exhibition, Advertising, Sponsorship Application

Name: 
Organization: 
Address: 
Phone: 
Email: 

A. Exhibitors
Select from the following options (see full descriptions in brochure):

☐ OPTION 1: Wed., Oct. 14, 2:00 to 8:00 p.m.  
No. of Tables ____  x  $250.00 (per table) = _____

☐  OPTION 2: Thurs., Oct. 15, 7:00 a.m. to 8:00 p.m.  
No. of Tables ____  x  $200.00 (per table) = _____

☐  OPTION 3: Friday, Oct. 16, 7:00 a.m. to 4:00 p.m.  
No. of Tables ____  x  $150.00 (per table) = _____

☐  OPTION 4: Three-Day Flat Rate  
No. of Tables ____  x  $500.00 (per table) = ______

Exhibitor Subtotal: _____

B. Advertisers
Select advertisement per size and cost:

☐ Full-page ($500)  ☐ 1/2-page ($300)  ☐ 1/3-page ($200)

Advertising Subtotal: _____

C. Sponsors
Please select a level of support:

☐ Diamond ($5,000)  ☐ Platinum ($3,000)  ☐ Gold ($2,000)  
☐ Silver ($1,500):  ☐ Bronze ($1000)

Sponsorship Subtotal: _____

Payment Directions
Submit a completed and signed copy of this application together with a check for the total amount by September 1, 2015. All checks should be made out to Delaware Valley University and mailed to The Precarious Alliance c/o Michael Stamps, Delaware Valley University, 700 E. Butler Avenue, Doylestown, PA 18901

Total Due: _________

Signature: ____________________________ Date: ________________