

# 2010 Exhibit Opportunities

**A Unique Opportunity to  
Introduce Your Product to Thousands  
of Upscale New Yorkers**



**The Best Professors  
from the Finest Schools,  
teaching their Greatest Courses.**

**Sunday, March 7th, 2010  
Hilton Hotel • New York City**

**Contact TINA WALKER, Phone: 818-980-2758, [www.usagotit.com](http://www.usagotit.com)**

# What is One Day University and Who Attends?



**One Day University Has Created the Most Stimulating Day of College Available Anywhere on Earth.**

**We've Gathered Award Winning Professors From Harvard, Yale, Columbia, Brown and many other top schools to teach their greatest courses.**

**One Day University caters to a coveted demographic of adults that no other large scale event can offer. These are passionate, mature and affluent consumers that thrive on the intellectual stimulation our courses offer.**

## Age

55-Under - 22%  
55-70 - 58%  
70+ - 25%

## Gender

Male - 41%  
Female - 59%

## Net Worth

Under 1M - 58%  
1M+ - 42%

## Education

College Degree - 93%  
Graduate School - 63%

## Employment

Working - 64%  
Retired - 34%



## One Day University In The News

**The New York Times - June, 2007**

*For most attendees, though, the subjects were beside the point. "If you find a great lecturer, it'll be interesting," said Dan Levine, 47, explaining that he arrived without knowing the day's topics. Ms. Levine said, "we always say we're jealous that we can't relive our college days." The couple said they were impressed with the lecturers, all of whom have won teaching awards or received enthusiastic evaluations from their full-time students.*

**AARP - April, 2008 - Senior Seminar, Folks 50 and Over Head Back to College**

*One Day U offers lectures on topics ranging from neuroscience to Shakespeare by professors from universities such as Brown and Harvard. The best part? There are no entrance requirements or tests. Studenty Audrey Kahane says "Instead of 18-year-olds who might be text messaging during a lecture, (the students) are hanging on the professor's every word."*

**TheStreet.com - September 2007**

*Two years ago, New Yorker Steven Schragis dropped his daughter off for her freshman year at Bard College. "I remember thinking, 'I wish I was in college instead of paying for it,'" Schragis says. "It was a very different world than the office buildings in Manhattan. It was exciting." Whether you're now ferrying your own kids or just watching others return to school, do you too wish you could go there instead of to work?*

# One Day University • March 7th, 2010



## How Do We Get The Word Out?

Our 5,000 attendees will come from our extensive advertising campaign via:

**TV • Print Ads • Radio • Email Lists  
Online Campaigns • Direct mail • Outdoor**

## Who Should Participate?

- Financial Companies
- Travel
- Luxury Goods
- Jewelry
- Insurance
- Automotive
- Retirement
- Real Estate
- Medical
- Museums & Theaters
- Nutrition and Wellness
- Legal
- Lifestyle

## All Exhibitors Will Receive:

- Company listing in the One Day University Program Guide
- One (1) 8-foot table
- Best available location at time of fully executed contract
- 5 Exhibitor passes
- 5 complimentary guest passes

## Student Testimonials

**“A great idea. Every lecture has been informative and well presented. Particularly valuable has been the variety of speakers and subject matter. We would like to attend again and again.” - Bill and Linda Spinner, New York City, NY**

**“One Day U hand picks the best professors in the world. We are amazed how much we learned and how many people we met. We’ll be back!”**

**- Susan and David Steiner, Stamford, CT**

**“It was really great to be on a college campus. For a few hours I felt like I was 19 again.”**

**- Robert Norman,  
Morristown, NJ**

# One Day University Exhibitor Registration Form

**NEW YORK CITY - March 7th, 2010 • Hilton Hotel**

COMPANY: \_\_\_\_\_

CONTACT NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

E-MAIL: \_\_\_\_\_

## METHOD OF PAYMENT:

AMEX:  VISA:  MC:  CHECK ENCLOSED:

CARD NUMBER: \_\_\_\_\_ EXP: \_\_\_\_\_

NAME OF ISA: USA WEALTH EXPO INC.

ITEM DESCRIPTION	COST PER ITEM	QTY	TOTAL AMOUNT DUE
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1 - Table Top(s)	\$1,995		\$
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1 - 8' x 10' Standard Booth(s)	\$2,495		\$
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TOTAL FEE = \$

DEPOSIT DUE = \$

*\*ALL 8' x 10' include: 1 (one) 8-foot table and chairs.*

## PAYMENT TERMS

Full payment of the Total Application Fee recorded above is due upon signing this Exhibit Application & Contract and must be sent to One Day University with a signed copy of this contract within 7 days of verbally securing rental space. See following page for cancellation policy, listed under section 6.

By signature or initials below, the individual signing or initialing this contract represents and warrants that he/she is duly authorized to execute this binding contract on behalf of named Exhibitor.

SIGNATURE: \_\_\_\_\_

NAME (PLEASE PRINT): \_\_\_\_\_ TITLE: \_\_\_\_\_

ONE DAY UNIVERSITY SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_



# New York City

## March 7th, 2010

*All terms, conditions, rules and regulations are set forth herein.*

### Payment Terms:

Full payment of the Total Exhibit Space Price is due upon signing this Exhibit Application & Contract and must be sent to Making You Smarter, LLC (ODU) with a signed copy of this contract.

### Other Terms and Conditions

**1. Exhibitor:** All exhibitors, concessionaires, contractors or vendors will be referred to as an Exhibitor throughout these Terms & Conditions.

**2. Rules and Regulations:** Exhibitors must abide by all rules and regulations of the event venue. Only one company may exhibit per booth, unless otherwise approved. Making You Smarter, LLC (MYS, LLC) reserves the right to request the removal of any items displayed within Exhibitor's booth that, in its sole judgment do not conform to event guidelines. Violation of this agreement is grounds for removal of an Exhibitor from the event, at Exhibitor's expense and with no refund. Exhibitors must confine their activities to their contracted space; leafleting outside Exhibitor's booth is prohibited. Exhibitors may not accept any payment for product or services from attendees. Exhibitors are prohibited from using amplifying equipment during event hours; helium balloons are prohibited. MYS, LLC reserves the right to modify Rules and Regulations at any time.

**3. Exhibitor Load-In, Dismantling and Load-Out:** Exhibitor will arrange for the shipment of any materials, displays, furniture, etc., for use in its exhibit space, per directions found in Exhibitor Confirmation Package. Materials, displays, etc., may not be brought into Exhibit Hall during Exhibit Hours without consent of MYS, LLC Exhibitors must wait until the event has ended before dismantling, packing or removing materials.

**4. Space Assignments:** Exhibitors will be given an opportunity to select their booth location based on date of paid-in-full contracts. MYS, LLC reserves the right to change space assignments prior to the event. Space is leased with the understanding that the Exhibitor will hold MYS, LLC harmless from any and all liabilities that may result from any changes.

**5. Liabilities:** Exhibitor participates in MYS, LLC at its own risk. Neither MYS, LLC nor its employees, and/or its agents, or the hosting facility or its employees will be responsible for any damage to or for the loss or destruction of the Exhibitor's property or injuries to the Exhibitor, its representatives, agents or employees. The Exhibitor expressly waives all claims for such loss, damage, destruction or injury. Exhibitor agrees that no guarantees of attendance or sales have been made by MYS, LLC nor its employees and/or its agents. Exhibitor agrees to hereby and forever discharge, release and hold harmless MYS, LLC its agents and employees and the event facility from any claims arising from participating in the event. MYS, LLC its employees and/or its agents shall not have any liability whatsoever for delay or cancellation of the Exhibit or any damage to any person, matter or thing, resulting from storm, wind or water, or other acts of God, nor from fire, strikes, lockouts, or any other circumstance beyond MYS, LLC's control.

**6. Payment Terms and Cancellation Policy:** Exhibitor is required to pay in full upon registering for the event, by the due date in this contract. No Exhibitor will be allowed to exhibit at event without first making full payment for exhibit space. Under no circumstances will Exhibitor payments be returned or refunded. If paying by check, make payable to **Making You Smarter, LLC**.

**7. This Agreement** represents the entire Agreement between the parties hereto and supersedes all previous agreements, whether oral or written, between the parties. Amendments to this agreement shall be in writing only. A waiver by either party of any provision of this Agreement shall not be deemed to be a waiver of such provision, or any other provision, as to any future instance or occurrence. This Agreement shall be governed by the law of the State of New York, and causes of action may only be brought in New York County.

**Fax completed form to Tina Walker at: 818-506-7006 Send completed form and make checks payable to:**

Making You Smarter, LLC,  
c/o One Day University  
443 Park Avenue South  
Suite 501  
New York, NY 10016  
ATT: Harry Javer

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