

leadership challenges  
sports  
gap year  
camps  
academic enrichment  
adventure  
volunteer programs  
international study  
foreign travel

2010

# SUMMER

## OPPORTUNITIES FAIR

**Phillips Academy, Andover, Massachusetts ~ Sunday, February 7, 2010 ~ 11 a.m. - 2 p.m.**

### ATTENTION PROGRAM

#### DIRECTORS:

For the 20th year, the Phillips Academy Summer Opportunities Office and PSPA, the parents' association, will host a **Summer Opportunities Fair on Sunday, February 7, 2010 from 11am to 2pm.** This exciting event will be held on the campus of Phillips Academy, which is a boarding school centrally located in the Merrimack Valley of Massachusetts.

We invite you to be an Exhibitor at the **Summer Opportunities Fair**. This is an excellent opportunity for you to advertise your program to close to 1000 curious students and interested families. This unique fair offers a wide range of summer opportunities including programs which focus on academic enrichment, gap year, international homestay, travel, outdoor adventure, internships, camping and volunteering for students ages 12 through college. The fair is widely publicized and is a popular event for many local families as well as the Phillips Academy student body.

### REGISTRATION:

The registration fee includes a 6-foot covered table, two chairs and a program listing in a directory to be distributed to students and families. **Also, the Summer Opps web site will advertise links to the exhibitors' home pages throughout the year.**

**Please return the enclosed registration form and your non-refundable check of \$200, payable to PSPA, by December 1, 2009. After this date the registration fee is \$225.**

### ADVERTISING IN THE FAIR DIRECTORY

Advertising in the printed and online fair directory is available regardless of whether you attend the fair. See our web page for the past edition of the directory

### ALSO REPRESENTED:

*Gap Year Programs for graduating high school seniors. These Programs focus on academic enrichment, outdoor adventure, international travel, internships and volunteering.*

### LOCATION

**Andover** is in northeastern Massachusetts, 25 miles NW of Boston, 10 miles from the New Hampshire border and less than an hour from Southern Maine, and conveniently located between Logan and Manchester airports (Google maps: search *Summer Opportunities Fair, Phillips Academy* for map and other information).

Phillips Academy is a co-ed residential boarding school with approximately 1,100 students representing most states and over 32 foreign countries. There are over 200 faculty members, most of whom live on campus and many who have young children of their own. The Phillips Academy students will be in session on the weekend of the Fair. In addition, the Fair date coincides with the college counseling weekend during which a number of out-of-state parents will be on campus. The Summer Opportunities Fair will be held in a central location for optimum student interaction.

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**PUBLICITY:**

Announcements of this event will be sent to eastern Massachusetts and southern New Hampshire public and private schools. Additional publicity will appear in Boston and local newspapers. This fair is thoroughly publicized on the Phillips Academy campus.

**The Summer Opportunities Office** at Phillips Academy is open during the academic year and provides students with the opportunity to browse through materials at their leisure. If you cannot participate in the annual fair, please send a brochure which we can add to our library at no charge.

**ADVERTISING:**

**For more exposure**, ad space is available in the directory.

*Quarter page ads* cost \$75 (3.5" w x 4.5" h).

*Half-page ads* cost \$135. You can request to have your vertical half-page ad (3.5" w x 9.5" h) to the right or left of the page or your horizontal ad (7.5" w x 4.5" h) top or bottom; we will make every attempt to accommodate your half-page placement request.

*Full-page ads* cost \$250 (7.5" w x 9.5" h).

If you are interested in ad space in the directory, you must let us know on the registration form. E-mail the ad to **summeroppsfair@comcast.net** as an Acrobat file (.pdf).

Proof-read your ad carefully. **We must receive your electronic ad no later than January 11, 2010.**

For more information, contact Susan Howell, the PSPA Summer Opportunities Fair Exhibitor Liaison, at [summeroppsfair@comcast.net](mailto:summeroppsfair@comcast.net), or Roxy Barry, Director, Summer Opportunities Office (978-749-4480).

**If you cannot attend this year**, you have the option of sending **INFORMATIONAL MATERIALS** which will be displayed on a table at the fair. This table is manned by volunteers who ensure brochures are replenished and made available to all Fair visitors. **Your program name will be included in our directory and your home page will be linked to the Summer Opps web site throughout the year. There is a \$75 fee for this INFORMATIONAL MATERIALS service.**

**ATTENDANCE:**

The Summer Opportunities Fair draws close to 1000 interested students and families. This event is the major fundraiser for the PSPA. The proceeds from this event provide start-up funds for student clubs and organizations, contribute to an ongoing scholarship fund and help enrich the materials in the Summer Opportunities Office. Your participation is greatly appreciated.

**DIRECTIONS TO THE FAIR:**

Directions to the Fair site can be found on Google maps: search "Summer Opportunities Fair, Phillips Academy".

**ADVERSE WEATHER**

**~ No Snow Cancellation ~**

Phillips Academy is a residential school, which does not close due to inclement weather.

**FAIR DAY:**

Registration will be from 9:30 am to 10:30 am. Please allow ample time to unload and set up so that we can open promptly at 11am. **The Fair is open exclusively to the Phillips Academy students community from 11 am to noon and this is the busiest hour of the Fair.**

You are invited to enjoy an on-site complimentary brunch buffet from 10:00am to 12:00pm. Complimentary beverages and light snacks will also be available during the Fair.

There are a limited number of electrical outlets, which will be issued on a first come basis by request.

**Please Note:** We will have volunteers available to help carry boxes and set-up materials. From 11 to noon the Fair is open exclusively to the Phillips Academy students. This is the busiest hour of the Fair.

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**~ NEW: We are on facebook~**

Join our restricted facebook group, just for summer and gap year programs. Watch for an e-mail invitation from us. If you wish to update your email address (see registration page), and are not registering for the 2010 fair, please send an email to [summeroppsfair@comcast.net](mailto:summeroppsfair@comcast.net). Also note there is a non-restricted Facebook group, open to all, called *Summer Opportunities Fair, Phillips Academy*.

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**If you have questions, contact Susan Howell at [summeroppsfair@comcast.net](mailto:summeroppsfair@comcast.net) or Roxy Barry in the Summer Opportunities Office (978-749-4480)**  
**<http://www.andover.edu/summerops/fair.htm>**



2010 – Twentieth year

Phillips Academy  
180 Main Street  
Andover, MA 01810

Return Service Requested

**Dated Material**  
**Please open promptly**

### Comments from previous participants:

*“Exceptional! Everything was incredibly well organized.  
The volunteers were very helpful and courteous.”*

*“You have a wonderful balance of types of programs which I particularly appreciate.”*

*“We had an overwhelming response. Next year I will bring more handouts.”*

*“This was one of the most well attended fairs of the season. It was nice to meet so many  
of the Phillips Academy students.”*

*“The volunteers were gracious, helpful and plentiful. They even helped at the loading dock!”*

**Registration deadline (for regular fee): December 1, 2009**

**Fair Date: Sunday, February 7, 2010**

**<http://www.andover.edu/summerops/fair.htm>**

# The 20th Annual Phillips Academy Summer Opportunities Fair Sunday, February 7, 2010

**REGISTRATION DEADLINE (for regular fee): December 1, 2009**

Please make necessary entries, keeping in mind that we will use this information in the Exhibitor Directory. Make sure your information includes a program description and a location, if different from the address of the program. Note that confirmations will be sent to your program's email address of record.

**Your Program's name**

Contact person:

Address:

Phone: Fax:

Email:

Website URL:

Locations:

Progr. Description:

**SUGGESTIONS FOR PROGRAM DESCRIPTION CATEGORY:** Please circle your program's focus (use all words that apply): Academic (pre-college), Adventure, Art, Camp, Community Service, Computer, Cultural Enrichment, Dance, Environmental, Foreign Language, Foreign Travel, Gap Year, Homestay, Hosteling, Internship, Leadership, Marine/Ocean, Music, Research, Sports (specify), Theatre.

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- ⇒ Do you employ students ages 16-19 in the program?  Yes  No
  - ⇒ Your program is:  Coed  Male  Female ⇒ Age of students attending camp/program (range): \_\_\_\_\_
  - ⇒ Do you provide scholarships?  Yes  No Scholarship Application Deadline: \_\_\_\_\_
  - ⇒ Names of your recent Phillips Academy student participants: \_\_\_\_\_  
(They are your best advertisement – contact them to help at your booth.)

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- YES**, we will be at the Fair on February 7, 2010 (include \$200 now; \$225 after Dec.1) \$ \_\_\_\_\_
  - We will need **ELECTRICITY** for: (*Specify type of equipment*) \_\_\_\_\_
  - Please reserve \_\_\_\_\_ spaces for Sunday brunch (10 am to 12 noon; **COMPLIMENTARY**)  
We understand that exhibitor registration and set-up will start at 9:30AM. PA students will start arriving at 11AM
  - AD SPACE** in the directory. ( ¼ page 3.5"wx4.5"h \$75;  ½ page 3.5"wx9.5"h or 7.5"wx4.5"h \$135; or  full page 7.5"x9.5" \$250, include now...) \$ \_\_\_\_\_
- Ad must be received Jan. 11, 2010. E-mail Acrobat (.pdf) ad file to summeropps@comcast.net**
- Total enclosed (add fees for attendance and ad space).... \$ \_\_\_\_\_

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- NO**, we will **NOT ATTEND** but will send **INFORMATION MATERIALS** to the address below. (include \$75 now)..... \$ \_\_\_\_\_

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**Return this form and your check (made payable to PSPA) to:**  
Susan Howell, PSPA Summer Opportunities Fair Exhibitor Liaison  
15 MT VERNON ST  
BOXFORD MA 01921-1211