PURDUE UNIVERSITY

STUDENT ACCESS, TRANSITION AND SUCCESS PROGRAMS

April 11, 2012

Dear Local Business Manager:

On behalf of the Purdue University Boiler Gold Rush (BGR) staff, we would like to invite you to participate in this year's Business and Activities Fair on Tuesday, August 14th, from 11 a.m. to 2 p.m. in the Purdue Armory. This is one of our most popular events during the five-day orientation program with more than 5,200 new students and 500 student leaders rotating through the fair. The cost to participate in the fair is $100, which includes use of one table and two chairs at the fair. We suggest providing the students with information about your business and small "giveaways" (i.e. pens, pencils, coupons, bumper stickers, cups, food samples, etc.). These giveaways will encourage students to approach your table and familiarize themselves with your business. This is a first come, first serve event and once our tables are taken, we will no longer accept reservations. We will also not accept any late arrivals.

The Boiler Gold Rush program is sponsored by the Student Access, Transition and Success Programs department (SATS). In 2011, about 5,000 students participated in BGR. The program's goal is to familiarize the new students with the University and community, as well as to assist students in their transition to Purdue.

Enclosed is the Business and Activities Fair Participation Form which should be completed and returned to the SATS office. Please make checks payable to Purdue University with the form. If you are planning to provide food samples to participants, you must have a Certificate of Insurance demonstrating a minimum of $1.0 million in general liability insurance coverage on file with our office. **If we do not have a Certificate of Insurance on file for your business, you will not be permitted to provide samples to participants.**

The registration deadline for the Business and Activities Fair is Friday, July 13, 2012. After registration, a confirmation letter will be sent at the end of July with more detailed information.

Please keep in mind that BGR is an alcohol and drug-free program that encourages responsible lifestyles. Participants are generally younger than 21. Therefore, the SATS Office reserves the right to decline any offer of support from a business that derives a large proportion of its revenue from the sale of alcoholic beverages or actively promotes the consumption thereof.

In addition to participating in the Business and Activities Fair, there are many other ways for your business to be involved with BGR. Please see the enclosed Boiler Gold Rush Sponsorship Opportunities document which outlines ways that your business can participate during BGR week.
We are very excited about Boiler Gold Rush and look forward to working with you. Your participation will be beneficial to your business, as well as the over 5,000 students who will participate in the Business and Activities Fair.

Questions about any of this should be directed to Karen Huston at kshuston@purdue.edu or 765-494-9328. .
We thank you for your time and consideration.

Student Access, Transition and Success Programs

400 Centennial Mall Drive ENAD 212 • West Lafayette, IN 47907-2016
(765) 494-9328 • Fax (765) 496-6752 • TTY (765) 496-1373 • sats@purdue.edu • www.purdue.edu/sats

Sincerely,

Karen Huston
Student Access, Transition and Success Programs
Purdue University

Encl.

c: Dan Carpenter, Associate Director of Student Access, Transition and Success Programs
Kasi Jones, Senior Assistant Director of Student Access, Transition and Success Programs