

# EXCELLENCE EXPO

## COLLEGE & CAREER FAIR VENDOR OPPORTUNITY

### DATE & TIME

Friday, April 12, 2024  
1 PM - 6 PM CST

### LOCATION

Waterloo Convention Center  
200 West 4th Street  
Waterloo, IA 50701

MARCHING AGAINST THE DARKNESS INC.



MARCHING AGAINST THE  
DARKNESS PRESENTS



# THE EXCELLENCE EXPO

COLLEGE & CAREER FAIR • SKILLS SEMINARS • ART WORKSHOPS

04.12.24 | WATERLOO, IA  
REGISTRATION COMING SOON

 [matd.org](https://www.matd.org)  [matd\\_org](https://www.instagram.com/matd_org)  [matd\\_org](https://www.twitter.com/matd_org)



# ORGANIZATION OVERVIEW



## Mission

The Marching Against The Darkness provides a performing arts platform that challenges disconnected youth to achieve excellence both during the competition and in life.

## About

The Marching Against The Darkness Inc. originally began as a multi-generational competition event that hosted local and out of state drill teams that highlight art & culture through dance, color guard, and percussion. It develops future talent through performing arts for disconnected youth. In addition to the competition, the Excellence Expo creates access to transformative resources for disadvantaged youth through various workshops. These programs collectively welcome over 2,000 attendees from across the Midwest to celebrate art, culture, and excellence!

# EVENT OVERVIEW



## Excellence Expo

The Excellence Expo is a fulfillment of the second half of our organizational mission to "achieve excellence in life". This event is comprised of three components: 1) college & career fair, 2) skills seminars, and 3) arts workshops. Sessions are 40 minutes and there are 3 session rotations.

While the other components have several options, all students will be required to attend the college & career fair during one of their sessions. Students will be incentivized to visit vendors because the more tables they visit the more opportunities they will have to put their name in drawings for prizes.

We are coordinating with TRIO Programs and Waterloo Schools, and local youth organizations to target 6th-12th grade students of disadvantaged, underrepresented, and diverse backgrounds. We are anticipating up to 500 students to be in attendance. This is a free event and all attendees will also be provided a free lunch.

This year we are adding a new component: The Parent Fair. Upon picking up their child, parents will also have the opportunity to connect with college and career fair vendors. This will further engage them in their child's future options, as they are extremely instrumental in their child's guidance and decision making.

# 2024 EXCELLENCE EXPO SCHEDULE

12pm-1pm Vendor Check In

1pm - 1:45pm Student Check In/Lunch

- 1:30pm: Welcome

1:45pm - 1:50pm Break/Transition

1:50pm - 2:30pm Breakout Session 1

2:30pm - 2:35pm Break/Transition

2:35pm - 3:15pm Breakout Session 2

3:15pm - 3:20pm Break/Transition

3:20pm - 4:00pm Breakout Session 3

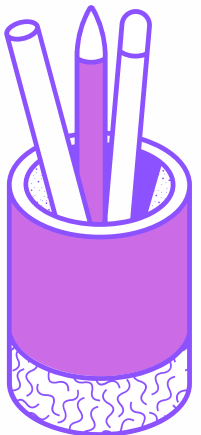
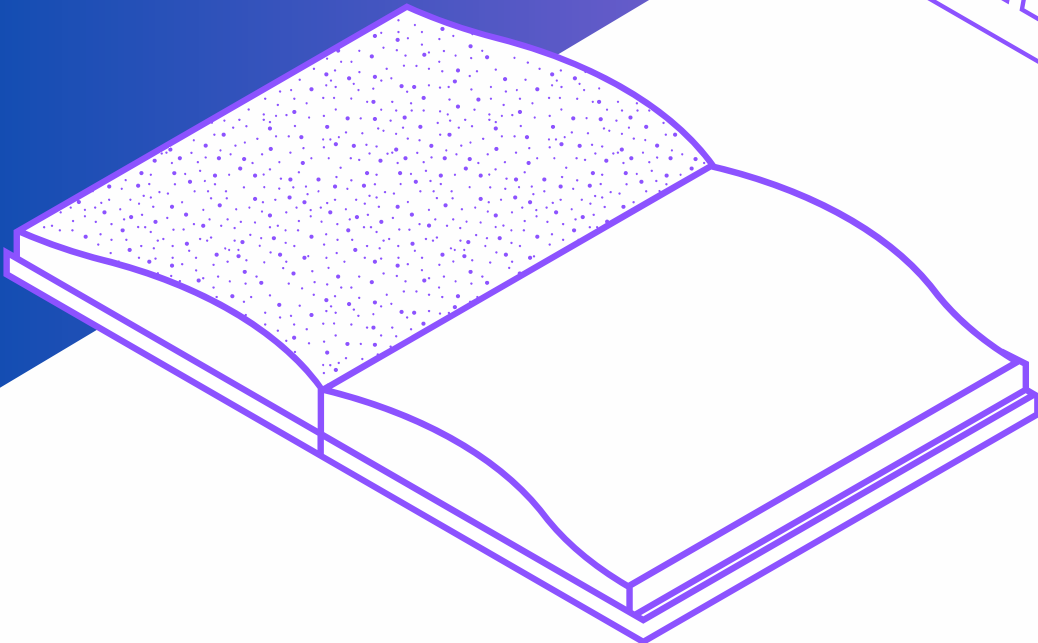
4:00pm - 4:10pm Break/Transition

4:10pm - 4:40pm Arts Workshops Showcase

4:40pm - 4:50pm Prizes

4:50pm - 5:00pm Closing Remarks

5:00pm - 6:00pm Parent Fair



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# YOUR OPPORTUNITY

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## COLLEGE & CAREER FAIR VENDOR

### DETAILS



There will be up to 50 vendors at the fair. All students will be provided a map for navigation. Prior to the event, an overview of all vendors will be available on our website and highlighted on our social media pages.

### AMENITIES



All vendors will be provided a 8 foot rectangular table, 2 chairs, a power strip for your electrical needs, a black table cloth, and a black pipe and drape background curtain.

### REGISTRATION FEE & DEADLINE



Registration for the vendor table is \$300 and the deadline is Friday, March 29, 2024. However, this is not about a fee, this is about breaking down barriers to access and opportunity to those who normally would not have the option. Help us remove the "dis" from advantage. [Save \\$100 when you register for vendor and/or advertisement at both events! Contact us for more info.](#)

# TAKE ACTION

## REGISTER NOW

Please visit [www.matd.org](http://www.matd.org) to register your organization today. Upon registration completion, we will follow up to complete payment. The registration deadline is Friday, March 29, 2024.

We are excited for your participation!



## CONTACT US

Still have questions? Contact us:

Darvel Givens, Executive Director  
(319) 504-2309  
[director@matd.org](mailto:director@matd.org)  
[www.matd.org](http://www.matd.org)  
PO Box 4218, Waterloo, IA 50704

# BOOK YOUR STAY

## NEED A HOTEL?

We have secured a limited room block with the Best Western Plus Executive Residency in downtown Waterloo connected to the Waterloo Convention Center. The room block rate will expire March 11, 2024. It is valid to be used between April 11-13, 2024. The nightly rate starts at \$119 per night. This hotel is directly across the street from the event venue. See full amenities below.

Visit our website for more hotel accommodation options:  
[www.matd.org](http://www.matd.org).



## BOOK ON OUR WEBSITE

Visit [www.matd.org](http://www.matd.org) and click on the "Hotel Accommodations" tab. Once you are on the page, click the blue "Book Your Stay" button to get the special rate.

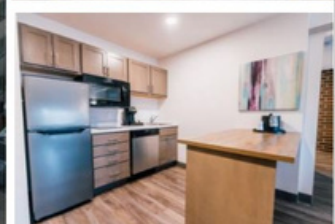
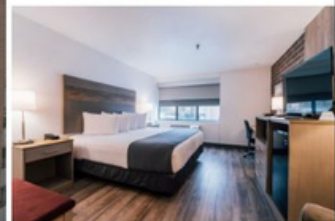


# HOTEL AMENITIES



Best Western **PLUS**

**Executive Residency**  
by BEST WESTERN



**For business or leisure, there is always  
a little something extra.**

#### Amenities

- Dual Branded Best Western Plus & Executive Residency
- Located in the heart of Downtown Waterloo
- Directly connected to the newly remodeled Waterloo Convention Center via skywalk
- Full service bar and restaurant onsite
- Elevated design with comfort in mind
- 171 well-appointed rooms
- 102 Best Western Plus rooms
- 69 Executive Residency suites
- 4 meeting room spaces
- Indoor heated pool & play area
- Complimentary high-speed internet
- Complimentary hot continental breakfast in large breakfast area
- Business center

**Best Western Plus Executive Residency Waterloo & Cedar Falls, Iowa**

Each Best Western® branded hotel is independently owned and operated.

205 W 4th St. Waterloo, IA 50701 Hotel Direct Number: (319) 888-1000 [bestwestern.com](http://bestwestern.com)