



## Vendor Sponsor Information

**Dare to Share IT ♦ 2010 ACPE Conference**  
**May 5 - 7, 2010**  
**The Resort at the Mountain, Welches, Oregon**

### Vendor Participation: Sponsorship

Vendors may participate in ACPE through conference sponsorship. Depending on the level of sponsorship, opportunities for exposure, recognition and discussion with attendees will vary. Conference sponsorship is intended to include related expenses, including food for hospitality, beverages, some lodging for vendor representative(s) and more. The number and reach of benefits vary by sponsorship level. By structuring the sponsorship levels in this way, there is no “nickel-and-diming” of additional costs (e.g., lodging, on-site food, etc.). It will also allow you to focus on the presentation of your showcase, not on making arrangements for food and beverages. *If you need special billing arrangements, please indicate your requirements in detail on your sponsor application.*

See the following page for all sponsorship level information and benefits.

### Additional Vendor Attendees / Non-Sponsoring Vendor Attendees

ACPE encourages vendors to attend the conference sessions, meals, and networking events beyond the showcase night to maximize your investment and networking opportunities with participants. In addition to observing which sessions are popular and which are not, hearing from attendees (and participating alongside them) at sessions is a great way to keep your finger on the pulse of K-12 education technology in the Northwest. Also, for vendors who are not sponsoring, attendance at the event is their only option for participation.

The fee for vendor attendance/membership if you are NOT a sponsor is \$1500. Each sponsor level includes some free/discounted registrations. Check each sponsor level for details. Anyone from your company attending the conference, not using one of the included free/discounted registrations, must register and pay the regular participant fee to attend.

### Wednesday Activities

Several events will be taking place on Wednesday that you may wish to participate in for a small fee. All include a lunch. Pricing will be available in January.

Croquet Tournament: The ACPE croquet tournament will begin before noon on Wednesday. Prizes will be awarded and vendors are encouraged to play on teams with district staff.

18 Hole Miniature Golf Tournament: An ACPE miniature golf tournament will run side-by-side with the croquet tournament. Prizes will be awarded and vendors and members are encouraged to participate.

Wilderness Area Hike: An ACPE representative will organize and lead a Volkswalk-like event with attendees late Wednesday morning as well.

Geocache Hunt: Using loaned GPS units, search for individual caches with your partner to win a prize in this popular event.

9 hole Scramble Golf Tournament: 9:00 a.m. shotgun start. If not included in your sponsor level, all participants must pay to play.

Pre-conference Sessions: Described below, ACPE offers an opportunity for vendors to present their own pre-conference session. These 55 minute sessions will begin after Wednesday Activities and before the showcases, to encourage attendance.

### Wednesday Pre-Conference Sessions

Sponsors at the Diamond level automatically have the opportunity to present a pre-conference session.

Sponsors at the Gold and Platinum levels are invited to submit a proposal to the ACPE Board for pre-conference sessions. These 55 minute sessions will give vendors the opportunity to dive deeply into a customer solution, new product offering, or other content. Substantial and active District participation is required. Pre-conference sessions need to align with the conference theme: Dare to Share IT.

Preference in awarding pre-conference session slots to Gold and Platinum proposals will be given based on perceived value to the ACPE attendees, sponsorship level, partnerships with educational organizations, and the topic of the presentation. Proposals received after the RFP deadline, January 19, 2010, will not be considered. These sessions will be marketed to ACPE members in a special email sent in March.

## Wednesday Showcase

The Wednesday evening ACPE Vendor Showcase will be a progressive event in 2010, with Gold Sponsor showcases upstairs in the main lodge running from 6 - 8 p.m. Gold Sponsor showcases will include dinner, beer, wine and soft drinks. At 7:45 p.m., the ACPE Block Party will begin, for Platinum and Diamond sponsors in the tented tennis court and Building 3 areas. **Sponsors are strongly encouraged to incorporate a fun activity at this event to attract participants. Traditional exhibits of just products/services have not been well attended.** The Block Party will offer a wide variety of desserts, drinks, late evening snacks and live music. ACPE will provide all food and beverages at the showcase.

Participants will be given a map showing all sponsor locations. This will give each vendor the opportunity to network with a majority of the conference participants.

## Thursday Evening Entertainment

In addition to Wednesday night's showcase, Thursday evening will feature communal activities and fun, too. The Thursday night festivities will also take place near the Block Party location, again offering opportunities for easy networking to the Platinum and Diamond vendors located in facilities in the Block Party area. Again, ACPE will be hosting the Thursday event, offering an array of desserts, beverages and activity.

## Giveaways

A key component to the vendor partnership in ACPE is the giveaway. ACPE will give away all sponsor donated items on Friday afternoon at the Ice Cream Social. This event is well attended and looked forward to by all! We discourage vendors from giving items away from their hospitality or showcase areas, and suggest that they be done by the ACPE board on Friday to give you optimal recognition.

Giveaways should, by definition, not require purchase to take advantage of them. When the ACPE board does giveaways, the vendor will be recognized and the selection done in front of all attendees, not solely those who visit the hospitality suites. If a vendor wants to do a special drawing (where participants fill out a separate card, for instance), we would suggest that you give the winner's name & prize to the ACPE board to announce at the Ice Cream Social.

## Attendee Lists

ACPE will provide a list of attendees to sponsors. This will be available once the sponsorship fees are received by the ACPE office, but no earlier than April 1, 2010 (in order to ensure a more complete list). A final listing will be included in your sponsor packet at the conference.

## A Note About Tone

For first-time participating vendors, ACPE can be an odd and confusing conference. It is an event that develops great contacts and leads – without selling. There are showcases, but not exhibit booths. Attendees are virtually all purchasing decision makers, but don't come "to buy."

The success of the event, both for vendors and attendees, lies in the networking and social aspect of the conference. The most successful vendors at ACPE are those who spend the time getting to know the attendees – not requiring the attendees to get to know the vendor's "deals" or "specials." Building relationships is the key.

Prior to the conference, ACPE will host a new sponsor orientation social. Existing ACPE sponsors will share their past ACPE Conference experience.

Finally, please feel free to rely on the ACPE board and staff to assist – we are available to answer questions, provide direction, and support our vendor partnerships in whatever way we can. Our conference simply would not be possible in its current form without vendors like you, and we greatly appreciate your support!

## To Find Out More About Being a Conference Sponsor...

If you have a contact with an ACPE Board member, you should contact them now regarding your interest in being a sponsor and the sponsor level that best fits your needs.

If you do NOT have a contact with an ACPE Board member, please email [acpeconf@acpenw.org](mailto:acpeconf@acpenw.org) with any questions you might have. These will be forwarded to an ACPE Board member, who will contact you.

*\*\*\*The information in this document and in the 2010 ACPE Conference Sponsor Benefits pages is subject to change and does not constitute a contract. If you have any questions about sponsor benefits, please email [acpeconf@acpenw.org](mailto:acpeconf@acpenw.org)*

## 2010 ACPE Conference Sponsor Benefits

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### BASIC BENEFITS included in ALL sponsor levels

- Participation in conference door prize giveaways, to maximize exposure to the entire group.
- Your hospitality location will be included on Showcase Map.
- Your company's name will be printed on the back of the ACPE program.
- Links to your electronic literature on the conference website.
- Inclusion on ACPE website conference sponsorship page.
- One manufacturer and one reseller partner may share a sponsorship at Gold and Platinum sponsor levels.
- Wednesday night participant activity to encourage contact with all sponsors.

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### Gold Sponsor - \$3,000

In addition to the Basic Benefits above, Gold Sponsors receive:

- Participation in the vendor showcase upstairs in The Resort main lodge from 6 p.m.-8 p.m., Wednesday. Dinner, beer, wine and soft drinks are provided. We provide a 10'x10' space, wireless Internet, power, up to two skirted tables and two chairs.
- Vendors are eligible to submit a proposal for an hour-long, pre-conference session, Wednesday afternoon before the showcase. Proposals will be reviewed by the board. Higher level sponsors have priority.
- Reimbursement for Wednesday night lodging, not at The Resort equivalent to one night's lodging at The Resort.
- Free conference registration for 2 (two) sponsor representatives, including meals. (All other representatives attending from your company need to register as a sponsor representative and pay in order to participate in any of the conference sessions, meals, and/or activities, including Wednesday night. Email [acpeconf@acpenw.org](mailto:acpeconf@acpenw.org) for prices.)
- Sponsorship of one conference event. Signage with your company name/logo will be displayed at the event you sponsor.
- Your company's name will be printed in the program next to sponsored event.
- Your company's logo will be displayed at the Welcome or Business lunch.
- Your company's name will be included in a preconference email promoting the vendor showcase to participants.

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### Platinum Sponsor - \$5,000

The Platinum Sponsorship has added substantial exposure and benefits. In addition to the Basic Benefits above, Platinum Sponsors receive:

- Participation in the vendor showcase Wednesday night, 7:45 p.m. - 12: 00 a.m. held in one Resort room in Building 3 adjacent to the ACPE Block Party. Band nearby and appetizers or desserts provided in your room. All beverages provided in designated areas in or adjacent to Building 3.
- Thursday night festivities held in same location, giving you more opportunities to network with participants. Music, food and beverages provided by ACPE.
- Vendors are eligible to submit a proposal for an hour-long, pre-conference session, Wednesday afternoon before the showcase. Proposals will be reviewed by the board. Higher level sponsors have priority.
- Wednesday and Thursday night lodging (one double room, two beds) – in Building 1 or 2 area near the block parties.
- Free conference registration for 3 (three) vendor representatives, includes meals. (All other representatives attending from your company need to register as a sponsor representative and pay in order to participate in any of the conference sessions, meals, and/or activities, including Wednesday night. Email [acpeconf@acpenw.org](mailto:acpeconf@acpenw.org) for prices.)
- Signage with your company name/logo will be displayed at the event you sponsor.
- Your company's name will be printed in the program next to sponsored event.
- Your company will receive verbal recognition at the Welcome or Business lunch.
- Your company's name will be included in a preconference email promoting the vendor showcase to participants.
- Your company's electronic literature link on the conference website.
- Your company's logo on the ACPE website home page.
- Your company's logo on PowerPoint before and after all keynote sessions.
- One free entry into the Wednesday activity of your choice, excluding golf.

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## Diamond Sponsor - \$10,000

The Diamond Sponsorship represents the greatest opportunity for exposure and networking at the ACPE Conference. In addition to the Basic Benefits above, Diamond Sponsors receive:

- Diamond level showcases will be held Wednesday night in the two most prestigious (and most visible) of resort locations: in the tented tennis court area facing Building 3 as well as in a Fireside King Room in Building 3 – both provided by ACPE. Band, snack foods and all beverages provided by ACPE, 7:45 pm to midnight. Full bar and bartender will be provided in your 15x15 area under the heated tent on the tennis courts. If a bar is desired in your room in Building 3, arrangements must be made with the conference coordinator at an additional cost to the vendor. We envision your room in Building 3 as a place for quiet conversations for you and your customers.
- Thursday night festivities held in same location, giving you more opportunities to network with participants. Desserts, music and beverages provided by ACPE.
- Guaranteed opportunity for you to present a pre-conference session Wednesday afternoon. Proposals still need to be submitted to the Board for review. As an alternative, at the same time as the pre-conference sessions, Diamond sponsors may offer a special gathering of selected members in their Fireside room or other on-site conference location arranged through the conference coordinator.
- Wednesday and Thursday night lodging at Mt. Hood Resort Condos near the golf course and one Resort room in Building 1 or 2.
- Free conference registration for 4 (four) vendor representatives (including meals). (All other representatives attending from your company need to register as a sponsor representative and pay in order to participate in any of the conference sessions, meals, and/or activities, including Wednesday night. Email [aceconf@acpenw.org](mailto:aceconf@acpenw.org) for prices.)
- Signage with your company name/logo will be displayed at the event you sponsor.
- Your company's name will be printed in the program next to sponsored event.
- Your company will receive verbal recognition at the Welcome or Business lunch.
- Your company's name will be included in a preconference email promoting the vendor showcase to participants .
- Your company's electronic literature linked on the ACPE website.
- Your company's logo on the ACPE website home page.
- Your company's logo on PowerPoint before and after all keynote sessions.
- One free entry into the golf tournament and croquet/walk/geocache or miniature golf tournaments.
- Diamond Sponsors are entitled to a keynote sponsorship and a logo on the main giveaway item selected by the ACPE board to give away at the conference.

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## New for 2010 ♦ Sponsor of Distinction ♦

The opportunity to be a Sponsor of Distinction is available to any current conference sponsor regardless of level. In addition to the cost of the sponsorship, this sponsor partners with ACPE to provide members attending the conference an item of educational value and interest to the membership. The decision about the item is that of the ACPE Board. An example of such an item was the Apple iPod Touch given to every K-12 participant in 2009.

Benefits for a Sponsor of Distinction include:

- The distinction of having the selected item in every K-12 participant's possession for the whole conference experience.
- Regardless of sponsor level, free conference registration for 4(four) vendor representatives (including meals). This is NOT in addition to the free registrations included in your sponsor level. Representatives need to include engineers as well as sales representatives to maximize the impact of the selected device and to assist with any technical issues.
- A special space in the Gold Showcase area devoted to the selected device on Wednesday night.
- A banner with "2010 Sponsor of Distinction" to hang in your showcase area.
- Additional designated time with members to help with application or technical questions.
- The opportunity to access all of the conference documents and presentations from the selected device, assuming the selected device is wireless.