



Getting IT Into The Game: Providing all the clues!

2012 ACPE Conference May 2–4, 2012 The Resort at the Mountain, Welches, OR

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 and beverages for hospitality, 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 sponsors to attend the conference sessions, meals, and networking events beyond the showcase night(s) 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 of them) at sessions is a great way to keep your finger on the pulse of K-12 education technology in the Northwest.

NON-SPONSORING VENDORS: For vendors who are not sponsoring, registering as a non-sponsor vendor is the only option for attending the conference. The fee for non-sponsor vendors is \$1,500 per person.

ADDITIONAL SPONSOR ATTENDEES: 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. Only golf will require a small fee. The activities are created to invite teams of both membership and sponsors to network in a relaxed way. We encourage sponsors from one company to participant in different activities in order to broaden your network. All activities include a lunch. Pricing will be available in January.

Croquet Tournament: The ACPE croquet tournament will begin at 9:30 on Wednesday. Prizes will be awarded and sponsors are encouraged to play on teams with district staff.

18 Hole Putt-Putt Tournament: An ACPE miniature golf tournament will run concurrently with the croquet tournament. Prizes will be awarded and sponsors and members are encouraged to participate.

Bocce Ball Tournament: The ACPE Bocce Ball Tournament will run concurrently with the croquet and miniature golf tournament. Prizes will be awarded and sponsors and members are encouraged to participate.

9 Hole Scramble Golf Tournament: (There is a vendor opportunity to sponsor this event. Please contact the Conference Coordinator at acpeconf@acpenw.org for more information.) 9:00 a.m. shotgun start. If not included in your sponsor level, all participants must pay to play.

Garage Sessions: ACPE members will provide indepth information at these sessions designed to be 'hands-on'. Sponsors are welcome to stop by these sessions to see what is happening in K-12 technology.

Product Shoot-Out: Each year ACPE will provide specific vendors an opportunity to discuss their product in three 45 minute sessions beginning at noon. Review the ACPE web page for the shoot-out product this year.

Pre-conference Sessions: Described below, ACPE offers an opportunity to submit a proposal to present product and company information during a 55 minute session after the Garage sessions on Wednesday..

Wednesday Pre-Conference Sessions

Sponsors at the Diamond level may present a 55 minute pre-conference session Wednesday starting at 4:00. 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 sponsors the opportunity to dive deeply into a customer solution, new product offering, or other content. Substantial and active District participation/partnership in your presentation is required. Pre-conference sessions need to align with the conference theme: IT In The Game: Providing the Clues!

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, March 2, 2012 will not be considered. These sessions will be marketed to the ACPE members in a special e-mail to be sent in March, 2012.

Wednesday Showcase

The Wednesday evening ACPE Vendor Showcase will be a progressive event in 2012, with Gold Sponsor showcases upstairs in the main lodge running from 5:30 - 7:30 p.m. Gold Sponsor showcases will include dinner, and an assortment of beverages. From 7:30 p.m. - 12:00 a.m., the Platinum and Diamond Sponsors' hospitality will take place in the Mallards Building near the golf course. **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. Contact the ACPE Conference Coordinator acpeconf@acpenw.org, for additional information about games that will be a part of the conference theme.** A wide variety of desserts, drinks and late evening snacks will be provided by ACPE. Participants will be given a map showing all sponsor locations. ACPE will also provide sponsors an opportunity to network with the majority of the conference participants via games and prizes.

Thursday Evening Entertainment

In addition to Wednesday night's showcase, Thursday night festivities will also take place offering opportunities for easy networking to the Platinum and Diamond Sponsors. Diamond Sponsors will have the opportunity to 'host' appetizer tables at the pre-dinner social hour. Again, ACPE will be hosting the Thursday event in the Mallards Building, offering an array of desserts, beverages, and activities.

Giveaways

A key component to the sponsor partnership in ACPE is the giveaway. ACPE will provide giveaway items in accordance with FCC rules regarding gifts. We discourage sponsors from giving items away from their hospitality or showcase areas and suggest they be given away by the ACPE board on Friday at the Ice Cream Social.

Giveaways should, by definition, not require purchase to take advantage of them.

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 6, 2012, in order to ensure a more complete list.

A Note About Conference Tone

For first-time participating sponsors, ACPE can be an exciting but 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 do not come to "buy".

The success of the event, both for sponsors and attendees lies in the networking and social aspect of the conference. The most successful sponsors at the ACPE conference are those who spend the time getting to know the attendees - not requiring the attendees to get to know the sponsor's "deals" or "specials". Sponsors are encouraged to not just attend the showcase in the evenings, but to participate in the conference sessions and spend time with ACPE members. Building relationships is the key.

Finally, please feel free to rely on the ACPE team (we will be recognizable), and the ACPE board to assist - we are available to answer questions, provide direction, and support our sponsor partnerships in whatever way we can. Our conference simply would not be possible in its current form without sponsors like you, and we greatly appreciate your support! Board contact information can be found at <http://www.acpenw.org>

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 with any questions you might have. Your information will be forwarded to an ACPE Board member, who will contact you.

****The information in this document and in the 2012 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*

2011 ACPE Conference Sponsor Benefits

BASIC BENEFITS included in ALL Sponsor Levels

<ul style="list-style-type: none"> • Participation in conference door prize giveaways to maximize exposure to the entire group 	<ul style="list-style-type: none"> • Your showcase location will be included on the Showcase Map
<ul style="list-style-type: none"> • Your company's name will be printed on the back of the ACPE program 	<ul style="list-style-type: none"> • Inclusion on ACPE website conference sponsorship page
<ul style="list-style-type: none"> • Links to your electronic literature on the conference website 	<ul style="list-style-type: none"> • Wednesday night participant activity to encourage contact with all sponsors

Gold Sponsor

\$3000 for continued sponsorship participation

\$3300 new Gold Sponsors

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

<ul style="list-style-type: none"> • Participation in the Sponsor Showcase upstairs in The Resort main lodge from 5:30 p.m. - 7:30 p.m. Wednesday dinner, beer, wine, & soft drinks are provided. We provide a 10'x10' space, wireless Internet, power, up to two skirted tables and two chairs. Sharing conference sponsorship at the Gold Level is not permitted. 	<ul style="list-style-type: none"> • Free conference registration for 2 (two) sponsor Representatives from your company, 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)
<ul style="list-style-type: none"> • Sponsors 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. 	<ul style="list-style-type: none"> • One free entry to croquet, putt putt golf, or bocce ball tournament.
<ul style="list-style-type: none"> • Reimbursement for Wednesday night lodging not at The Resort, \$125 Maximum. 	<ul style="list-style-type: none"> • Your company's logo will be displayed at the Welcome or Business lunch.
<ul style="list-style-type: none"> • Your company's name will be included in a preconference email promoting the sponsor showcase to participants. 	

Platinum Sponsor

\$5000 for continued sponsorship participation

\$5500 for new Platinum Sponsors

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

<ul style="list-style-type: none">• Participation in the Sponsor Showcase Wednesday night, 7:30 p.m. - 12:00 a.m. held in The Mallards Building. Your space will be approximately 10'x14'. All activities after 7:30 p.m. will be in this building. ACPE will provide finger foods and beverages in this area. Games will be set up for attendee participation in this area. (See property map on the last page for location of The Mallards Building.)	<ul style="list-style-type: none">• Free conference registration for 3 (three) sponsor 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 other activities, including Wednesday night. Contact acpeconf@acpenw.org for prices.
<ul style="list-style-type: none">• Thursday night festivities held in the same location, giving you more opportunities to network with participants. Nearby games, music, food and beverages provided by ACPE.	<ul style="list-style-type: none">• Sponsors are eligible to submit a proposal for an hour-long preconference session Wednesday afternoon before the showcase. Proposals will be reviewed by the board. Higher level sponsors have priority.
<ul style="list-style-type: none">• Wednesday and Thursday night lodging (one double room, two beds) at or near The Resort.	<ul style="list-style-type: none">• Sponsorship sharing with ONLY one other OEM/reseller permitted. Recognition given to only one company. Representatives from other companies are not allowed to attend.
<ul style="list-style-type: none">• Your company's logo will be displayed before and after all keynote sessions.	<ul style="list-style-type: none">• One free entry to croquet, putt putt golf, or bocce ball tournaments
<ul style="list-style-type: none">• Your company's name will be included in a preconference email promoting the Sponsor Showcase to participants.	

Diamond Sponsor

\$10,000 for continued sponsorship participation

\$11,000 for new Diamond Sponsors

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

<ul style="list-style-type: none">• Diamond level showcases will be held 7:30 p.m. - 12:00 a.m., Wednesday night in a prestigious location in the Mallards Building. All activities after 7:30 will be in this building. ACPE will provide desserts and one full bar with bartender in your area. A variety of games will be in the same building. You will also have a suite in a nearby building to use for additional customer contact space and/or for sleeping. If a bar is desired in this room, arrangements must be made with the conference coordinator at an additional cost to the sponsor. (See property map on the last page for location of The Mallards Building.)	<ul style="list-style-type: none">• Free conference registration for 4 (four) The 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 and Thursday night. Email acpeconf@acpenw.org for prices.
<ul style="list-style-type: none">• Thursday night festivities held in the same location as Wednesday night from 7:30 p.m. to 12:00 a.m., giving you more opportunities to network with participants. ACPE will provide desserts and one full bar with bartender in this area. A variety of games will be in the same building, You will also have a suite in a nearby building to use for additional customer contact space and/or for sleeping. If a bar is desired in this room, arrangements must be made with the conference coordinator at an additional cost to the sponsor.	<ul style="list-style-type: none">• Guaranteed opportunity for you to present a preconference session Wednesday from 4:00 p.m. - 4:55 p.m. Proposals must be submitted to the Board for review and for marketing purposes. Immediately following the preconference session, Diamond sponsors may offer a special gathering of selected participants in their suite. Marketing and expenses associated with this gathering are the sponsor's responsibility. If a bar is desired in this room, arrangements must be made with the conference coordinator at an additional cost to the sponsor.
<ul style="list-style-type: none">• Diamond level sponsors can 'host' a social hour appetizer table on Thursday night at this pre-dinner event. All food and beverages will be provided by ACPE. Signs will direct participants to your table. Contact acpeconf@acpenw.org if you are interested in this event.	<ul style="list-style-type: none">• Sharing of sponsorship is permitted with no limit to the number of OEM/reseller partners.
<ul style="list-style-type: none">• Your company's logo will be displayed before and after all keynote sessions.	<ul style="list-style-type: none">• One free entry for the Golf Tournament, and one free entry for croquet, putt putt golf, or bocce ball tournament.
<ul style="list-style-type: none">• Wednesday and Thursday night lodging at Resort or accommodations nearby.	