



**ACTE**  
Region IV  
Conference

april 8-10, 2010  
**san antonio, tx**  
[www.texascte.com/region4](http://www.texascte.com/region4)



# Exhibitor Prospectus

# Expose your products and services to top decision-makers and buyers in the education marketplace.

ACTE Region IV Conference showcases the latest visionaries, thought leaders and groundbreaking practitioners making a difference in our classrooms by increasing student success in both academic pursuits and career aspirations.

Over **200 educational, business and civic leaders** attend this annual event focused on improving high quality career and technical education programs, counseling, career pathways and partnerships and the latest curriculum.

This is your opportunity to:

- Increase your exposure to attract new customers
- Update existing customers with new information
- Stay ahead of the competition
- Keep up with trends in education
- Network with key leaders in CTE

The bottom line? Business is happening at the ACTE Region IV Conference.

Conference Sponsors:

- Association for Career & Technical Education
- Association of Texas Technology Education
- Career & Technology Association of Texas
- Family and Consumer Sciences Teachers Association of Texas
- Hospitality Educators Association of Texas
- Marketing Educators of Texas
- Texas Business and Technology Educators Association
- Texas Health Occupations Association
- Texas Industrial Vocational Association
- Vocational Agriculture Teachers Association of Texas

# Benefits to Exhibiting

## PRESENTATION OPPORTUNITY

Deliver your message, information or demonstrate your company's products or services to an attentive audience through an Exhibitor Educational Session. Each session is 45-minutes in length and scheduled concurrently with other breakout sessions.

Presentation submissions and exhibitor registration must be received by **January 11, 2010** in order to qualify.

## DEDICATED FACE TIME

Various activities will be held in the exhibit area throughout the conference. These include:

- Continental breakfasts
- 30 minute break after the opening general session
- Conference reception with entertainment, hors d'oeuvres and door prizes

These dedicated exhibit times allow you to have face time with secondary and postsecondary educators from across the nation.

## ENHANCE YOUR EXPERIENCE

Additional options are available to take advantage of your time with attendees. Some include:

- Conference twitter update promoting your booth
- Half page or full page ads in the program guide
- Including material in conference bags
- Logo and branding on the conference website and conference bags
- Signage at the registration desk and general session

# ACTE Region IV Conference 2010 Tentative Agenda

This preliminary agenda is subject to change. Check for updates on the conference website and consult the program guide at conference for the most current agenda.

## Thursday, April 8

8:00am – 5:00pm	Registration Open
<b>8:00am - 4:00pm</b>	<b>Exhibitor Set Up</b>
9:00am - 5:00pm	Awards Committee Meeting
12:00pm - 5:00pm	Tour of Outstanding CTE Programs (pre-registration required)
12:00pm - 5:00pm	Tour of Texas Vineyards (pre-registration required)
1:30pm - 3:00pm	Policy Committee Meeting
3:30pm - 4:30pm	Standing Committee Meetings
5:00pm - 5:30pm	Policy Committee Meeting, reconvening
6:00pm - 8:00pm registration	Riverboat Cruise on the San Antonio Riverwalk (pre- required)

## Friday, April 9

7:30am – 8:30am	Continental Breakfast in exhibit area
7:30am – 5:00pm	Registration Open
<b>8:00am – 1:30pm</b>	<b>Exhibits Open</b>
8:30am - 9:45am	Opening General Session
<b>9:45am - 10:15am</b>	<b>Dedicated exhibitor time with refreshments</b>
10:15am – 12:00pm	Breakout Sessions
<b>12:15pm - 1:15pm</b>	<b>Boxed Lunches in the Exhibit Hall</b>
1:30pm - 3:15pm	Breakout Sessions
3:30pm - 5:00pm	State Association Meetings
<b>5:30pm – 7:00pm</b>	<b>Conference Reception in exhibit area</b>

## Saturday, April 10

8:00am – 9:00am	Continental Breakfast in exhibit area
8:00am – 12:00pm	Registration Open
<b>8:00am – 11:00am</b>	<b>Exhibits Open</b>
9:00am - 10:15am	Business Meeting
10:15am - 11:00am	Break in Exhibit Area
11:00am – 1:00pm	Awards Luncheon
<b>12:00pm - 2:00pm</b>	<b>Exhibitor Tear Down</b>

# Four packages are customized for every budget level

Each level provides specific, value-added exposure and market differentiation and is designed to provide high visibility and company brand awareness.

Benefits	Bronze \$400	Silver \$600	Gold \$900	Platinum \$1,500
One 6' long, 30" high covered and skirted table	Yes	Yes	Yes	Yes
Sign with company name	Yes	Yes	Yes	Yes
Link to exhibitor website via the conference website	Yes	Yes	Yes	Yes
Exhibitor listing, logo and description in program guide	Yes	Yes	Yes	Yes
Recognition in program guide as a sponsor (Higher levels recognized more prominently)	Yes	Yes	Yes	Yes
Half page black & white ad in program guide	No	Yes	No	No
Signage at registration desk and general session	No	No	Yes	Yes
Recognition on the opening ceremony screen	No	No	Yes	Yes
Full page black and white ad in program guide	No	No	Yes	No
Prominent display of logo and link on conference website	No	No	No	Yes
Twitter update from the conference feed promoting the exhibitor's booth	No	No	No	Yes
Logo on conference bags	No	No	No	Yes
Option to include material in conference bags	No	No	No	Yes
Full page color ad in the program guide	No	No	No	Yes

COMPANY INFORMATION	EXHIBIT CONTACT PERSON	
<i>Complete this information as it should appear in the Program Guide</i>	<i>Contact for billing and exhibit logistics</i>	
Company Name	Name	
Address	Title	
City, State, Zip	Phone	
Phone	Email	
Contact Name	<th colspan="1">EXHIBIT LOCATION REQUEST</th>	EXHIBIT LOCATION REQUEST
Contact Email		
Website		
50 word company description (may be attached or emailed)		
	<i>Companies from whom we desire booth separation</i>	

COMPANY TYPE		
<i>Please check <b>ONE</b></i>		
<input type="checkbox"/> Education and Career Planning	<input type="checkbox"/> Postsecondary Institution	<input type="checkbox"/> Other (please specify)
<input type="checkbox"/> Fundraising Resources	<input type="checkbox"/> Training Equipment	
<input type="checkbox"/> Health Science Resources	<input type="checkbox"/> Instructional Materials and Curriculum	_____

EXHIBIT BOOTH STAFF		
Name	Name	Name
Title	Title	Title
Email	Email	Email

HOLD HARMLESS CLAUSE
By signing this contract, the exhibitor assumes entire responsibility for and liability for loses, damages and claims arising out of exhibitor activities on the hotel premises and will indemnify and hold harmless the Career & Technology Association of Texas and associates as well as the hotel, its owner and management company, as well as their respective agents, servants and employees from any and all such losses, damages and claims.
Signature
Printed Name
Date

# ACTE Region IV

## April 8-10, 2010

# Exhibitor Deadline - Jan. 22

Sheraton Gunter  
San Antonio, TX

CONTRACT OPTIONS		
	<b>BRONZE Package</b> <i>A 6' draped table, chairs and wastebasket, signage at table, overnight security, company description and logo in Program Guide</i>	\$400
	<b>SILVER Package</b> <i>Bronze features AND half page B&amp;W ad in Program Guide</i>	\$600
	<b>GOLD Package</b> <i>Bronze features AND signage at registration desk and general sessions, full page B&amp;W ad in Program Guide</i>	\$900
	<b>PLATINUM Package</b> <i>Gold features AND full page color ad in Program Guide, logo and company link on conference web pages, company logo on projection screen in general sessions, option to include promotional material in conference tote bags, guest blog post and twitter update</i>	\$1,500
	<b>Additional 6' tables</b>	\$200
	<b>Half page ad in the Conference Program Guide</b> <i>\$150 for black and white / \$250 for color</i>	
	<b>Full page ad in the Conference Program Guide</b> <i>\$250 for black and white / \$350 for color</i>	
<b>TOTAL COST</b>		

HOW TO SUBMIT CONTRACT	CANCELLATION POLICY
<b>Submit BOTH pages of the contract.</b> Email to <a href="mailto:tiffany@ctat.org">tiffany@ctat.org</a> Fax to (512) 288-9998 Mail to: CTAT 1304 San Antonio, Ste. 106A Austin, TX 78701	Cancellations received to kristen@ctat.org by February 12, 2010 may be refunded with the following penalties: <ul style="list-style-type: none"> <li>• Up to Feb. 12 - 50% of total contract amount refunded</li> <li>• After Feb. 12 - total registered amount is retained by or payable to CTAT</li> </ul> Initial to verify you have read and accepted the cancellation policy. _____

PAYMENT INFORMATION	
Check # _____	
<b>Checks payable to CTAT</b> (Tax ID 75-2832376)	
<input type="checkbox"/> Master Card <input type="checkbox"/> Visa <input type="checkbox"/> Discover <input type="checkbox"/> American Express	
Card # _____	
Name on Card _____	
Expiration Date _____	
Billing Address _____	
City, State, Zip _____	
Signature _____	