

# Sponsorship Opportunities

## 2008 ACTE Career Tech Expo

**Exhibit Dates:** December 4-5, 2008

Charlotte Convention Center, Charlotte, North Carolina

Maximize your exposure and make sure your sales efforts add up by making ACTE sponsorship opportunities a part of your marketing equation.

Companies who take advantage of ACTE's value-added marketing services have the most successful shows in the career and technical education market. All sponsorships include recognition in the Convention Program Guide as an official sponsor, recognition in the Trade Show Directory, complimentary pre-show and post-show mailing labels, and added recognition on the ACTE Web site.

### TOTE BAG INSERT

Drop a discount flyer, special offer, or product catalog in the Convention tote bag and resell your products and services to each registered attendee. Draw attention to your booth and remind attendees of your products and services.

### EXHIBITOR WORKSHOPS

Stand out on the trade show floor by conducting a 50-minute hands-on demonstration or training. This is a great way to introduce attendees to your products or services. ACTE will provide each sponsor special exhibitor workshop passes to give to attendees during the Convention. Discounts apply to those who purchase multiple workshops.

### PASSPORT STATIONS

Get exposure on the trade show floor by sponsoring a passport station. Attendees get their passport stamped at your booth and enter a drawing for fabulous prizes. This is the only marketing opportunity ACTE's offer that ensures booth traffic.

### E-MAIL STATIONS

This is one area of the trade show floor that is always in demand. Attendees consistently ask for more e-mail stations, and ACTE would love to oblige. Sponsor will receive signage and the ability to customize a screen saver on eight e-mail stations.

### TOTE BAGS

How would you like to see your logo all over the 2008 ACTE Convention and Career Tech Expo? This portable marketing opportunity will showcase your company's logo on nearly 6,000 Convention tote bags. Not only will attendees become familiar with your name and image, but they will take these bags back to their schools for continued exposure. This marketing opportunity is available as a co-sponsorship.

### LANYARDS

Get your logo into the hands and around the necks of all the attendees. Customized lanyards will showcase your company logo and name. These

items are popular with educators who need them to hold their identification cards.

### FIRST-TIME ATTENDEE RECOGNITION

Every year, nearly 500 people attend ACTE's Annual Convention and Career Tech Expo for the first time. A portion of this marketing opportunity will go toward subsidizing first-timers' attendance costs. This opportunity will include coffee service during the first-timer orientation session, a chance for a company representative to bring remarks to the group, and plenty of signage and branding.

### HOTEL KEY CARDS

Did you know that the average person uses his or her hotel key card six times a day? What a great way to get your company name in front of Convention attendees. The marketing opportunity includes 5,000 hotel key cards, printing and delivery.

### NETWORKING RECEPTION

The social event of the Convention is yours for the taking. This networking and fund-raising event brings in the attendees who are there to have a great time, meet old and new friends, and raise some money for ACTE's CTE Support Fund. This marketing opportunity includes food, entertainment, an opportunity to bring remarks, and the proper signage and marketing for such an exciting event. Companies interested in sponsoring portions of this event are invited to contact ACTE.

### AWARDS PROGRAM

At this General Session, ACTE presents its national awards to career and technical educators across the country. This marketing opportunity will include a continental breakfast and coffee for all attendees, prominent signage, the opportunity to participate in the General Session, and the proper marketing that goes along with such a prestigious event. Individual items within this opportunity are also available. Companies interested in sponsoring portions of this event are invited to contact ACTE.

### NOTEPADS

Everyone needs something to write on at a Convention, right? Here's your chance to customize a notepad with your logo and message. Every attendee will use this notepad on site and back at their schools. This marketing opportunity covers the cost for 5,000 pads.

### CONVENTION PEN

Everyone at a Convention needs something to write with. Make sure all 5,000 attendees get your pen and see your brand.

### CONVENTION BUTTON

How do you get every attendee to wear your brand? Sponsor the 2008 ACTE Convention Button and they'll do just that. Buttons will have ACTE's Convention logo along with that of the sponsors.



# Sponsorship Request Form

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**FORM DUE: NOVEMBER 1**

### EXHIBITOR INFORMATION

Booth Number: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Country: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Company: \_\_\_\_\_

### SPONSORSHIP CHOICES

- Exhibitor Workshops ..... \$850
- Passport Stations ..... \$750
- Lanyards ..... **SOLD** ..... \$5,000
- Tote Bag Buttons ..... \$4,000
- Tote Bags ..... **SOLD** ..... \$10,000
- E-Mail Stations ..... \$6,000
- Tote Bag Inserts ..... \$700
- Awards program ..... \$25,000
- First-Time Attendee Reception Recognition ..... \$7,500
- Registration ..... \$10,000
- Hotel Key Cards ..... \$5,000
- Notepads ..... \$4,000
- Networking Reception ..... \$25,000
- Convention Pen ..... \$4,000

Total Cost of Sponsorship \_\_\_\_\_

### PAYMENT METHOD

Check    Visa    MasterCard    Discover    AMEX

Credit Card # \_\_\_\_\_

Exp Date: \_\_\_\_\_ Sec. Code: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

Date: \_\_\_\_\_