



PA-ACTE 2018 (formerly PA CTEC)

A unique professional development event designed for secondary and postsecondary CTE educators, administrators, and career and guidance counselors.

44th Annual Pennsylvania Association for Career & Technical Education Conference

August 15-17 • The Penn Stater Hotel & Conference Center • State College, PA

Marketing Opportunities

Boost your visibility by reaching hundreds of PA Career and Technical Educators!

Is your company or school looking for a way to balance the right mix of marketing and advertising while remaining within budget and at the same time reach hundreds of education professionals? If so, we have the answer for you!

Participate in PA ACTE 2018 by:

- Sponsoring a conference event
- Advertising in the conference program
- Exhibiting your company's products or educational program

Any of these options will help you to achieve the reach, frequency, and visibility you need to solidify your position as a provider of products and services to CTE educators and administrators.

All Individual Marketing Opportunities listed to the right and Specialty Conference Sponsorships listed on the reverse side can be customized to meet your needs. As you review the information, please note the "Reserve by" dates.

All opportunities will be awarded on a first-come, first-served basis.

Questions?

Commercial exhibits • Educational exhibits • Donations

Contact: Alice M. Davis • 570-278-6783 • alice.davis@scctc-school.org

**Specialty Conference Sponsorships • Web or Program Advertising
• Other marketing opportunities that would meet your needs**

Contact: Jim Waterhouse • 703-683-9332 • jwaterhouse@acteonline.org

Individual Marketing Opportunities

WEB ADVERTISEMENT

Company logo and link on the conference website from January 1-December 31. Details on acceptable logo formats will be provided once your reservation form and payment are received.

Cost: \$300

PROGRAM ADVERTISEMENT

RESERVE BY JULY 1

Black and white company advertisement in the conference program. Details on acceptable formats for print ads will be provided once your reservation form and payment are received.

Back Cover - Cost: \$300

Full Page - Cost: \$250

1/2 Page - Cost: \$200

1/4 Page - Cost: \$150

COMMERCIAL EXHIBITS - THURSDAY, AUGUST 16

RESERVE BY JUNE 1

Exhibit area that includes one 6-foot draped and skirted table, 8-foot high back drape, 3-foot draped side walls, two chairs, one standard electrical outlet, and professional signage.

Cost: \$395

EDUCATIONAL EXHIBITS - THURSDAY, AUGUST 16

RESERVE BY JUNE 1

Exhibit area that includes one 6-foot draped and skirted table, two chairs, and professional signage. Educational exhibit space will be awarded on a first-come, first-served basis.

Cost: No Charge

PRIZE DONATIONS

If your company or school is interested in making a donation to be raffled off to conference participants, please complete the appropriate section of the Marketing Opportunities Reservation Form. Your donation will be recognized in the conference program.

For detailed conference information, please visit acteonline/pennconference

Boost Your Visibility

Exhibit • Advertise • Internet Visibility • Public Relations

GENERAL SESSION SPONSOR \$1,500 EXCLUSIVE

Sponsorship of the general session speaker will allow you to get the attention of every conference attendee!

Sponsorship Includes:

- Opportunity to include promotional materials for your company in the conference folders.
- Company banner displayed in registration area throughout the conference.
- “Special thanks” recognition during the opening and closing conference session.
- Company logo and link on the conference website.
- Full page, black/white ad in the conference program.

CONFERENCE BAG SPONSOR \$1,000 EXCLUSIVE

All attendees will be given a sturdy, reusable bag containing conference information. We'll place your logo opposite the PA-ACTE logo on the bag that will be visible throughout the conference.

Sponsorship Includes:

- “Special thanks” recognition during the opening general session.
- Company logo and link on the conference website.
- Full page, black/white ad in the conference program.

CONFERENCE NAME BADGE SPONSOR \$750 EXCLUSIVE

All conference participants wear a name badge and that means everyone will see your company name and logo im-printed on the badge.

Sponsorship Includes:

- Company logo imprinted on name badge.
- Company logo and link on the conference website.
- One-half page, black/white ad in the conference program.

REFRESHMENT BREAK SPONSOR \$750 (3 AVAILABLE)

Attendees will be grateful to your company for providing a light snack and beverage.

Sponsorship Includes:

- Company name and logo displayed at the refreshment area.
- Company logo and link on the conference website.
- One-quarter page, black/white ad in the conference program.

CONFERENCE PENS SPONSOR \$500 (3 AVAILABLE)

Conference pens will be included in the conference bags for attendees to fill out registration forms, write down thoughts in sessions, and take notes in meetings. Your pens will be used long after the show has ended. *Pens must be provided by sponsor.*

Sponsorship Includes:

- Company logo and link on the conference website.
- One-quarter page, black/white ad in the conference program.