

CALIFORNIA LEAGUE OF SCHOOLS



EXCELLENCE IN EDUCATION

EVENT DAYS: MARCH 2-4, 2018
SACRAMENTO, CA



In an effort to keep vendor travel costs down, CLS has made this event a one-day exhibit, Saturday, March 3, 2018.

ONE-DAY EXHIBIT OPPORTUNITY

California League of Schools

2018 ANNUAL CONFERENCE

Excellence in Education

March 2-4, 2018, Sacramento, CA



EXHIBIT INFORMATION

One-Day Exhibit

SATURDAY, MARCH 3, 2018

10:00 am - 5:15 pm

Exhibit Fees

TABLE: \$350

Includes 1 boxed lunch

Tables are assigned on a first-come, first-served basis. Please register early for best placement.

- One 6' draped table and two chairs (*this is a table-top only exhibit hall*)
- Two (2) complimentary registrations/badges per exhibit space (badges are made on-site)
- Company listing and 35-word exhibit description published in the conference program
- Over 2 hours of dedicated exhibit time, including a coffee break and lunch (for attendees and vendors) and a raffle in the exhibit hall

Attendees

Approximately 75% teachers of all content areas and 25% site and district administrators; expected attendance is 450.

Exhibit Schedule

SATURDAY, MARCH 3, 2018

Move In 7:30 - 10:00 am

Exhibit Hall Open 10:00 am - 5:15 pm

(2+ hours of dedicated exhibit time)

Coffee Break in the Exhibit Hall 10:00 - 10:30 am

Lunch in the Exhibit Hall 11:30 am - 12:30 pm

(lunch will be served to all participants in the exhibit hall)

Exhibit Hall Raffle Drawing 1:30 - 2:00 pm

Reception in the Exhibit Hall 4:15 - 5:15 pm

Move Out 5:15 pm

Except where noted as dedicated exhibit time, there are concurrent educational sessions taking place during exhibit hours. Exhibit hall hours are subject to change.

Location and Lodging

In an effort to keep vendor travel costs down, CLS has made this event a one-day exhibit. However, hotel accommodations are available at a special rate.

All conference activities will be held at the **Sheraton Grand Sacramento**, 1230 J Street, Sacramento, CA 95814. Special CLS conference rate: \$159 plus taxes and fees. Call the hotel directly at (916) 447-1700.

NEW FORMAT - ONE-DAY EXHIBIT!

In order to keep exhibitor expenses low, CLS is offering a one-day exhibit schedule to reduce the need for overnight accommodations. However, you are welcome to stay at Sheraton Grand Sacramento.

CLS has planned over 2 hours of dedicated exhibit time on Saturday, March 3, with coffee, lunch, a prize drawing and reception!

INCREASE YOUR CONFERENCE PROFILE!

Conference Marketing Opportunities

Take advantage of these CLS conference marketing opportunities to gain company exposure and establish your organization as a leader and supporter in education.

Advertise

PROGRAM BOOK ADVERTISEMENTS

- Full-page black & white ad (ad size is 7.325" wide X 10.5" high): \$200
- Half-page black & white ad (ad size is 7.325" wide X 5.125" high): \$150
- Quarter-page black & white ad (ad size is 3.562" wide X 5.125" high): \$100

*Early submission will result in better placement. Files must be received by February 5, 2018 for inclusion in conference program. Email **BLACK & WHITE** artwork (jpg, png, pdf, tiff, eps) to cperry@leagueofschools.org.*

Donate Tote Bag w/Inserts

DONATE TOTE BAGS WITH YOUR COMPANY'S LOGO

Donate tote bags with your company's logo and we will insert your brochure for **FREE!** Minimum donation is 300 bags; must be cloth (not plastic) and are subject to approval by CLS. Contact Cathy Perry at 562-430-3136, ext. 102 or cperry@leagueofschools.org for more information.

Exhibit Hall Raffle

Raffles are a great way to drive traffic to the exhibit hall. Exhibit Hall Raffle will be held during the dedicated exhibit break from 1:30 - 2:00 pm on Saturday, March 3.

Bring donated item to the event; must be at least a \$50 value.

QUESTIONS

Cathy Perry
Director of Operations

cperry@leagueofschools.org

(800) 326-1880 ext. 102

REGISTER ONLINE AT
WWW.LEAGUEOFSCHOOLS.ORG/COMPANIES

ATTACH YOUR BRAND TO THE EVENT AS A SPONSOR!

Conference Sponsorship

Each sponsorship opportunity includes a **standard exhibit table!** Consider becoming a conference sponsor to increase your company's profile and get the best possible table placement! Items in **BOLD** indicate additional benefit from the previous level.

Platinum: \$2,500

- **Exclusive exhibitor on Friday, March 2 - be the only vendor that day!**
- **Full-page ad in the attendee program book**
- Bag insert in attendee tote bag (*subject to tote bag donation*)
- Attendee list for this event
- A standard exhibit table with preferential placement in exhibit hall (Saturday, March 3)
- Company logo with hotlink in the conference website
- Recognition as a sponsor in the conference program

Gold: \$1,500

- **Bag insert in attendee tote bag**
- Half-page ad in the attendee program book
- Attendee list for this event
- A standard exhibit table with preferential placement in exhibit hall
- Company logo with hotlink in the conference website
- Recognition as a sponsor in the conference program

Silver: \$1,000

- **Half-page ad in the attendee program book**
- Attendee list for this event
- A standard exhibit table with preferential placement in exhibit hall
- Company logo with hotlink in the conference website
- Recognition as a sponsor in the conference program

Bronze: \$750

- Attendee list for this event
- A standard exhibit table with preferential placement in exhibit hall
- Company logo with hotlink in the conference website
- Recognition as a sponsor in the conference program

Purchase sponsorships early, deadlines apply.

Deadline for program book inclusion is February 5, 2018

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À LA CARTE CONFERENCE SPONSORSHIP

In addition to Conference Sponsorships, CLS offers à la carte sponsorship opportunities. Each sponsorship opportunity includes recognition as a CLS Conference sponsor on the home page of the conference and in the conference program, as well as a copy of the attendee list following the event.

Morning Beverage

\$1,500 (EXCLUSIVE)

Greet attendees before the either general session with a cold or hot beverage. As a sponsor, you may provide napkins with your corporate logo.

- Company logo displayed prominently in the beverage area
- Recognition as a sponsor in the conference program (deadline: February 9, 2018)

WiFi

\$1,000 (EXCLUSIVE)

This sponsorship provides free WiFi access for attendees throughout the conference (including the exhibit hall).

- Customized WiFi password reflecting the sponsor name
- Company logo displayed on signage located in high traffic areas
- Recognition as a sponsor in the conference program (deadline: February 9, 2018)

Exhibit Hall Reception

\$500 (NON-EXCLUSIVE)

CLS is looking for sponsors for the attendee reception Saturday evening. Sponsors will receive:

- **One FREE exhibit table with preferential placement in exhibit hall**
- Company logo with hotlink in sponsors section of the conference website
- Recognition as a sponsor in the conference program

Conference Notepads

\$450 (EXCLUSIVE)

Create company visibility with a logo on attendee notepads. (Sponsor is expected to provide the logo to be imprinted on notepads; deadline for artwork is January 12, 2018)

- Notepads included in the conference bags given to all attendees and presenters
- Recognition as a sponsor in the conference program

Charging Station

\$250 (NON-EXCLUSIVE)

Give attendees a much-needed boost by providing a charging station for all of their electronic devices.

- Centrally located in a high-traffic area
- Company logo displayed prominently in the charging area
- Recognition as a sponsor in the conference program (deadline: February 9, 2018)

Custom Sponsorship

Don't see anything here that is an exact fit for your company's needs? Let us work with you to customize a sponsorship tailored to meet your needs and marketing objectives. Contact Cathy Perry, Director of Operations, via email: cperry@leagueofschools.org, or phone: (800) 326-1880 ext. 102.

Policies and Procedures

SPONSORSHIP

Sponsorships will be assigned on a first-come, first-served basis. If multiple applications for exclusive sponsorships are received on the same day, a drawing will be held to determine the “winner.”

All sponsorships will be invoiced in advance of the conference and are non-refundable.

Sponsors must comply with all relevant policies concerning advertising and exhibiting with California League of Schools (CLS).

CLS maintains the right to incorporate its logo/conference branding on any and all promotional materials

EXHIBIT HOUR COMPLIANCE

To prevent early teardown, a \$200 penalty fee will be charged to any exhibitors who fail to comply with exhibit hours. Due to the one-day exhibit schedule, this will be strictly enforced.

CANCELLATION

In the event that the conference is cancelled by CLS, any money advanced by an exhibitor will be refunded in full. In such cases, CLS shall be free from any claim for damages which an exhibitor alleges to have suffered as a result of such cancellation. Full refunds will be issued to exhibitors who cancel no later than 60 days prior to the event.

SPACE VARIATIONS

CLS will assign all table placements and reserves the right to make modifications, if necessary, to table placements. If such modification results in exhibitors receiving a different table category, monetary adjustments will be made.

USE OF SPACE

Distribution of promotional material may be made only within the table assigned to the exhibitor presenting such material. Solicitation of business must be confined to an exhibitor’s own table. An exhibitor is charged with the knowledge of national, state, and local legal restrictions on any merchandising, advertising, or promotional scheme which involves attracting visitors to an exhibitor’s location by any inducement which may be construed as an illegal lottery. Management is not responsible for any promotional activities by an exhibitor.

LIABILITY AND INSURANCE

Neither CLS, the service contractors, nor the management of the Sheraton Hotel will be responsible for loss or damage to property of an exhibitor from theft, strikes, damage by fire, water, storm, vandalism or other causes, but will use reasonable care to protect the exhibitor from such loss. The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of injury or damages to displays, equipment, and other property brought upon the Hotel premises, and shall indemnify, defend, and hold harmless CLS, its officers and staff members, the Hotels and their owners and employees, etc. from any and all such losses, damages and claims. None of the above shall provide insurance coverage for loss or damage from such causes, and it is thus expected that an exhibitor will provide his/her own floater insurance coverage as needed. No responsibility is assumed for material shipped to the exhibit site. No responsibility is assumed for material left to be picked up by an exhibitor or agent of the exhibitor after the close of the exhibit. An exhibitor shall be liable to owners of the conference facilities for all damage caused by the exhibitor, and shall hold harmless and indemnify management for any damage charged to management by owners.

OPERATION RESTRICTIONS

CLS reserves the right to prohibit and/or evict an exhibitor whose presentation is in any manner deemed by management as offensive to conference attendees or other exhibitors by reason of bad taste, noise, questionable morals or controversial content. In the event of such prohibition or eviction, CLS shall not be liable to an exhibitor for refunds of exhibit fees. CLS shall not be bound to any contract in which said problems cannot be so controlled. Pop-up displays and signs must be no more than 8’ in height, free-standing and placed behind the table (hanging signs are not allowed). Distribution of promotional material and solicitation of business may be done only within the table space assigned to the vendor (table area is 8’ wide with 2’ in front of the table).