AACTE 70th Annual Meeting

CELEBRATING OUR PROFESSIONAL IDENTITY

SHARED KNOWLEDGE AND ADVOCACY

March 1-3, 2018  Baltimore, Maryland

THE SCIENCE OF LEARNING • LEARNING IN CONTEXT • CONCEPTUALIZING MEANINGFUL ASSESSMENT • CLINICAL PRACTICE AND INNOVATION
About AACTE

The American Association of Colleges for Teacher Education (AACTE) is the leading voice on educator preparation. AACTE represents more than 800 postsecondary institutions with educator preparation programs dedicated to high-quality, evidence-based preparation that assures educators are ready to teach all learners. AACTE’s members across the country prepare educators to meet the needs of every learner through innovative practice, rigorous programs, and continuous improvement.

Why Exhibit at the AACTE Annual Meeting

- Connect your company to approximately 2,000 top leaders in the education industry
- Meet face-to-face with key individuals influencing the development of the education industry
- Conference Community Center with exhibits located in the middle of AACTE’s sessions, meals, and breaks.
- Networking Events located in and around the Conference Community Center with exhibits

- 91% of 2017 Conference Attendees rated the Annual Meeting content as “Good” or “Excellent”
- 92% of 2017 Conference Attendees said they would recommend the Meeting to others
- 93% of 2017 Conference Attendees said they are likely to return for the 2018 Annual Meeting

- 33% are top administrators (deans, assistant and associate deans, and chairs).
- 29% hold program leadership roles (chairs and program directors or coordinators).
- 30% are active teacher education faculty members (professors, instructors, & lecturers).

We invite you to participate and become a partner in a one of the largest and most comprehensive annual convening events of teacher preparation professionals. Make your selection now to take advantage of this exceptional opportunity.
EXHIBIT INFORMATION

Exhibits will be located in the Key Ballroom Foyer of the Hilton Baltimore.

SCHEDULE AT-A-GLANCE
(SUBJECT TO CHANGE)

Exhibitor Set-Up

Wednesday, February 28 - 2:00 pm - 6:00 pm
Thursday, March 1 - 8:00 am - 10:00 am

Show Hours

Thursday, March 1 - 10:30 am - 6:00 pm
  Brunch: 11:00 am - 12:00 pm
  Opening Reception: 5:00 pm - 6:00 pm
Friday, March 2 - 10:00 am - 5:00 pm
  Coffee Break: 10:00 am - 10:30 am
  Coffee Break: 11:30 am - 12:00 pm
  Coffee Break: 3:00 pm - 3:30 pm
Saturday, March 3 - 9:00 am - 12:00 pm
  Coffee Break: 10:00 am - 10:30 am

Exhibitor Dismantle

Saturday, March 4 - 12:00 pm - 4:00 pm

Hotel Accomodations

All Baltimore hotels in AACTE’s room block are listed below with the distance noted from the Baltimore Convention Center (BCC); all rates are single/double:

- Hilton Baltimore (Headquarters Hotel)
  Distance: Connected to the BCC
  $195

- Sheraton Inner Harbor Baltimore
  Distance: Connected to the BCC
  $189

- Baltimore Marriott Inner Harbor
  Distance: 1 block
  $195

- Renaissance Baltimore Harborplace
  Distance: 2 blocks
  $185

Reservation information for all properties will be provided to you once your participation has been confirmed. Hotels will sell out quickly. We recommend booking your hotel reservation(s) as soon as you receive the information. Cut-off date to reserve your hotel at the discounted meeting rates is February 2, 2018.

General Service Contractor

GES Global Experience Specialists is the official service contractor. Approximately 90 days prior to the conference, each exhibitor will receive an electronic Exhibitor Service Kit.

All questions should be directed to Steve Clark by email at steve.clark@sagepub.com or by phone at 215-385-2783.

Exhibit Sales and Show Management

The official AACTE representative for exhibit sales and show management is:

SAGE Publications, Inc.
Steve Clark
Direct: (215) 385-2783
Email: steve.clark@sagepub.com

Please contact Steve to apply for your exhibit space and discuss all sponsorship opportunities.

Space Assignment

Exhibit space will be assigned based upon receipt of application and payment (first-come, first-served). AACTE reserves the right to allocate space on any basis it deems necessary. Exhibitors will receive space confirmation within 2 weeks of receipt of reservations. Request for booth space will not be considered unless submitted on an Exhibit Space Application form. An application/agreement is not considered valid without payment.
EXHIBIT SPACE FEES

Booth Fees
In-Line/Premium Location (8’ X 10’ - Booths 204, 205, 206, 207, 208, 209, 210, and 211) $2,000
In-Line/Corporate (8’ X 10’ - All Other Booths) $1,800
In-Line/Government or Non-Profit (8’ X 10’ - All Non-Premium Locations) $1,050

Exhibitors may not sublet their space, nor any part thereof, or make any arrangements for display by a non-exhibiting company, without the written consent of AACTE. All requests must be submitted in writing.

Exhibit Package
- Two Conference registrations per booth space or equivalent - additional registrations $185 each
- One 7" x 44" one-line ID sign
- One 6' draped table
- 2 side chairs
- 1 wastebasket
- Exhibit area is fully carpeted
- Pre-registration attendee mailing list for one-time use only
- Listing on the conference web site and in the final conference program PDF (must meet publication deadline date).

Partnership and Sponsorship Opportunities
We invite you to participate and become a partner in one of the largest and most comprehensive annual convening events of educator preparation professionals.

Sponsorship provides you the opportunity to demonstrate your products and services to approximately 2,000 key leaders influencing the growth of the education industry. Make your selection now to position your organization as a leading provider of services!

Please contact Steve Clark at (215) 385-2783 or steve.clark@sagepub.com for information on sponsorship opportunities. Sponsorships are sold via first right of refusal for the previous year’s sponsor. After that, all sponsorships are available on a first-come, first-served basis.

AACTE News 18

Featuring custom video content from the 2018 Meeting, AACTE News 18 will provide a daily recap of all Meeting activity! Coverage will include Daily News Headlines, Attendee Testimonials and highlights from both Education Sessions and the Conference Community Center. AACTE News 18 will be promoted to registered Meeting attendees and all AACTE members before, during and after the Conference! Sponsorship opportunities for AACTE News 18 include:

Exhibitor Advertorial: $4,500 - Video segment (2-3 minutes) highlighting the sponsor organization; advertorial created on-site at the Meeting; posted on the AACTE News 18/Annual Meeting website and link to content given to sponsor; sponsorship fee includes all production costs.

Daily Overall Sponsor: $3,500 - Logo on the AACTE News 18 Video Player, recognition at the beginning and end of each video and an interview with your company representative included in that day's video headlines; Exclusive sponsor for each day, sponsorship available for 2 days.

Video Player Banner Ads: $1,000 - Banner Ad rotating on the AACTE News 18 Video Player, with a link to sponsor website or designated landing page.
2018 SPONSORSHIP PACKAGES

AACTE is excited to again offer sponsorship packages for the 70th Annual Meeting. These sponsor packages are designed to increase your exposure and create awareness with Meeting attendees prior to, during and after the Meeting! All packages referenced below include designated booth space and:

- Preferred booth location in the Conference Community Center and adjacent to the Food & Beverage areas
- Final Attendee Mailing List
- Additional Conference registrations
- Literature displayed in AACTE News Bins around the Baltimore Convention Center (BCC)
- Logo on AACTE Annual Meeting Website
- Sponsor recognition in Conference Program PDF
- Logo on "sponsor" signage placed in high traffic areas in the Baltimore Convention Center (BCC) and the Hilton Baltimore
- Logo included in slide show prior to General Sessions and Deeper Dive Sessions (previously Major Forums)

General Sponsor: $4,500 - benefits outlined above, plus:
- 8x10 Premium booth
- Tote Bag Insert - your literature placed in bags given to attendees
- 4 total Conference registrations

Featured Sponsor: $7,500 - benefits outlined above, plus:
- 8x20 booth
- Full Page Ad in Conference Program PDF
- Meeting Space for Sponsored Education Session adjacent to the Conference Community Center (includes meeting room, please note A/V and other services requiring additional charges are the responsibility of the sponsor)
- Tote Bag Insert - your literature placed in bags given to attendees
- 6 total Conference registrations
- One Video Player Banner Ad with AACTE News 18

Premier Sponsor: $15,000 - Only 2 available!
Includes Featured Sponsor benefits outlined above, plus:
- 16x20 booth
- Coffee Break served in your booth area
- Bar stationed near your booth area during Opening Reception
- 8 total Conference registrations
- One Daily Overall Sponsor of AACTE News 18 (only 2 available, so secure yours quickly!)

2018 INDIVIDUAL SPONSORSHIP OPPORTUNITIES

Internet: $10,000 - Your company’s logo will be the first thing attendees see when connecting at the Baltimore Convention Center (BCC) and Hilton Baltimore! Logo placed on customizable landing page for all attendees to log in (Appearance of landing page will vary based upon the location).

Lanyards/Badge Holders: $8,500 - Logo printed on lanyards/badge holders given to all attendees at registration.

Attendee Bags: $8,500 - Your logo printed with the Meeting logo on bags given to all attendees at registration.

General Sessions: $8,500 - Choose from 1 of 2 sessions to be held at the Baltimore Convention Center (BCC). Sponsorship includes branded kiosk highlighting your support and for use by your staff at key times around the Session, plus the opportunity to introduce the keynote speaker prior to the session, and a seat drop with your material placed on the seats prior to the Session.

Final Attendee Mailing List: $500 - Final list of Meeting attendees with mailing and e-mail addresses. Please note registered Meeting attendees must opt-in to receive exhibitor and sponsor emails and/or mailings, and the list provided will include only those names that do so.
Application/Contract for Exhibit Space, Sponsorship & Advertising

Please complete and return this form to reserve your exhibit space, sponsorship, and/or program PDF advertising. All information must be clear and legible and list the company name as you want it to appear on all listings and signs.

Contact Information (exhibit contact will receive all correspondence and information pertaining to the event.)

Contact Person __________________________________________________________________________
Address __________________________________________________________________________________
City ______________________________________________________________________________________
State _____________________________________________________________________________________
Zip _______________________________________________________________________________________
Phone ____________________________________________________________________________________
Fax _______________________________________________________________________________________
E-mail ____________________________________________________________________________________

Company URL ______________________________________________________________________________

Company Description:
Please email your company name and website exactly as you would like it listed, along with a 50 word description, to sajeevi.henry@sagepub.com.

Authorization to Exhibit:
By signing this application, I/We agree to the rules, regulations, and services provided on the AACTE website and also in this prospectus.

Signed ____________________________________________________________________________________
Printed Name ______________________________________________________________________________
Date _______________________________________________________________________________________

Total Number of Booths Requested

In-Line/Premium Location (8' X 10')
@$2000 = Total Amount Due __________________________________________________________________
In-Line/Corporate (8' X 10')
@$1800 = Total Amount Due __________________________________________________________________
In-Line/Government or Non-Profit (8' X 10')
@$1050 = Total Amount Due __________________________________________________________________

Preferred Booth Location

1. _______________________________________________________________________________________
2. _______________________________________________________________________________________
3. _______________________________________________________________________________________

Payment
☐ Check Enclosed

Please make check payable in US funds to SAGE. Forward all payments to:
Donna Jarrett
RE: AACTE 2018
SAGE
2455 Teller Road
Thousand Oaks, CA 91320

All credit card payments must be submitted via a secure online form. Please click here to submit your application and credit card payment information.

Sponsorship Opportunities - please check the appropriate box
☐ Premier Sponsor: $15,000
☐ Featured Sponsor: $7,500
☐ General Sponsor: $4,500
☐ Internet - NEW: $10,000
☐ Lanyards/Badge Holders: $8,500
☐ Attendee Bags: $8,500
☐ General Session: $8,500
☐ AACTE News 18 Exhibitor Advertisement: $4,500
☐ AACTE News 18 Daily Overall Sponsor: $3,500
☐ AACTE News 18 Video Player Banner Ads: $1,000
☐ Final Attendee Mailing List: $500

Total Cost
Total Cost Due ___________________________________________________________________________
Amount Enclosed __________________________________________________________________________

If an exhibitor desires to cancel this agreement, exhibitor must provide notice of cancellation in writing; Exhibitor shall be liable for exhibit fees upon cancellation as follows: If written cancellation notice is received more than 90 days prior to the show date, then exhibitor is liable for 25% of exhibit fees. If written cancellation notice is received 60 to 90 days prior to show date, then exhibitor is liable for 50% of exhibit fees. If written cancellation notice is received less than 60 days prior to show date, then exhibitor is liable for 100% of exhibit fees.

Sponsorships for this event are assigned on a first-come, first-served basis. It is understood that exhibitors and sponsors are responsible for providing SAGE with all company logos and for use with their sponsorship. All company logos are subject to approval by show management. The applicant agrees to abide by all rules, requirements, restrictions, and regulations as set forth in this agreement. Failure to abide by such rules and regulations will result in the forfeiture of all monies paid or due management under terms of this agreement.

Rules Accepted and Agreed

Signature ________________________________________________________________________________
Date ______________________________________________________________________________________
Title ______________________________________________________________________________________

Please direct completed applications and questions to Steve Clark at: phone (215) 385-2783, fax (805) 375-5282, or steve.clark@sagepub.com