

Sponsorship and Marketing Opportunities



The 15th Annual **CALIFORNIA CHARTER SCHOOLS CONFERENCE**

Presented by the California Charter Schools Association



March 4–7, 2008
Sacramento Convention Center
Sacramento, CA



<http://charterconference.org>

Set Yourself Apart

Become a SPONSOR

Sponsorship distinguishes you

from your competition, ensures your company's exposure to decision-making conference attendees, and can significantly increase your booth traffic and overall show success. In addition, the generous support of our conference sponsors enables us to bring attendees the most valuable and high-quality conference experience possible. We offer sponsorship options to fit a variety of budgets. Please review the opportunities listed below, and contact Katie Hopkins at 1.541.346.3537 or ccsaexhibits@continue.uoregon.edu for further information. To see a comprehensive list of entitlements for each sponsorship, please visit us on the Web at <http://charterconference.org>.

TIERED SPONSORSHIPS

PRESENTING SPONSORSHIP

The Conference Presenting Sponsorship is the most elite, high-exposure sponsorship offered by the California Charter School Conference. Availability is limited to one sponsoring company.

PLATINUM SPONSORSHIP

Do you want significant exposure for your company without the same level of financial commitment as the Presenting Sponsorship? If so, the Platinum Sponsorship might be for you. Availability is limited to one sponsoring company.

GOLD SPONSORSHIP

Gold Sponsorships offer excellent value, providing a complimentary exhibit booth in addition to a large amount of marketing exposure including logo recognition on conference banners placed in prominent locations. Up to two Gold Sponsorships are available.

SILVER SPONSORSHIP

Silver Sponsorships offer many of the same benefits as Gold Sponsorships, and include an exhibit booth in a high-traffic location at a 50% discount. Up to five Silver Sponsorships are available.



EVENT SPONSORSHIPS

GENERAL SESSION/KEYNOTE SPONSORSHIP

Want an opportunity to market your company's name to all attendees at one time, in one room? Become a General Session/Keynote Sponsor and ensure your company's exposure at the only event attended by all conference participants! One sponsorship is available per General Session. More than one General Session may be sponsored by the same company, in which case entitlements will be increased.

WELCOME RECEPTION SPONSORSHIP

Be the company attendees will associate with their first social event at the conference—sponsor the Welcome Reception on Tuesday evening and get your name out there the night before the exhibit hall opens. Your logo will be featured on the Welcome Reception signage, and you'll have the opportunity to distribute approved giveaways during the event. A total of three \$5,000 sponsorships are available, but more than one may be purchased in exchange for increased entitlements.

EXHIBIT HALL HAPPY HOUR SPONSORSHIP

Both attendees and exhibitors will have a good time at this mid-conference event! Sponsor the Wednesday evening Exhibit Hall Happy Hour and enjoy a high-profile presence at a fun and very well-attended event. A total of two sponsorships are available, but both may be purchased in exchange for increased entitlements.

THURSDAY NIGHT PARTY SPONSORSHIP

This event was a big hit in 2007 and we anticipate an even more exciting time this year in Sacramento. Not only will you enjoy fantastic visibility, but you'll have fun as well! Your logo will be featured on the Thursday Night Party signage, and you'll have the opportunity to distribute approved giveaways during the event. A total of two sponsorships are available, but both may be purchased in exchange for increased entitlements.

For more information, visit us on the web . . .
<http://charterconference.org>

FOOD SPONSORSHIPS

Who doesn't love free food? Attendees certainly do! Sponsor one of the following attendee meals and everyone will thank you.

ATTENDEE LUNCH SPONSORSHIP

Host the attendee lunch located in the exhibit hall on one or both days of the exhibit and ensure large-scale visibility—almost all conference attendees eat their lunch in the exhibit hall. Your logo will be featured on the lunch signage, and you'll have the opportunity to distribute approved giveaways.

ATTENDEE BREAKFAST SPONSORSHIP

Hosting a breakfast for attendees is an inexpensive way to get your name out there and draw potential customers to your booth. One sponsorship is available each day of the conference. Your logo will be featured on the breakfast signage, and you'll have the opportunity to distribute approved giveaways.

ADDITIONAL SPONSORSHIPS

Check out the following additional high-value marketing opportunities offered at the California Charter Schools Conference.

WIRELESS INTERNET SPONSORSHIP

Sponsor wireless Internet access at the conference and earn everyone's appreciation! This feature was a huge hit with attendees last year, and offers exclusive value as the sponsorship is limited to one sponsor. Sponsorship includes six large placards listing your company as the wireless Internet sponsor placed in various high-traffic areas.

CYBER CAFÉ SPONSORSHIP

Nearly every attendee stops by the Cyber Café at some point or another, making this sponsorship a great means of promoting your company on a large scale. Your company name and logo will be featured on all Cyber Café signage, and you'll have the opportunity to distribute approved literature in the computer area.

BADGE LANYARD/HOLDER SPONSORSHIP

Let attendees do your marketing for you! Sponsor the badge lanyards or the badge holders that will be worn by all conference participants and your company name will be seen literally everywhere at the conference. Or, sponsor both the lanyards and the holders and increase your company's visibility even more! Your logo will be printed on the lanyards and/or holders, and the sponsorship covers the cost of all production and shipping expenses.

PROGRAM GUIDE SPONSORSHIP

Get your company's name and logo into the hands of every attendee - sponsor the Program Guide included in each attendee bag! The Program Guide is referenced by conference participants throughout the week of the conference as well as long after the closing session. The sponsorship includes a center spread ad in the Program Guide, as well as a discount on your exhibit booth.

HART VISION VIDEO SPONSORSHIP

Sponsor the videos all attendees will view during the General Sessions, and we'll add a 6-second screen shot featuring your company's name, logo and booth number at the end of each of the five videos!

GUARANTEE INCREASED BOOTH TRAFFIC . . .

SPONSOR THE EXHIBIT HALL RAFFLE COUPON BOOK!

Sponsors are included in the coupon book provided to all attendees upon arrival to the conference. Provide a prize (at least \$250 in value) to be won by the lucky attendee whose name is drawn at the end of the exhibit. Participation in this sponsorship is only \$250, making it a fantastic and inexpensive way to gather leads on a large scale while helping generate increased booth traffic. Call Exhibit Management at 1.541.346.3537 for more information and to sign up!

Other Great Ways to Get Involved

The California Charter Schools Conference offers an opportunity for marketing to the charter school community like none other, as the California Charter Schools Conference is the only show exclusively serving charter schools in the state that contains 20% of the nationwide charter school market. Make the most of your participation and maximize your show success by taking advantage of additional marketing opportunities at this important event! With more than 140 companies in the exhibit hall, gaining “mind share” should be a priority for those who want to separate themselves from the competition. The following options are designed to help you build awareness, increase traffic to your booth, and capture market share—making sure you leave a lasting impression on those with the power to purchase!

EXHIBIT BOOTH SPACE

Join us in the exhibit hall! Exhibits are an integral part of the conference program, offering attendees the chance to gather information on exciting and cutting-edge products and services relevant to their unique needs. As an exhibitor, you will network with more than 2,000 charter school administrators, educators, developers, business managers and policy makers in an energetic exhibit hall environment. Exhibit space is still available but going quickly! For more information about the 2008 exhibit, or for details regarding how to join the current exhibition roster, please call Exhibit Management at 1.541.346.3537.

PROGRAM GUIDE ADVERTISING

Advertise in the publication that is a year-round reference tool for all conference participants! The Program Guide is a directory of conference features, events, exhibit hall activities and exhibitor listings given to all attendees in their registration materials. Further details and an application are located in this brochure.

VENDOR MEMBERSHIP

Become a Vendor Member of the California Charter Schools Association and reap exclusive benefits! As a vendor member, you will receive opportunities to meet and talk with charter school leaders at Association events and activities, enjoy publicity on the Association Web site and 2007-08 California Charter School Directory as a Referred Service Provider, and build rapport and trust with the charter school community. Sign up today and receive the following vendor member perks for exhibiting at the 2008 conference:

- 25% discount on all ad rates in conference Program Guide
- Vendor Member logo next to company listing in Program Guide
- Vendor Member signage displayed at company booth
- Inclusion on Vendor Member sign at exhibit hall entrance
- Inclusion as a sponsor of the Sacramento Entertainment Guide distributed to all conference attendees

The Association encourages their schools to support the organizations that support them—be one of those organizations and join the Association as a vendor member today! If you'd like more information about vendor membership, please call (415) 356-1200 ext. 405, or visit <http://charterconference.org> to download an application from the Web.

LITERATURE DISTRIBUTION

At the 15th Annual California Charter School Conference, there will be a designated area where your company's literature can be made available to conference attendees. The Literature Distribution tables are an integral part of the exhibit, and are strategically located for maximum foot traffic. This service is an excellent option for companies that wish to benefit by participating in the 2008 conference, but find they cannot exhibit this year. Submission details and an application are located in this brochure.

Educate yourself about the market you serve.

Become versed in the Association's list of Quality Standards for Charter School Operations and gain a significant edge over the competition! Charter school leaders will be in the exhibit hall looking for organizations who can assist them in aligning with these standards. Build strong alliances with conference attendees and plan your marketing strategy around the quality standards they are seeking to meet. Call Exhibit Management at 1.541.346.3537 today to request the full list of Quality Standards for Charter School Operations.

Program Advertising & Literature Distribution Application

LITERATURE DISTRIBUTION

INSTRUCTIONS

- **By February 1, 2008**
Complete, sign, and send this application to:
California Charter Schools Conference
Literature Distribution
1277 University of Oregon
Eugene, OR 97403
- Please do not send display materials to the address above.
- Shipping instructions will be faxed upon receipt of signed application and payment, starting 30 days prior to the conference. Please note: Leftover materials will not be returned.
- Please note that Literature Distribution service will be limited and is available on a first come, first served basis. Submitted applications do not guarantee the provision of Literature Distribution service. Exhibit Management will contact you to confirm the acceptance of your application.

PAYMENT INFORMATION

Payment of \$200 to the California Charter Schools Conference ensures your materials will be available and displayed in an orderly manner during the California Charter Schools Conference exhibit or while supplies last. To request Literature Distribution service, please indicate your choice in the Fee Calculation section to the right, and submit appropriate payment. Checks are payable to CCSA and should be mailed to the address above, or you may submit credit card details in the space provided below.

PROGRAM ADVERTISING

INSTRUCTIONS

- **By January 4, 2008**
Complete, sign, and send this application to:
California Charter Schools Conference
Program Advertising
975 High Street, Suite 110
Eugene, OR 97401
- **By January 11, 2008**
Submit artwork (as described under mechanical requirements) and appropriate payment to above name and address. Checks are payable to CCSA and should be mailed to the address above, or you may submit credit card details in the space provided below.
- * Please note that advertisements must be received no later than January 11, 2008 in order to be published in the Program Guide

DIMENSIONS AND FORMAT

- Please note that all advertising costs are non-commissionable.
- Sizes of ads are shown at right. The final trimmed page size is 8.5" wide by 11" high. Please refer to the chart for live image area. Full-page ads are 7.5" wide by 10" high; half-page ads are 7.5" wide by 5" high; quarter-page ads are 3.75" wide by 5" high; eighth-page ads are 3.75" wide by 2.5" high. There will be no bleed ads.

ARTWORK SUBMISSION GUIDELINES

Please refer to the guidelines below to make submission of your advertisement as smooth as possible:

- Advertising materials may be submitted digitally on zip disk, CD, or e-mail attachment in either PC or Mac format. Programs accepted are Page Maker, InDesign, FreeHand, and Illustrator. Please include all linked graphics and typefaces.
- Advertisements may also be sent as high resolution (300 dpi) PDF files. Please set your options to include all fonts and make sure no crop marks are seen. Additionally, please use the color specifications below.
- A laserprint/photocopy must be submitted to be used as a proof.

COLOR SPECIFICATIONS

- All black and white ads must use Pantone Black C. If black and white ads are submitted using Process Color they will be converted to Pantone Black C.
- All 4-color Process ads must be specified using Process Color only. All 4-color digital ads submitted using Spot (Pantone) colors will be converted to Process Color.

RATES

Below are rates for advertising in the 2008 California Charter Schools Conference Program Guide. Price reflects total cost of advertising (less any rush charges if applicable). Rates are non-commissionable. Please indicate your choice below.

SIZE	B&W EXHIBITOR RATE	B&W NON-EXHIBITOR RATE	4-COLOR PROCESS EXHIBITOR RATE	4-COLOR PROCESS NON-EXHIBITOR RATE
Full page	\$1,200	\$1,500	\$1,500	\$1,800
1/2 page	\$600	\$750	\$900	\$1,050
1/4 page	\$300	\$375	\$600	\$675
1/8 page	\$200	\$275	\$500	\$575

FEE CALCULATION

Total Program Advertising Fee (see rates above): \$ _____
 Total Literature Distribution Fee (\$200): \$ _____
TOTAL FEE: \$ _____

To submit an advertisement for the 15th Annual California Charter Schools Conference Program Guide, or to request the Literature Distribution Service, please complete and sign this application and fax it to 1.541.346.3509. If you have questions about any of the information on this application, please contact Exhibit Management at 1.541.346.3537 or ccsaexhibits@continue.uoregon.edu.

FULL PAGE

Live image area:
7.5" wide
10" high

HALF PAGE

Live image area:
7.5" wide
5" high

QUARTER PAGE

Live image area:
3.75" wide
5" high

EIGHTH PAGE

Live image area:
3.75" wide
2.5" high

PAYMENT INFORMATION

Please complete all required fields below. Checks may be made payable to CCSA and mailed to the address above. Please note that we accept Visa, Mastercard, or American Express.

Company _____
 Billing Address _____
 City _____ State _____ Zip _____
 Phone _____ Fax _____
 Contact Name _____ Contact E-mail _____
 Credit Card Number _____ Expiration _____
 Cardholder's Name (please print) _____ Cardholder's Signature _____

TERMS AND CONDITIONS

Ads cannot be canceled. No refunds will be issued. Any deviations from specifications may compromise the quality of the advertisement and result in increased costs. Literature Distribution service will be limited and is available on a first come, first served basis. The undersigned agrees to these terms and will submit all materials according to the instructions on this application. Please call Exhibit Management with any questions at 1.541.346.3537.

Signature _____
 Date _____



"With limited funds, we have to choose our expenditures carefully and decided to participate as a sponsor and exhibitor at the 2007 California Charter Schools Conference. It turned out to be a strong investment. We were able to reach a highly valued target market, expand our brand awareness, and increase conference attendees' knowledge of our graduate programs in teacher preparation. We will definitely be back this year!"

—Gratia Bone, Systemwide Director of Marketing,
Alliant International University Graduate School of Education

NOW IS THE TIME to establish your foothold in this rapidly expanding market. Not only is the nationwide charter school market growing at a rate of 15% annually, but a full 20% of that growth is occurring in the state of California alone, with well over 600 charter schools currently operating in California and an average of 70 new schools being added to the network each year. And these schools are looking for vendors like you. Unlike district-governed schools, charter schools retain 100% control of their budget. This boils down to substantial business opportunities for a wide variety of private and nonprofit product and service providers. **Reach this enormous market share and partner with us at the 15th Annual California Charter Schools Conference in Sacramento, California!**

Advertise.

Sponsor.

Join.

Benefit.

Present.

Exhibit.

**Questions?
Contact Us:**

FOR MORE INFORMATION

1277 University of Oregon
Eugene, OR 97401-1277

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Fx: 1.541.346.3509

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