



Virginia Tech's Office of Educational Research and Outreach, School of Education, in conjunction with the Virginia Department of Education's Office of Educational Technology, will host the **14th Annual Educational Technology Leadership Conference (ETLC)** at the Hotel Roanoke and Conference Center on December 10-12, 2008. More than 1,000 instructional technology leaders representing local school division technology coordinators, directors, curriculum specialists, building level administrators, media specialists, and purchasing agents attended the 2007 conference. We anticipate this year's conference to exceed last year's attendance.

Sponsorships and vendor exhibits are a vital component of our conference. They provide an opportunity for exhibitors to talk with conference attendees to demonstrate the latest in hardware and software and to support a number of conference offerings. We hope that your schedule will permit you to participate in this year's conference.

The enclosed exhibitor's packet includes information for corporate sponsors and exhibitors, Corporate Sponsorship Application, Contract for Sponsorship or Exhibitor Space, Release of Liability, Customization Orders for Exhibits, and the Vendor Booth Floor Plan. Reservations and payment must be received by **Friday, September 5, 2008**.

As you can see from the enclosed Vendor Booth Floor Plan, the exhibits will be located in the Crystal Ballroom and Lobby, Roanoke Ballroom Lobby, and the Prefunction Areas of the hotel. Please indicate a first, second, and third choice for a booth. Every attempt will be made to honor your request; however, it may be necessary to change your location because of extenuating circumstances.

For sponsorship inquiries, please contact Jane Todd at janetodd@vt.edu or 540-231-2014.

For exhibitor inquiries, please contact Sara Guerry at sguerry@vt.edu or 540-231-7832.

We look forward to seeing you in Roanoke.

Thank you.

Ken Potter
Conference Chair
Office of Educational Research and Outreach
School of Education
Virginia Tech
kpotter@vt.edu

Invent the Future

Corporate Sponsorships

There are three exciting opportunities for your company to be involved with this conference by selecting one of the levels of corporate sponsorship. Each level of support allows you to increase your level of visibility and reflects your company's interest in Virginia's K-12 public school community.

Gold Corporate Sponsor (\$3,600 fee) includes:

- Two paid conference registrations
- Two standard 6' by 8' booths
- Full-page ad in the conference program*
- One vendor presentation slot
- Special recognition of your company as a Gold Corporate Sponsor in the conference program
- Special recognition of your company as a sponsor of a spotlight or featured speaker or the tote bag

Silver Corporate Sponsor (\$2,600 fee) includes:

- One paid conference registration
- One standard 6' by 8' booth
- 1/2 page ad in the conference program*
- One vendor presentation slot
- Special recognition of your company as a Silver Corporate Sponsor in the conference program
- Special recognition of your company as a sponsor of a spotlight or featured speaker or the tote bag

Bronze Corporate Sponsor (\$1,100 fee) includes:

- One paid conference registration
- One standard 6' by 8' booth
- 1/4 page ad in the conference program*
- Special recognition of your company as a Bronze Corporate Sponsor in the conference program

To become a corporate sponsor, return the following documents with payment (payable to *Treasurer, Virginia Tech*):

- Corporate Sponsor Application
- Contract for Sponsorship or Exhibitor Space
- Release of Liability
- Customized Order Form (if applicable)

Send by **Friday, September 5** to:

Jane Todd, Continuing and Professional Education,
702 University City Blvd., Virginia Tech 0272,
Blacksburg, VA 24061

*Program Ads

Bronze – 1/4 page vertical ad (3.5 x 4.75 inches)
Silver – 1/2 page horizontal ad (7.5 x 4.75 inches)
Gold – Full page vertical ad (7.5 x 10 inches)

Provide black and white, high resolution (300 dpi) PDF or JPEG file or a Mac InDesign document. If sending an InDesign file, include all links and fonts. Burn ad/ads to a CD, include a hard printout of the ad, and mail by **September 19** to Lois Stephens, Continuing and Professional Education, 702 University City Blvd., Virginia Tech 0272, Blacksburg, VA 24061 (Phone: 540-231-4084, Email: lstephns@vt.edu)

Exhibitors

Vendors are an important aspect of this conference and you are welcomed and encouraged to participate.

■ Set Up Schedule

Tuesday, December 9, 6:00–9:00 pm

If booths are ready, exhibitors may begin to set up as early as 4:00 pm. Exhibitor packets may be picked up at the vendor registration booth located inside the Crystal Ballroom.

Wednesday, December 10, 7:00–10:00 am

■ Exhibit Schedule

Wednesday, December 10, 10:00 am – 6:00 pm

Thursday, December 11, 9:00 am – 6:00 pm

■ Exhibit Breakdown Schedule

Thursday, December 11 – Breakdown of exhibits begins at 6:00 pm.

■ Exhibit Booth Fees

Tier 1 Sponsor Areas (*Crystal Ballroom, Crystal Lobby and Roanoke Lobby*)

6' x 8' —\$899 (includes basic electricity)

Spaces may be combined. There are no discounts for multiple spaces. Some larger spaces may be designed and will be priced accordingly. Refer to the Vendor Booth Floor Plan for booth placement.

Tier 2 Sponsor Areas (*Conference Level and Prefunction Areas*)

6' x 8' —\$799 (includes basic electricity)

Some spaces may be combined. There are no discounts for multiple spaces. Refer to the *Vendor Booth Floor Plan* for booth placement and pricing.

■ Refunds

Refunds are made only if the exhibit space is sold out.

■ Included in Exhibit Booth Rental

- Set up and dismantling
- General lighting
- Standard heating/air conditioning
- 6' table for each 8 linear feet of booth space
- Standard pipe and drape
- Vendor name identification sign
- Standard 120 volt electrical outlet; not to exceed a 600 watt load for each space up to 8 linear feet

■ Not Included in Exhibit Booth Rental

- Labor
- Cleaning or janitorial services
- Liability coverage/insurance
- Fire, theft or loss coverage/insurance
- Conference registration and lodging
- Telephone or Internet connection



- Electrical service with loads beyond 600 watts (There is an extra charge for electrical service exceeding 600 watts)
- Extra tables or drapes in a booth space
- Meal functions

■ Character of Exhibits

Virginia Tech reserves the right to decline or prohibit any exhibit that is not suitable to, or is not in keeping with, the character of the conference. No exhibitor may assign or sublet any portion of the space contracted without approval of the conference planning committee. An exhibitor may not display any product not regularly manufactured or handled by their firm.

■ Payment for Space

Exhibit space is available on a first-come, first-served basis. Payment for the exhibit space is expected with the return of the contract. Your check will be returned if all available spaces are sold by the time that it is received. Checks should be made payable to the *Treasurer, Virginia Tech* and should be received by Friday, **September 5**. Please include a notation on the check to indicate it is for the Technology Conference. Payment may also be made by Visa, MasterCard, or American Express credit cards.

■ Exhibitor's Responsibilities

Each exhibitor is responsible for having the exhibit set up by 10:00 am on December 10. Exhibits should not be broken down until after 6:00 pm on December 11. Nothing should be posted, tacked, nailed, screwed, or otherwise attached to columns, walls, floors, or other parts of the conference center. All printed advertising, flyers, etc., should be distributed from the exhibit booth or may be placed on the handout table in the registration area.

■ Release of Liability

The enclosed Release of Liability for Virginia Tech and the Hotel Roanoke and Conference Center should be signed and returned along with the Contract for Exhibit Space. A copy of the release must be on file before an exhibit may be displayed.

■ Advance Shipments and AV Equipment Rental

Please contact Ann Rule, Conference Consultant, Hotel Roanoke and Conference Center at 540-853-8218 for information regarding rental of audiovisual equipment. The exhibit company will handle the shipment and storage of equipment. Details will be sent with your payment receipt and booth confirmation.

■ Hotel Room Rates and Reservations

Conference rates are \$124 for single occupancy and \$20 for each additional person per room, per night. Room reservations must be made directly with the Hotel Roanoke by calling 540-985-5900 or toll free at 866-594-4722 by 4:00 pm on **November 7**. Identify yourself as an exhibitor at the Educational Technology Leadership Conference.

■ Advertising in the Conference Program

Advertising space is available in the conference program for \$300 per ¼ page (corporate sponsors automatically receive ad space based on the level of sponsorship). The deadline for all ads is **September 19**. The ad must be black and white and print-ready with the following specifications:

Size – 1/4 page vertical ad (3.5 x 4.75 inches)

Size – 1/2 page horizontal ad (7.5 x 4.75 inches)

Size – full page vertical ad (7.5 x 10 inches)

Artwork:

1. Submit ad as a high resolution (300 dpi) PDF or JPEG file or as an InDesign document (Mac format only). If sending an InDesign file, include all links and fonts.
2. Burn files to a CD, include a hard copy of the ad, and mail to: Lois Stephens, Continuing and Professional Education, Virginia Tech 0272, 702 University City Blvd., Blacksburg, VA 24061 (Phone: 540-231-4084, Email: lstephns@vt.edu)

■ Vendor Presentation Opportunities

Exhibitors who wish to take a more active role in the conference may become a conference sponsor (see **Corporate Sponsorships** section). Gold and Silver corporate sponsors receive a presentation slot as part of the sponsorship.

■ Exhibitor Receptions

An exhibitor reception is not included in the conference. Exhibitors who wish to sponsor their own receptions can do so either in the hotel or in a local establishment. Reception invitations should be distributed at your booth to encourage booth traffic.

To reserve exhibit space, return the following with payment (payable to *Treasurer, Virginia Tech*):

- Contract for Sponsorship or Exhibitor Space
- Release of Liability
- Customized Order Form (if applicable)

Send by **Friday, September 5** to:

Sara Guerry, Continuing and Professional Education, 702 University City Blvd., Virginia Tech 0364, Blacksburg, VA 24061, Phone: 540-231-7832, Email: sguerry@vt.edu, Fax: 540-231-9886 (for payments by credit card only)

CORPORATE SPONSORSHIP APPLICATION

Please complete the appropriate section and attach to the **Contract for Sponsorship or Exhibitor Space**. The link to the vendor presentation form will be sent to Gold and Silver sponsors.

Company Name (as you want it to appear in the conference program)

Gold and Silver Sponsors:

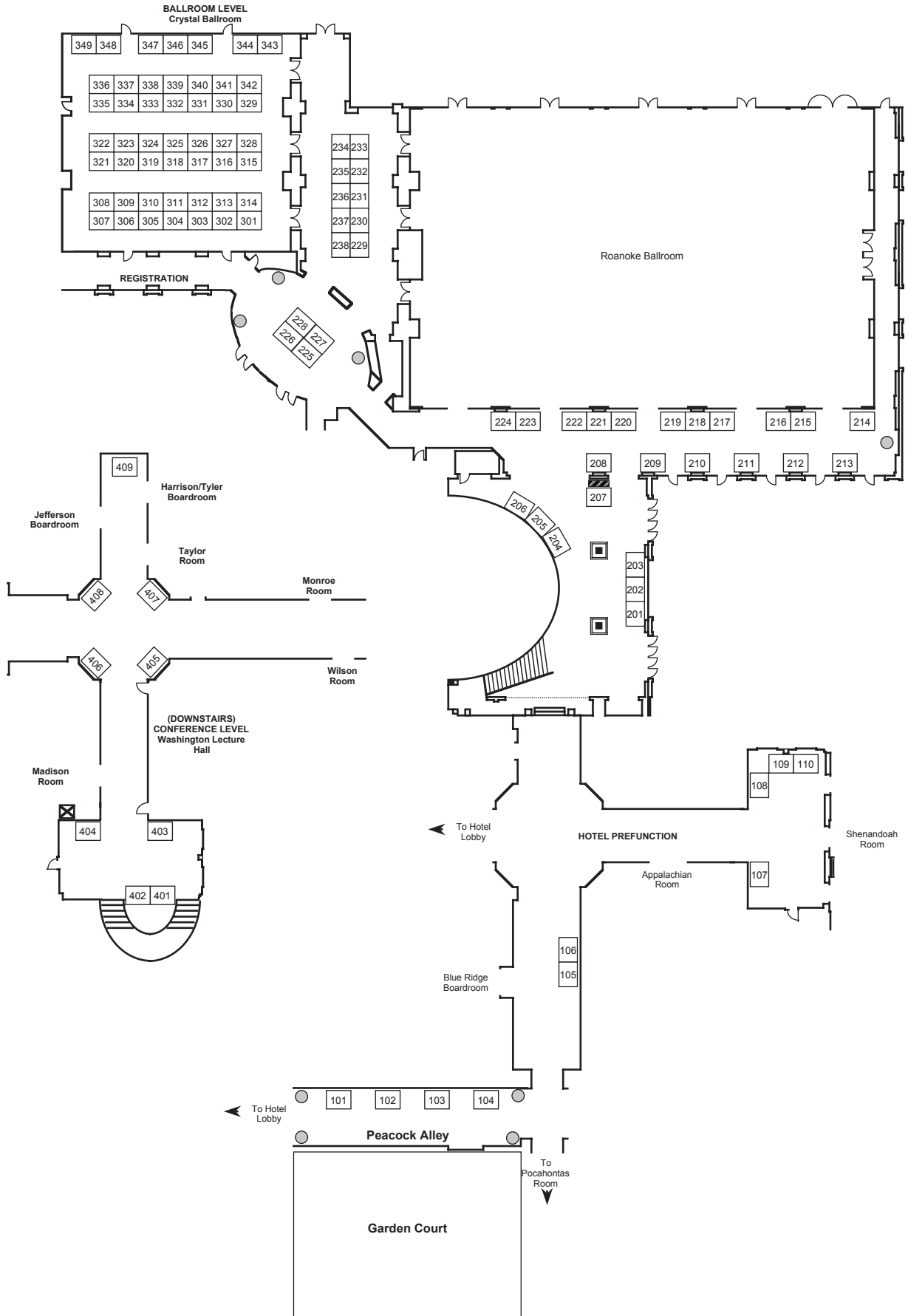
Please select one of the following conference activities to sponsor: Tote Bag Featured or Spotlight Speaker

■ Gold Corporate Sponsor	\$3,600
Booth Number Preferences (two are included) _____	N/C
Additional booth @ \$800	\$_____
Two paid conference tickets (List name of attendees below)	N/C
1) _____	
2) _____	
Full-page ad in the conference program (see ad specs)	N/C
Total Gold Sponsorship Fees:	\$_____

■ Silver Corporate Sponsor	\$2,600
Booth Number Preference _____	N/C
Additional booth @ \$800	\$_____
One paid conference registration—Name of attendee: _____	N/C
1/2 page ad in the conference program (see ad specs)	N/C
Total Silver Sponsorship Fees:	\$_____

■ Bronze Corporate Sponsor	\$1,100
Booth Number Preference _____	N/C
Additional booth @ \$800	\$_____
One paid conference registration—Name of attendee: _____	N/C
1/4 page ad in the conference program (see ad specs)	N/C
Total Bronze Sponsorship Fees:	\$_____

VENDOR BOOTH FLOOR PLAN



CONTRACT for SPONSORSHIP or EXHIBITOR SPACE

If you wish to be a sponsor or exhibitor at the *Virginia Educational Technology Leadership Conference* on December 10-12, 2008, please complete, sign, and return this contract. Payment must be sent with the contract. Please be advised that refunds cannot be made once payment and a contract are received, unless all exhibit space is sold out at the time of receipt.

Subject to the price and terms as outlined in the instructions accompanying this contract, we hereby request space for exhibit purposes.

Please PRINT or TYPE all information clearly.

Name of company (this will also appear on your booth sign)

Name of exhibit contact person

Title

(Please enclose the name(s) and contact information for everyone who will be staffing the exhibit spaces if they are different than those listed here.)

Mailing Address

City, State, Zip

Phone

Fax

E-mail Address

Fees enclosed:

Corporate Sponsorship: (Attach Corporate Sponsorship Application)

- | | | |
|---------------------------------|--|----------|
| <input type="checkbox"/> Gold | \$3,600 (2 booth spaces — please state preference _____; _____) | \$ _____ |
| | <input type="checkbox"/> Additional Booth: \$800 (please state preference _____) | \$ _____ |
| <input type="checkbox"/> Silver | \$2,600 (1 booth space — please state preference _____) | \$ _____ |
| | <input type="checkbox"/> Additional Booth: \$800 (please state preference _____) | \$ _____ |
| <input type="checkbox"/> Bronze | \$1,100 (1 booth space — please state preference _____) | \$ _____ |
| | <input type="checkbox"/> Additional Booth: \$800 (please state preference _____) | \$ _____ |

Exhibitor:

- | | | |
|----------------|--|----------|
| Quantity _____ | <input type="checkbox"/> 6' x 8' booth spaces at \$899 each (Tier 1) | \$ _____ |
| | <input type="checkbox"/> 6' x 8' booth spaces at \$799 each (Tier 2) | \$ _____ |
| | Booth # (preference — select three) _____ | |

Total for additional items from **Customization Order Form** \$ _____

Total amount enclosed for Conference Exhibit Space \$ _____

The exhibitor and his or her employees or representatives will abide by the policies indicated in the Exhibitors document as a part of this contract.

Signature

Printed Name

Title or Position

Date

PAYMENT BY CREDIT CARD: VISA MasterCard American Express

Name on Credit Card

Expiration Date

Credit Card Number

PAYMENT BY CHECK: Make check payable to **Treasurer, Virginia Tech**

Please return this form with **Release of Liability** and payment by Friday, **September 5**, to:
Virginia Tech, Continuing and Professional Education, 702 University City Blvd., Blacksburg, VA 24061
(Sponsorship Forms: **ATTN. Jane Todd**; Exhibitor Forms: **ATTN. Sara Guerry**)

RELEASE of LIABILITY

Virginia Educational Technology Leadership Conference
The Hotel Roanoke & Conference Center ■ December 10-12, 2008

The Exhibitor named below shall be fully responsible to pay for any and all damages to property owned by the Hotel Roanoke and Conference Center or Virginia Tech used during the course of the *Educational Technology Leadership Conference*.

The Exhibitor agrees to defend, indemnify and hold harmless, Virginia Tech, the Hotel Roanoke and Conference Center, its owners, managers, officers or directors, agents, employees, subsidiaries and affiliates, from any damages or charges resulting from Exhibitor's use of the property.

The Exhibitor's liability shall include all losses, costs, damages, or expenses arising from or out of or by reason of any accident or bodily injury or other occurrences to any person or persons, including the Exhibitor, its agents, employees, and business invites which arise from or out of the Exhibitor's occupancy and use of the exhibition premises, the Hotel or any part thereof.

Exhibitor

By (Signature and Title)

Date

Please sign and return with the **Contract for Sponsorship or Exhibitor Space**

CUSTOMIZATION ORDERS for EXHIBITS

Virginia Educational Technology Leadership Conference
The Hotel Roanoke and Conference Center ■ December 10-12, 2008

Company Name

Contact Name

Telephone Number

Email

EQUIPMENT or ITEM	ITEM AMOUNT	QUANTITY	AMOUNT
Internet connection (wired)	\$130 (conference duration)	_____	\$_____
Internet connection (wireless)	\$65 (conference duration)	_____	\$_____

Ad in program: \$300: ¼ page \$600: half page \$1200: full page \$_____

NOTE: Sponsor ads are included in sponsorship fees

The ad for the conference program must be in black and white with the following specifications:

Size – 1/4 page vertical ad (3.5 x 4.75 inches)

Size – 1/2 page horizontal ad (7.5 x 4.75 inches)

Size – Full page vertical ad (7.5 x 10 inches)

Artwork: Ads must be a high resolution (300 dpi) PDF or JPEG file or a Mac Adobe InDesign document. If sending an InDesign file, include all links and fonts. Burn ad/ads to a CD, include a hard copy, and mail by **September 19** to: Lois Stephens, Continuing and Professional Education, 702 University City Blvd., Virginia Tech–MC 0272, Blacksburg, VA 24061
Phone: 540-231-4084, Email: lstephns@vt.edu

Total – Customization Order Form \$_____

Signature (Vendor)