

THE 19TH ANNUAL

California Charter Schools Conference

Sacramento

February 27-March 1, 2012

Sacramento Convention Center



Establish your foothold
in the **nation's largest**
charter school market!

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 the Sponsorship Office at (541) 346-3537 or cacharterexh@ce.uoregon.edu for further information. To see a comprehensive list of entitlements for each sponsorship, please visit us on the web at www.charterconference.org.

tiered sponsorships

Diamond Sponsorship

\$30,000

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

Platinum Sponsorship

\$25,000

The Platinum Sponsorship provides significant branding including two complimentary exhibit booths in the sponsor circle. Only one Platinum Sponsorship is available.

Emerald Sponsorship

\$20,000

The Emerald Sponsorship offers 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. This opportunity is limited to one sponsoring company.

Gold Sponsorship

\$15,000

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

\$10,000

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

\$5,000–\$7,500

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.

Teacher Expo Sponsorship

\$3,500

Our inaugural Teacher Expo last year was very popular! The Teacher Expo is located in the exhibit hall and focused on teachers. Jam-packed with teacher-oriented, poster sessions, the Teacher Expo will also draw in teacher attendees with special amenities like massage chairs and makeover stations. Up to five Teacher Expo Sponsorships are available.

Facilities & Operations Expo Sponsorship

\$3,500

Our inaugural Facilities & Operations Expo last year was very popular! The Facilities & Operations Expo is located in the exhibit hall and focused on charter school operations. It is jam-packed with business-oriented poster sessions. Up to five sponsorships are available for this event.



for more information, visit us on the web...

www.charterconference.org

reception and food & beverage sponsorships

Welcome Reception Sponsorship

\$5,000

Be the company attendees will associate with their first social event at the conference—sponsor the Welcome Reception on Monday 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 sponsorships are available, but more than one may be purchased in exchange for increased entitlements.

Exhibit Hall Happy Hour Sponsorship

\$5,000

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

Wednesday Night Party Sponsorship

\$7,500

This event is always a big hit! Not only will you enjoy fantastic visibility, but you'll have fun as well! Your logo will be featured on the Wednesday 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.

Coffee Cart Sponsorship

\$4,500

All attendees will receive coupons for discounts on coffee and specialty drinks as part of their registration materials. These coupons can only be redeemed at the coffee carts in the exhibit hall, and all coffee coupons feature sponsoring company names so everyone knows who to thank. We'll also prominently display your company name and logo on signage at the coffee carts. Up to three sponsorships are available on each day of the exhibit. Don't miss out on this opportunity!

Attendee Coffee Break Sponsorship

\$3,500

Everyone needs their coffee in the morning...now you can help them get it by sponsoring the Exhibit Hall Coffee Break! The Coffee Break is one hour long and immediately follows the morning general session each day, assuring it will be well-trafficked. Attendee Coffee Break sponsors will be featured on signage at the coffee stations during the Coffee Break, and will also have the opportunity to distribute branded napkins or cups at the event (cost of production not included in sponsorship cost). Up to three Attendee Coffee Break Sponsorships are available per day.

Attendee Lunch Sponsorship

\$3,500

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. Up to three \$3,500 sponsorships are available for each of the two attendee lunches.

Breakfast Voucher Sponsorship

\$2,500

Be a part of starting the day off right, by sponsoring a hearty breakfast for our attendees! Each attendee receives a welcome packet from CA Charters Schools Association when checking into their hotel. Included in this packet are two coupons — good for a free breakfast at their hotel (up to \$10 value) on Monday and Tuesday morning. Up to 3 Breakfast Voucher Sponsorships are available each day.



additional sponsorships

Cyber Café Sponsorship

\$5,000

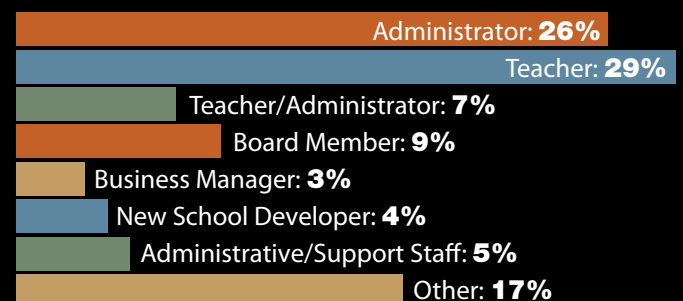
Nearly every attendee stops by the Cyber Café at some point or another, making this sponsorship a great means of promoting your company on a large scale. Your company name and logo will be featured on all Cyber Café signage, and you'll have the opportunity to distribute approved literature in the computer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

Program Guide Sponsorship

\$5,000

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 full page, full color ad in the Program Guide.

49% of
California Charter Schools
Conference attendees are
decision makers.





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 240 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!

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 2012 exhibit, or for details regarding how to join the current exhibit roster, please call Exhibit Management at (541) 346-3537.

Advertising

Advertise in the publication that is a constant companion to 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. Additional details and an application are located in this brochure.

Literature Distribution

At the 19th Annual California Charter Schools 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 2012 conference, but find they cannot exhibit this year. Submission 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. Vendor membership with the Association raises your visibility within the charter school community.

These include:

MEMBERSHIP

- Up to 25% off membership dues
- 10% off advertising in CCSA publications and online

CONFERENCE

- 25% discount on all ad rates in conference Program Guide
- Discounted exhibit space
- 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

The Association encourages our schools to support charter-friendly organizations—if you are not already a vendor member, join today to be recognized as one of those organizations! If you’d like more information about vendor membership, please call (866) 411-2272 ext. 405, e-mail membership@calcharters.org or visit www.calcharters.org/vendors to learn more and download an application.



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.

The deadline to submit the Exhibit Hall Raffle Coupon Book application is January 20, 2012. Call Exhibit Management at (541) 346-3537 for more information and to sign up!

program advertising & literature distribution application

Literature Distribution

- By January 31, 2012 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 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.

If you are interested in sponsorship, please indicate here which sponsorship(s) you would like to inquire about, and we will contact you.

To submit an advertisement for the 19th Annual California Charter Schools Conference Program Guide, or to request the Literature Distribution Service, please complete and sign this application and fax it to (541) 346-3509. If you have questions about any of the information on this application, please contact Exhibit Management at (541) 346-3537 or cacharterexh@ce.uoregon.edu.

Program Advertising

INSTRUCTIONS

- **By January 10, 2012** complete, sign, and send this application to:
California Charter Schools Conference
Program Advertising
975 High Street, Suite 110
Eugene, OR 97401
- 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 10, 2012 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 2012 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	\$1200	\$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: \$ _____

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 _____ CVV2# _____

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 (541) 346-3537.

Signature _____

Date _____



California
Charter Schools
Association

1277 University of Oregon
Eugene, OR 97403-1277



advertise. sponsor. exhibit.
benefit.

Now is the time to establish your foothold in this rapidly expanding market. Nationwide, the charter school market is growing at a rate of 15% annually, with a full 20% of that growth occurring in the state of California alone. Well over 900 charter schools are currently operating in California with 115 new schools added in the 2010-11 school 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 large market share and partner with us at the 19th Annual California Charter Schools Conference in Sacramento, California!

“We look forward to the California Charter Schools Conference every year.

Both the quantity and the quality of the leads are superb. It’s a great venue for us to get in front of both current customers and new prospects.”

—Laura Marofsky
Sales & Marketing Manager
Read Naturally

questions? contact us
www.charterconference.org

for more information

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