

ACTLA 2016 42nd Annual Conference April 20 – 23, 2016 Las Vegas, NV

**CONFERENCE SPONSORSHIPS/EXHIBITORS**

We invite you to be an exhibitor and/or take advantage of becoming a Platinum, Gold, Silver, or Bronze sponsor at our 42nd conference. Your organization/company will have the opportunity to connect with hundreds of education professionals employed at institutions through a national network of organizations and postsecondary institutions because of our membership in a consortium of prominent national education associations called the Council of Learning Assistance and Developmental Education Associations (CLADEA). Our colleagues in learning assistance and tutoring are always looks for products and services that will help them better assist and meet the variety of needs of their students.  
  
Depending on your sponsorship level, your organization/company would receive heightened visibility throughout the conference, including the opportunity to make presentations, showcase your products and services during conference breaks in our Exhibit area, display marketing information in the sponsor area of our website as well as include brochures and other promotional materials in our conference packets. Further, you will continue to enjoy an online presence in our virtual exhibit area even after the conference has concluded.  
  
Don’t miss your opportunity to enjoy dedicated time to interact with our conference attendees, please contact Tabitha Villalba via email: [tabitha.villalba@fresnocitycollege.edu](mailto:tabitha.villalba@fresnocitycollege.edu) to request sponsorship/exhibitor information.

**Conference at a Glance**

**Wednesday, April 20, 2016**  
ACTLA Board Meeting 2:00pm – 5:00pm  
ACTLA Board Dinner 5:00pm – 6:00pm

**Thursday, April 21, 2016**  
ACTLA Conference Registration 7:00am – 4:00pm  
Full Day Pre-Conference Sessions 9:00am – 4:00pm  
AM Pre-Conference Sessions 9:00am – 12:00pm  
PM Pre-Conference Sessions 1:00pm – 4:00pm  
Exhibit Hall Set Up 7:00pm – 10:00pm

Conference Kick-Off /Welcome 5:00pm – 6:00pm

Event: Tour of the Strip 6:00pm – 9:00pm

**Friday, April 22, 2016**  
Conference Registration 7:00am – 5:00pm  
Exhibit Hall 7:30am – 5:00pm  
Welcome Breakfast 8:00am – 9:00am  
AM Concurrent Workshops (15 Breakout Sessions) 9:00am – 12:20pm  
Keynote Luncheon 12:30pm – 2:00pm  
PM Concurrent Workshops (10 Breakout Sessions) 2:10pm – 4:20pm  
ACTLA Board Meeting 5:00pm – 6:00pm

**Saturday, April 23, 2016**  
Conference Registration 7:00am – 10:00am  
Exhibit Hall 7:30am – 12:30pm  
Breakfast 8:00am – 9:00am  
AM Concurrent Workshops (15 Breakout Sessions) 9:00am – 12:20pm  
Redeem Conference Evaluation for ACTLA Gift 12:30pm – 1:00pm  
ACTLA Board Meeting 1:00pm – 4:00pm

**SPONSORSHIPS**

**Available Sponsored Events**

1. Conference Kick-Off/Welcome, Thursday, April 21, 5:00 p.m. – 6:00 p.m.
2. Welcome Breakfast, Friday, April 22, 8:00 a.m. – 9:00 a.m.
3. Keynote Luncheon, Friday, April 22, 12:30 p.m. – 2:00 p.m.
4. Breakfast, Saturday, April 23, 8:00 a.m. – 9:00 a.m.

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| --- | --- | --- | --- | --- |
|  | Platinum | Gold | Silver | Bronze |
| 1. Choice of available sponsored event | Yes  1st choice | Yes  2nd choice | Yes  3rd choice | No |
| 1. Exhibit table at Exhibit Hall | Yes At entrance | Yes  Near entrance | Yes | Yes |
| 1. Advertisement in the printed conference program | Yes 2-full-pages (one full-color ad) | Yes 1-full-page | Yes 1-full-page | Yes 1-half-page |
| 1. Advertisement in the online mobile conference guidebook | Yes | Yes | Yes | Yes |
| 1. Advertisement in ACTLA website and Facebook page | Yes | Yes | Yes | Yes |
| 1. Link from ACTLA website to organization link | Yes | Yes | Yes | Yes |
| 1. Mention in ACTLA listserv posts | Yes | Yes | Yes | Yes |
| 1. Placement of brochures (promotional materials)\* in the conference packet | Yes  Up to 3 | Yes Up to 2 | Yes 1 | Yes  1 |
| 1. Recognition at the sponsored event | Yes | Yes | Yes | No |
| 1. Opportunity to offer welcome remarks | Yes | No | No | No |
| 1. Sign at the sponsored event (that you provide) | Yes | Yes | Yes | No |
| 1. Recognition/Introduction at the Opening and Closing session | Yes | Yes | Yes | Yes |
| 1. Free conference registrations for company representatives to attend sessions excluding pre-conference institutes | Yes Up to 2 | Yes Up to 2 | Yes  1 | No |
| 1. An opportunity to host a breakout session at the conference that showcases your organization’s product/services at no additional cost | Yes | Yes | No | No |
| 1. List of conference attendees | Yes | Yes | No | No |
| 1. A donation to the ACTLA Student Scholarship Fund made in the name of your organization | Yes $500 | Yes $250 | Yes $150 | Yes $50 |

**Sponsorship Options**

Option #1: **Platinum Sponsor**—$3,500—(2 sponsorships available at this level)

1. **First** choice of available sponsored event
2. Exhibit table at entrance to Exhibit Hall
3. Up to **two** full-page advertisements in the printed conference program (one full-color ad)
4. Advertisement in the online mobile conference guidebook
5. Advertisement in ACTLA website and Facebook page
6. Link from ACTLA website to organization link
7. Mention in ACTLA listserv posts
8. Placement of up to **three** brochures (promotional materials)\* in the conference packet
9. Recognition at the sponsored event **and the opportunity to offer brief welcome remarks**
10. Recognition/Introduction at the Opening and Closing session
11. Free conference registrations for up to **three** company representatives to attend sessions excluding pre-conference institutes
12. **An opportunity to host a breakout session at the conference that showcases your organization’s product/services at no additional cost**
13. List of conference attendees
14. A $500 donation to the ACTLA Student Scholarship Fund made in the name of your organization
15. Separate signage location at sponsored event (in addition to the exhibit table; sign must be provided by vendor)
16. Platinum Sponsors have an opportunity to host a breakout session at the conference that showcases the organization’s product/services at no additional cost. Please complete the information below and submit to Tabitha Villalba: [tabitha.villalba@fresnocitycollege.edu](mailto:tabitha.villalba@fresnocitycollege.edu)
17. Proposals should be sent to the following website: <http://actla.info/call-for-proposals/>

Option #2: **Gold Sponsor**—$2,500—(2 sponsorships available at this level)

1. **Second** choice of available sponsored event
2. Exhibit table **near** entrance to Exhibit Hall
3. **One** full-page advertisements in the printed conference program
4. Advertisement in the online mobile conference guidebook
5. Advertisement in ACTLA website and Facebook page
6. Link from ACTLA website to organization link
7. Mention in ACTLA listserv posts
8. Placement of up to **two** brochures (promotional materials)\* in the conference packet
9. Recognition at the sponsored event
10. Recognition/Introduction at the Opening and Closing session
11. Free conference registrations for up to **two** company representatives to attend sessions excluding pre-conference institutes
12. List of conference attendees
13. A $250 donation to the ACTLA Student Scholarship Fund made in the name of your organization
14. **An opportunity to host a breakout session at the conference that showcases your organization’s product/services at no additional cost**
15. Separate signage location at sponsored event (in addition to the exhibit table; sign must be provided by vendor)

Option #3: **Silver Sponsor**—$1,250—(2 sponsorships available at this level)

1. **Third** choice of available sponsored event
2. Exhibit table **near** entrance to Exhibit Hall
3. **One** full-page advertisements in the printed conference program
4. Advertisement in the online mobile conference guidebook
5. Advertisement in ACTLA website and Facebook page
6. Link from ACTLA website to organization link
7. Mention in ACTLA listserv posts
8. Placement of **one** brochure (promotional material)\* in the conference packet
9. Recognition at the sponsored event
10. Sign at the sponsored event (that sponsor/vendor provides)
11. Recognition/Introduction at the Opening Session
12. Free conference registration for **one** company representative to attend sessions excluding pre-conference institutes
13. A $150 donation to the ACTLA Student Scholarship Fund made in the name of your organization

Option #4: **Bronze Sponsor**—$750—(2 sponsorships available at this level)

1. Exhibit table in Exhibit Hall
2. **One** half-page advertisements in the printed conference program
3. Advertisement in the online mobile conference guidebook
4. Advertisement in ACTLA website and Facebook page
5. Link from ACTLA website to organization link
6. Mention in ACTLA listserv posts
7. Placement of up to one brochures (promotional materials)\* in the conference packet
8. Recognition at the Keynote Luncheon
9. Recognition/Introduction at the Opening Session
10. A $50 donation to the ACTLA Student Scholarship Fund made in the name of your organization

**EXHIBITOR INFORMATION**

Exhibitor tables will be assigned on a first-come, first-served basis.

Exhibitor space will include

1. One skirted (6 or 8) foot table
2. Two chairs
3. Wastepaper basket

If AV, Internet, electricity, equipment, shipping and receiving, etc. is required, please contact the hotel. Contact information for the Rio All Suites Hotel and Casino can be found at: <http://actla.info/exhibitors-sponsors/>

Exhibitor—$350

1. Exhibit table in Exhibit Hall
2. **One** half-page advertisements in the printed conference program
3. Advertisement in the online mobile conference guidebook
4. Advertisement in ACTLA website and Facebook page
5. Mention in ACTLA listserv posts

Exhibitor—CLADEA Waiver—Free to CLADEA and CLADEA Member Organization Designated Representative

1. Exhibit table at entrance to Exhibit Hall
2. **One** half-page advertisements in the printed conference program
3. Advertisement in the online mobile conference guidebook
4. Advertisement in ACTLA website and Facebook page
5. Mention in ACTLA listserv posts
6. Recognition/Introduction at the Opening and Closing session
7. Free conference registration for **one** designated CLADEA representative or CLADEA Member Organization Represented
8. Opportunity to present at the conference (must complete the Call for Proposals)

**Other Important Information**

Security

Each exhibitor will be solely responsible for the safekeeping of exhibitor’s property.

Insurance

Neither the hotel nor ACTLA maintain insurance for the loss or damage to exhibitor’s property.

Payment

Complete Sponsor/Exhibitor form and return with a check to:

Howard Masuda, ACTLA Treasurer

4846 Walnut Grove Avenue

Rosemead, CA 91770

Or credit card payment to [PayPal](mailto:actlawebsite@yahoo.com)

Cancellation Policy

Before Monday, December 9, 2015, receive 75% refund;

Between December 30, 2015 and February 15, 2016, receive 50% refund;

No refund after February 16, 2016.

Presentations/Proposals

Platinum Sponsors have the option of presenting at the conference. However, we encourage your organization to submit a proposal to present.

**Proposals should be sent to the following website:** [**http://actla.info/call-for-proposals/**](http://actla.info/call-for-proposals/)

**EXHIBITOR REGISTRATION**

**Exhibitor Registration Deadline: February 16, 2016**

Complete the following online registration form, or complete below: <http://goo.gl/forms/xBaBNGR1EV>

Company/Exhibitor/Association Name:

Company/Exhibitor/Association Website:

Contact Person/Representative Attending:

E-mail of Contact Person:

Mailing Address:

Mailing Address Line 2

City

State/Province

Country (if not USA)

Postal Code/Zip Code

Daytime Phone Number:

Cell Phone Number:

E-mail address:

Fax Number:

Method of Payment: Check or Credit Card

First Time ACTLA Conference Exhibitor (yes or no):

Ads submitted for the conference program can be sent to [tabitha.villalba@fresnocitycollege.edu](mailto:tabitha.villalba@fresnocitycollege.edu)

The ad deadline is February 16, 2016.

* Indicate ½ or full page (based on sponsorship level)
* Submit ads in black and white, PDF or JPEG files are preferred with a minimum resolution of 300 dpi (Platinum Sponsor has the option of doing 1 full page color ad)

\*Mail brochures (promotional materials) to the following address no sooner than 3 days prior to the event:

*First & Last Name (Guest)*

**Rio Package Center**

3700 W. Flamingo Road

Las Vegas, NV 89103

Group/Conference and Arrival Dates

Guest Mobile Contact Number

SERVICE FEES:

* Letters 5.00ea
* 00-10lb 10.00ea
* 11-20lb 15.00ea
* 21-30lb 20.00ea
* 31-40lb 30.00ea
* 41-60lb 40.00ea
* 61-80lb 50.00ea
* 81-100lb 80.00ea
* 100+ .80each pound
* Pallet/Skid/Crate 400.0ea

Hotel Contacts:

Greg Paquet, (702) 777-2475, [GPaquet@lvrio.harrahs.com](mailto:GPaquet@lvrio.harrahs.com)

George Carter, (702) 731-7057, [gcarter@caesars.com](mailto:gcarter@caesars.com)