



**ACTLA 2018**  
**44<sup>th</sup> Annual Conference**  
**April 26-28, 2018**  
**San Diego, California**

Join us in sunny San Diego in April 2018! We invite you to be an Exhibitor and/or a Platinum, Gold, or Silver Sponsor at our 44<sup>th</sup> Annual Conference on tutoring and learning assistance. Your organization/company will have the opportunity to connect with hundreds of education professionals employed at postsecondary institutions. As a member of the Council of Learning Assistance and Developmental Education Associations (CLADEA), ACTLA draws attendees from every corner of the country and some beyond. Our colleagues in learning assistance and tutoring are always looking 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, the ability to showcase your products and services, display product information in the sponsor area of our website, include brochures and other promotional materials in our conference packets, and receive a ***guaranteed/designated 60 minute breakout session***.

All Exhibitors and/or Sponsors attending must register for the full conference. See ACTLA website to register or click here: [2018 ACTLA Conference Registration](#)

All meals and conference breakout sessions are included in the conference registration.

**Note:** pre-conference sessions are an additional fee.

**Become a Sponsor and/or Exhibitor by completing the form below:**

[ACTLA 44<sup>th</sup> Annual Conference](#)

**Sponsors and Exhibitors must complete the Sponsor/Exhibitor Registration form before March 2, 2018!**

**Additional information can be found on the following pages:**

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## LEVELS OF SPONSORSHIP

|  | <i>Platinum<br/>Sponsor<br/>\$3,600</i> | <i>Gold<br/>Sponsor<br/>\$2,600</i> | <i>Silver<br/>Sponsor<br/>\$600</i> | <i>Exhibitor<br/>\$350</i>    | <i>Exhibitor w/<br/>CLADEA<br/>Waiver<br/>Free</i>                                     |
|--|---|-------------------------------------|-------------------------------------|-------------------------------|--|
| <b>Choice of available sponsored event, including recognition and opportunity to speak/present for 5 minutes</b>   | Yes<br>1 <sup>st</sup> choice           | Yes<br>2 <sup>nd</sup> choice       | No                                  | No                            | No   |
| <u>AVAILABLE SPONSORED EVENTS:</u>   |   |                                     |                                     |                               |  |
| 1. Conference Kick-Off/Welcome, Thursday, April 26, 5:00 p.m. – 6:00 p.m.<br>2. Welcome Breakfast, Friday, April 27, 7:30 a.m. – 8:50 a.m.<br>3. Keynote Luncheon, Friday, April 27, 12:30 p.m. – 1:45 p.m.<br>4. On to Vegas Breakfast, Saturday, April 28, 7:30 a.m. – 8:50 a.m. |   |                                     |                                     |                               |  |
| <b>Exhibit table at Exhibitor Area</b>   | Yes<br>(at entrance)                    | Yes<br>(near entrance)              | Yes                                 | entirety of the<br>conference | entirety of the<br>conference  |
| <b>Advertisement in the printed conference program</b>   | Yes<br>2 full-pages<br>(one full-color) | Yes<br>1-full-page<br>(b+w)         | Yes<br>1-half-page<br>(b+w)         | No                            | Yes<br>1/2-page<br>(b+w)   |
| <b>Advertisement on ACTLA website</b>  | Yes                                     | Yes                                 | Yes                                 | No                            | No   |
| <b>Placement of brochures (promotional materials) in the conference packet</b>   | Yes<br>(up to 3)                        | Yes<br>(up to 2)                    | Yes<br>(1)                          | No                            | No   |
| <b>Free conference registrations** for company representatives to attend sessions (excluding pre-conference sessions)</b>  | Yes<br>(up to 2)                        | Yes<br>(1)                          | No                                  | No                            | <b>one</b> designated<br>CLADEA Member<br>Organization<br>Designated<br>Representative |
| <b>Present a breakout session at the conference that showcases your organization's product/services***</b>   | Yes                                     | Yes                                 | Yes                                 | No                            | No   |
| <b>List of conference attendees</b>  | Yes                                     | Yes                                 | Yes                                 | No                            | No   |

\*\*please wait to register until you receive your "discount code" from ACTLA

\*\*\*must submit program proposal

### Sponsorship Options

Option #1: **Platinum Sponsor**—\$3,600—(1 sponsorship available at this level)

Option #2: **Gold Sponsor**—\$2,600—(1 sponsorship available at this level)

Option #3: **Silver Sponsor**—\$600—(unlimited sponsorships available at this level)

# EXHIBITOR GUIDELINES

Exhibitor tables will be assigned on a first-come, first-served basis. Sponsors (Platinum, Gold, and Silver) will have first priority.

## Exhibitor space will include

- a. One skirted (6 or 8) foot table
- b. Two chairs
- c. Wi-fi

If audio-visual (AV), wired internet, electricity, equipment, shipping and receiving, etc. is required, please contact the hotel: Crowne Plaza San Diego - Mission Valley 1-866-257-7930.

## REGISTRATION AND IMPORTANT INFORMATION

### Registration

All Exhibitors and/or Sponsors attending **must register for the full conference**. All meals and conference breakout sessions are included in the conference registration. Note: Pre-conference sessions are an additional fee.

### Security

All Exhibitors and/or Sponsors are solely responsible for the safekeeping of their property.

### Insurance

Neither the hotel nor ACTLA maintain insurance for the loss or damage to Exhibitor's property.

### Cancellation Policy

Written requests for refunds of 50% of conference registration fees must be received prior to March 2, 2018.

No refunds of conference registration fees will be issued after Friday, March 2, 2018. Extenuating circumstances such as serious illness or injury, death of a family member, or unforeseeable emergency will be considered on a case-by-case basis. Documentation may be required. There will be a charge of 50% of conference registration fees to cover unrecoverable food and hotel costs. All written requests for refunds of conference registration fees must be sent to the ACTLA President, Ray M. Sanchez (ray.sanchez@scccd.edu).

### Sending Materials to the Hotel

The Crowne Plaza San Diego - Mission Valley can hold packages 3-4 days prior to the event.

If you are sending materials for use at the Exhibitor Area, please have items shipped to:

Crowne Plaza San Diego - Mission Valley  
c/o: ACTLA Conference (insert your name)  
2270 Hotel Circle North  
San Diego, California 92108

If you are sending materials to be included in the conference registration bags, please have items shipped to:

Crowne Plaza San Diego - Mission Valley  
c/o: ACTLA Conference (Amber Racchini)  
2270 Hotel Circle North  
San Diego, California 92108

Fees may be charged if there are excessive packages. Contact ACTLA President, Ray M. Sanchez for more information.

# ADVERTISEMENTS

## Advertisements for Sponsors

Advertisements will be placed in the printed program and on a designated space on the ACTLA website.

- 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)

Send files to: [amber.racchini@iup.edu](mailto:amber.racchini@iup.edu). The deadline to submit is March 2, 2018.

- Indicate half or full page and b+w or color.
- PDF or JPEG files are preferred with a minimum resolution of 300 dpi

## Advertisements Only

Advertisements will be placed in the printed program and on a designated space on the ACTLA website.

Submit an advertisement only here: [Advertisement Only Form](#)

- [ ] Full page ad in conference program, black & white (Ad size 7.75" x 9.75")
- [ ] Half-page ad in conference program, black & white (Ad size 7.75" x 4.75")
- [ ] Full page ad in conference program, color (Ad size 7.75" x 9.75")
- [ ] Half-page ad in conference program, color (Ad size 7.75" x 4.75")

|              | Black and White | Color |
|--------------|-----------------|-------|
| Half page ad | \$100           | \$200 |
| Full page ad | \$200           | \$400 |

Send files to: [amber.racchini@iup.edu](mailto:amber.racchini@iup.edu). The deadline to submit is March 2, 2018.

- Indicate half or full page and b+w or color.
- PDF or JPEG files are preferred with a minimum resolution of 300 dpi

# PRESENTATION/PROPOSAL

Platinum and Gold Sponsors have an opportunity to facilitate a breakout session at the conference that showcases the organization's product/services. Please complete the Call for Proposal form here: [click here to submit a proposal](#)

**Become a Sponsor and/or Exhibitor Here:**

[ACTLA 44<sup>th</sup> Annual Conference](#)

**Sponsors and Exhibitors must complete the Sponsor/Exhibitor Registration form before March 2, 2018!**

# CONFERENCE AT A GLANCE

## Thursday, April 26

|   |                  |
|---|------------------|
| Conference Registration   | 8:00am – 4:00pm  |
| Pre-Conference Sessions   | 9:00am – 12:00pm |
| Lunch   | on your own      |
| Exhibitor Set-  | 8:00am – 4:00pm  |
| Online Tutoring Standards Collaboration/Meeting<br><i>*by special invitation only</i> | 1:00pm – 4:30pm  |
| Embracing 1 <sup>st</sup> Time Attendees<br><i>*by special invitation only</i>        | 1:00pm – 1:45pm  |

~~full conference begins at 2:00pm~~

|  |                 |
|--|-----------------|
| Breakout Sessions                              | 2:00pm – 4:10pm |
| Conference Kick-Off (Poolside by the Hula Hut) | 5:00pm          |
| Dinner   | on your own     |

## Friday, April 27

|  |                  |
|--|------------------|
| Conference Registration  | 7:30am – 4:00pm  |
| Exhibitor Set-up   | 7:30am – 4:00pm  |
| Welcome Breakfast (Grand Hanalei Ballroom)   | 7:30am – 8:50am  |
| Breakout Sessions  | 9:00am – 12:20pm |
| Keynote Luncheon (Grand Hanalei Ballroom)  | 12:30pm – 1:45pm |
| Breakout Sessions  | 2:10pm – 3:10pm  |
| 3-D (discussion, dialogue, debrief) Session<br><i>*this session will be facilitated in a seminar format with a specific conference theme</i> | 3:20pm – 4:20pm  |
| Dinner   | on your own      |

## Saturday, April 28

|  |                  |
|--|------------------|
| Conference Registration                        | 7:30am – 9:00am  |
| Exhibitor Set-up                               | 7:30am – 12:30pm |
| On to Vegas Breakfast (Grand Hanalei Ballroom) | 7:30am – 8:50am  |
| Breakout Sessions                              | 9:00am – 12:20pm |
| Turn in Evaluation / Pick up Conference Gift   | 12:20pm – 1:00pm |
| Lunch  | on your own      |

## PAYMENT

Complete Sponsor/Exhibitor form or Advertisement Only form online and return with a check to:  
ACTLA c/o Howard Masuda  
4846 Walnut Grove Avenue  
Rosemead, CA 91770

For credit card payment contact Howard Masuda [actla.learn@gmail.com](mailto:actla.learn@gmail.com)  
Once the registration form is complete, Howard Masuda, ACTLA Treasurer, will send an invoice for payment.