



ACTLA 2018
44th 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 44th 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 44th 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 Sponsor \$3,600 (1 available)</i>	<i>Gold Sponsor \$2,600 (2 available)</i>	<i>Silver Sponsor \$600</i>	<i>Exhibitor \$350</i>	<i>Exhibitor w/ CLADEA Waiver Free</i>
Choice of available sponsored event, including recognition and opportunity to speak/present for 5 minutes	Yes 1 st choice	Yes 2 nd 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. 2. Welcome Breakfast, Friday, April 27, 7:30 a.m. – 8:50 a.m. 3. Keynote Luncheon, Friday, April 27, 12:30 p.m. – 1:45 p.m. 4. On to Vegas Breakfast, Saturday, April 28, 7:30 a.m. – 8:50 a.m.					
Exhibit table at Exhibitor Area	Yes (at entrance)	Yes (near entrance)	Yes	entirety of the conference	entirety of the conference
Advertisement in the printed conference program	Yes 2 full-pages (one full-color)	Yes 1-full-page (b+w)	Yes 1-half-page (b+w)	No	Yes 1/2-page (b+w)
Advertisement on ACTLA website	Yes	Yes	Yes	No	No
Placement of brochures (promotional materials) in the conference packet	Yes (up to 3)	Yes (up to 2)	Yes (1)	No	No
Free conference registrations** for company representatives to attend sessions (excluding pre-conference sessions)	Yes (up to 2)	Yes (1)	No	No	one designated CLADEA Member Organization Designated Representative
Present a breakout session at the conference that showcases your organization's product/services***	Yes	Yes	No	No	Yes
List of conference attendees	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—(2 sponsorships 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. 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. 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 44th 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	1:00pm – 4:30pm
	<i>*by special invitation only</i>
Embracing 1 st Time Attendees	1:00pm – 1:45pm
	<i>*by special invitation only</i>

~~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	3:20pm – 4:20pm
	<i>*this session will be facilitated in a seminar format with a specific conference theme</i>
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

Once the registration form is complete, Howard Masuda, ACTLA Treasurer, will send an invoice for payment.