

# Building Your Future

with **Adult Education and Literacy**



Dear Vendor/Sponsor Participant,

Iowa's Adult Education and Literacy Program invites you to become a participant in our annual conference.

This exciting event will be held **July 18, 19, and 20, 2017** at the FFA Enrichment Center in Ankeny, Iowa. The conference entitled, *Building Your Future with Adult Education and Literacy*, will be a unique opportunity for Iowa to showcase and host over 40 breakout sessions with speakers from across the nation and networking with up to 300 leading educators. The Conference Planning Committee is committed to engaging with conference participants through an energizing and informative program and facilitating networks and vendor opportunities for sponsors through a dynamic program of events. Strands for the conference will include such relevant topics for adult education as the Workforce Innovation and Opportunity Act, Career Pathways, College and Career Readiness Standards, English Language Learners, High School Equivalency Diploma, Employability Skills, and Adult Basic Education.

Conference participants will include classroom instructors, program administrators, test administrators, executive officers, state employees and others employed as adult education and literacy practitioners across the state. Sponsors and exhibitors will receive acknowledgement prior to, during and after the conference through conference materials and the website, and enjoy significant contact with conference participants during the duration of the conference.

Your sponsorship will help assure the success of Iowa's Adult Education and Literacy 2017 Summer Conference. Enclosed please find more information on this exciting event and its participation levels. Please do not hesitate to contact Ann Waynar ([waynar@iowacentral.edu](mailto:waynar@iowacentral.edu)) or me with any questions or concerns.

Sincerely,

Alex Harris  
State Director for Adult Education  
Iowa Department of Education  
400 East 14<sup>th</sup> street  
Des Moines, IA 50319-0146

## Vendor/Sponsor Participant Proposal

The 2017 Iowa Adult and Literacy Summer Conference has several packages available, providing sponsors with a choice of exposure related to financial commitment.

Participating as a sponsor and/or vendor at the 2017 Iowa AEL conference can take you straight to your target market and demonstrate your level of support and commitment to the adult education services.

The 2017 Iowa AEL conference can provide your organization with:

- Maximum exposure to a premier conference devoted to those involved in adult education and literacy instruction.
- An opportunity to build and reinforce strategic relationships within adult education and literacy services.
- Time to network with AEL colleagues and key decision makers.
- A cost effective way to reinforce your organization's brand and build brand awareness amongst a relevant audience.
- Access to a broad network of services from state government departments and local providers.
- Time to present newest products or services to a pertinent audience, and showcase your expertise and capabilities.
- Increase marketing opportunities including visibility on the conference documents and associated marketing materials.



# Building Your Future

Hosted by the Iowa Department of Education

July 18 - 20, 2017

## Vendor/Sponsor Participant Packages

### **Gold Conference Partner Sponsor \$10,000**

- Co-branding on all conference materials plus all partner benefits as below, plus negotiated extras.
- Recognition as a Conference Partner Sponsor on visual display in vendor area.
- Guest speaker at Welcoming (5 mins. Presentation)
- Acknowledgement as a Conference Partner Sponsor on printed *2017 Iowa Adult Education and Literacy Conference* documents, including conference handbook and promotional flyers (if confirmed prior to print).
- One (1) vendor table package.
- Company logo on conference website with link to company website.
- Two (2) complimentary conference registrations, including attendance at all conference sessions and meals.
- One (1) full page, portrait, color company advertisement in the conference handbook (artwork to be supplied by sponsor by the advised deadlines).
- One (1) tote insert (supplied by the advised deadlines, lightweight and no larger than 8x10 size).
- Full conference participant list, with name, organization and email (subject to permission of participant).

### **Silver Conference Meal Sponsor (2-3 only) \$5,000**

- Verbal acknowledgement as the Conference Meal Sponsor during the meal.
- Acknowledgement as the Conference Meal Sponsor on printed *2017 Iowa Adult Education and Literacy Conference* documents, including conference handbook and promotional flyers (if confirmed prior to print).
- An opportunity to address guests at the Conference Meal (5 minute presentation only).
- Exclusive signage right with signage prominently displayed at the Conference Meal (pull-up banner or sign to be supplied by sponsor by the advised deadlines).
- An opportunity to place one (1) promotional item at each place setting at the Conference Meal (supplied by sponsor by the advised deadlines and no larger than 8x10 size).
- One (1) vendor table package.
- Two (2) complimentary conference registrations, including attendance at all conference sessions and meals.
- One (1) half-page, portrait, color company advertisement in the conference handbook (artwork to be supplied by sponsor by the advised deadlines).
- One (1) tote insert (supplied by the advised deadlines, lightweight and no larger than 8x10 size).
- Full conference participant list, with name, organization and email (subject to permission of participant).

### **Bronze Conference Partner Sponsor (Unlimited) \$1,500—\$2,500**

- One (1) vendor table package.
- One (1) complimentary conference registration, including attendance at all conference sessions and meals.
- One (1) quarter-page, portrait, color company advertisement in the conference handbook (artwork to be supplied by sponsor by the advised deadlines).
- One (1) tote insert (supplied by the advised deadlines, lightweight and no larger than 8x10 size).
- Full conference participant list, with name, organization and email (subject to permission of participant).

### **Tote Sponsor (Only one) \$1,000**

- One (1) vendor table package
- Company name/logo and conference logo on Conference Tote (sponsor provides totes)
- One (1) complimentary conference registration, including attendance at all conference sessions and meals.
- Acknowledgement as the Tote Sponsor on printed *2017 Iowa Adult Education and Literacy Conference* documents, including conference handbook and promotional flyers (if confirmed prior to print).
- One (1) Tote insert (supplied by the advised deadlines, lightweight and no larger than 8x10 size).
- Full conference participant list, with name, organization and email (subject to permission of participant).

### **Vendor Table Packages (Unlimited) \$300**

- One (1) vendor table package
- Complimentary meals for one person
- One (1) tote insert (supplied by the advised deadlines, lightweight and no larger than 8x10 size).

### **Vendor Table Non-Publisher or Professional Association Packages (Unlimited) \$100**

- One (1) vendor table package
- Complimentary meals for one person
- One (1) tote insert (supplied by the advised deadlines, lightweight and no larger than 8x10 size).

### **Conference Handbook Advertising (Unlimited) From \$50**

Organizations are invited to purchase a full, half or quarter page (color) advertisement in the conference handbook. Please email ads to [Marcela.Hermosillo@iowa.gov](mailto:Marcela.Hermosillo@iowa.gov). Specifications and dates for receiving advertisement will be advised closer to the conference. The handbook advertising rates are:

- Full Page \$200
- Half Page \$100
- Quarter Page \$50



# Building Your Future

Hosted by the Iowa Department of Education

July 18 - 20, 2017

## Vendor/Sponsor Participant Terms and Conditions

- The Conference Planning Committee reserves the right to accept or reject any application for sponsorship at its absolute discretion with the return of any payment made.
- Company advertisement and tote inserts are subject to approval from the Conference Planning Committee.
- Vendor/sponsor participant packages, which may be limited in number, will generally be allocated to those organizations who apply earliest. Allocation of sponsorship regardless of preference indicated, and the alteration of the floor plan is at the discretion of the Conference Planning Committee, whose decision will be final.
- Sponsorship Applications must be received by **June 1, 2017** for consideration.
- On receipt of the sponsorship Application, a confirmation email from Ann Waynar will be sent indicating application form and payment has been received.
- Once a Sponsorship Application has been received and confirmed, any cancellation must be advised in writing to the Department of Education c/o Adult Education and Literacy.
- If the cancellation is received less than two (2) months prior, no refund is applicable.
- One hundred (100%) percent of the payment is required at the time of application.

Remit payment and application form to:

Kirkwood Community College  
Attention: Brenda Ireland  
6301 Kirkwood Blvd. SW  
Cedar Rapids, IA 52406-2068  
Phone: 319-398-7648; Email: [brenda.ireland@kirkwood.edu](mailto:brenda.ireland@kirkwood.edu)

- In the event that materials, information or artwork required by the Conference Planning Committee are not received by [Marcela.Hermosillo@iowa.gov](mailto:Marcela.Hermosillo@iowa.gov) at the designated due date, their use for the intended purpose cannot be guaranteed. The value of these entitlements will not be refunded if this is the case.
- Logos are to be submitted in both a PDF and .jpg format, with a minimum resolution of 300 dpi. Should an alternative format be received, the Conference Planning Committee cannot be held responsible for the quality of the logos displayed in any of the promotional materials.
- The Conference Planning Committee shall determine the hours during which the exhibition shall be conducted and as to the hours of access for exhibitors including variations of such times as shall be necessary.

- The exhibition table/booth is to be fully manned and operational. Removal or change of any of the areas will not commence, until the conference closes on Thursday, July 20, 2017.
- No advertising material, such as banners, are allowed outside the designated table/booth area.
- Excessive noise that inconveniences other exhibitors or the conference will not be allowed. The Conference Planning Committee will be the judge as to whether there is an annoyance.
- No obstruction of any form will be allowed in the aisles or walkways.
- While companies are encouraged to pursue novel methods of attracting people to their stand, practices disadvantaging other companies or detracting from the exhibition will be discouraged.
- The sponsor/exhibitor will acknowledge that the Conference Planning Committee, Iowa Department of Education and FFA Enrichment Center will not be responsible for any loss or damage to the sponsor's/exhibitor's property and that all exhibitor material and equipment is the sole responsibility of the exhibitor.
- The sponsor/exhibitor is responsible for all personal injury, damage to property or other losses, liabilities or claims arising in connection with the sponsor's/exhibitor's participant at the 2017 Iowa AEL Conference. The sponsor/exhibitor will indemnify the Conference Planning Committee with respect to any losses, liabilities or claims. The sponsor/exhibitor agrees to participate at its own risk and to take out adequate insurance for all such losses, liabilities and claims.
- Nothing contained in this agreement will be deemed to constitute a partnership, joint venture or agency relationship among you, and the Iowa Department of Education and/or the Conference Planning Committee. You may not do anything where you will, in any way, represent that you are a partner of the Iowa Department of Education and/or the Conference Planning Committee.
- The sponsor/exhibitor and the servants, agents, contractors and invitees of the sponsor/exhibitor are to observe the rules, regulations and procedures as prescribed by the FFA Enrichment Center.
- Vendor Set-up Time: Tuesday, July 18, 2017 at 11:00 a.m.
- Last session ends on Thursday, July 20, 2017 at 3:30 p.m.

# Vendor/Sponsor Participant Application

Building Your Future  
July 18 - 20, 2017



Name of Company/Organization \_\_\_\_\_

Contact Person: \_\_\_\_\_ Position: \_\_\_\_\_

Primary Phone: \_\_\_\_\_ FAX: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

Company Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Indicate the name(s) of individuals that will be representing your organization at the conference:

1. \_\_\_\_\_

2. \_\_\_\_\_

## Level of Participation

- Conference Partner for \$10,000
- Conference Meal for \$5,000
- Tote for \$1,000
- Vendor Table for \$300
- Non-published/Self Employed Vendor table for \$100
- Extra Table for \$50 each # \_\_\_\_\_

## Conference Program Advertising

- Full page for \$200
- Half page for \$100
- Quarter page for \$50

Participation Total \_\_\_\_\_

Advertising Total \_\_\_\_\_

Total Due \_\_\_\_\_

Payment is required at the time application is submitted. Remit payment and application to the address below. Credit card payments can be made on the phone.

Kirkwood Community College  
Attention: Brenda Ireland  
6301 Kirkwood Blvd. SW  
Cedar Rapids, IA 52406-2068

Phone: 319-398-7648; Email: [brenda.ireland@kirkwood.edu](mailto:brenda.ireland@kirkwood.edu)

## Terms & Conditions

Your signature below is taken as authorized acceptance of the sponsorship entitlements per the terms and conditions of this sponsorship packet.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date