



Hosted by the Iowa Department of Education in conjunction
with the Commission on Adult Basic Education

July 15-17, 2015

Dear Vendor Participant,

Iowa's Adult Education and Literacy invites you to become a sponsor for our annual conference, which has been selected by the Commission on Adult Basic Education (COABE) to be a regional conference for 2015.

This exciting event will be held **July 15, 16 and 17, 2015 at the Scheman Center in Ames, Iowa.** The conference, entitled, ***Kaleidoscope of Collaboration*** 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 350 leading educators. The Conference Planning Committee is committed to engaging with conference participants through an energizing and informative program and facilitating networking and vendor opportunities for sponsors through an interactive exhibition and 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 and High School Equivalency Testing.

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 region, including but not limited to: Illinois, Minnesota, Missouri, Nebraska, South Dakota, and Wisconsin. 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 2015 Regional COABE Conference. Enclosed please find more information on this exciting event and its sponsorship levels. Please do not hesitate to contact me with any questions or concerns. I look forward to speaking with you at your earliest convenience.

Sincerely,

Alex Harris
State Director for Adult Education
Iowa Department of Education
400 East 14th Street
Des Moines, IA 50319-0146



Hosted by the Iowa Department of Education in conjunction with the Commission on Adult Basic Education

July 15-17, 2015

Sponsorship Application

Company/Attendee Information

Conference Attendees:

Name of Company/Organization:

Contact Person:

Position: .

Primary Phone:

Secondary phone:

Email:

Secondary email:

Fax:

Company Address:

State:

Zip Code: .

Payment is needed upon receipt of sponsorship application.

Level of Sponsorship

- | | | |
|--------------------------|---|----------|
| <input type="checkbox"/> | Conference Partner | \$10,000 |
| <input type="checkbox"/> | Conference Meal | \$5,000 |
| <input type="checkbox"/> | Tote | \$1,000 |
| <input type="checkbox"/> | Exhibition Booth | \$500 |
| <input type="checkbox"/> | Exhibition Table | \$300 |
| <input type="checkbox"/> | Non-publisher, Self-Employed Exhibition Table | \$100 |
| <input type="checkbox"/> | Extra table (each) | \$50 |

Terms & Conditions

_____ agrees to provide the Iowa Adult Education and Literacy 2015 Kaleidoscope of Collaboration Conference with [Click here to enter text.](#) sponsorship money.

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

Signed: _____

Date: _____

Conference Program Advertising

- | | | |
|--------------------------|--------------|-------|
| <input type="checkbox"/> | Full page | \$200 |
| <input type="checkbox"/> | Half page | \$100 |
| <input type="checkbox"/> | Quarter page | \$50 |



Hosted by the Iowa Department of Education in conjunction
with the Commission on Adult Basic Education

July 15-17, 2015

Sponsorship Proposal

The 2015 Iowa Adult Education and Literacy regional COABE conference has several sponsorship packages available, providing sponsors with a choice of exposure related to financial commitment.

Participating as a sponsor and/or exhibitor at the 2015 Iowa AEL conference can take you straight to your target market and demonstrate your level of support and commitment to the adult education and literacy services.

The 2015 Iowa AEL conference can provide your organization with:

- Maximum exposure at a premier conference devoted to those involved in adult education and literacy instruction.
- An opportunity to build and reinforce strategic relationships within the 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 service providers from state Government departments and local providers.
- Time to present newest products or services to a pertinent audience, and showcase your expertise and capabilities.
- Increased marketing opportunities including visibility on the conference documents and associated marketing materials.



Hosted by the Iowa Department of Education in conjunction
with the Commission on Adult Basic Education

July 15-17, 2015

Sponsorship Packages

Conference Naming Sponsor - **AWARDED, The Commission on Adult Basic Education**

- Co-branding on all conference material plus all partner benefits as below, plus negotiate extras
- Guest speaker at Welcoming (5 mins. Presentation)

Conference Partner Sponsor (2 only) \$10, 000

- Recognition as a Conference Partner Sponsor on visual display in exhibition area.
- One (1) full 8x10 page, portrait, color company advertisement in the conference handbook (artwork to be supplied by sponsor by the advised deadlines).
- Acknowledgement as a Conference Partner Sponsor on printed 2015 Iowa AEL Conference documents, including conference handbook and promotional flyers (if confirmed prior to print).
- One (1) exhibition table package.
- Two (2) complimentary conference registrations, including attendance at all conference sessions, and meals.
- Company logo on conference website with link to company website.
- 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).

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 2015 Iowa AEL 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).
- Three complimentary tickets to the Conference Meal.
- 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).



Hosted by the Iowa Department of Education in conjunction
with the Commission on Adult Basic Education

July 15-17, 2015

Tote Sponsor (Only one) \$1,000

- Company name/logo on Conference tote.
- One (1) half 8x10 page, portrait , company advertisement in the conference handbook (artwork to be supplied by sponsor by the advised deadlines).
- Acknowledgement as the Tote Sponsor on printed 2015 Iowa AEL 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).

Exhibition Booth Packages(Five available) \$500

- One (1) exhibition booth including one trade registration* and the following features:
 - Walling: white or grey (subject to availability)
 - Lighting
 - Power point
 - 1 x trestle table
 - 2 x chairs

Vendor Exhibition Table Packages(Unlimited) \$300

- One (1) trestle table and two (2) chairs
- One (1) tote insert (supplied by the advised deadlines, lightweight and no larger than 8x10 size).

Non-Publisher, Self-Employed Vendor Exhibition Table Packages(Unlimited) \$100

- One (1) trestle table and two (2) chairs
- 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 2015 Iowa Adult Education and Literacy Regional COABE Conference handbook. 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

Trade Registration includes: early access to the exhibition area, conference meals for the duration of the conference, a name badge, handbook and tote.



Hosted by the Iowa Department of Education in conjunction
with the Commission on Adult Basic Education

July 15-17, 2015

Sponsorship and Exhibition Terms and Conditions

- The Conference Planning Committee reserve the right to accept or reject any application for sponsorship at its absolute and unfettered discretion with the return of any deposit paid.
- Company advertisement and tote inserts are subject to approval from the Conference Planning Committee.
- Sponsorship and exhibition packages, which may be limited in number, will be generally allocated to those organizations who apply earliest. Allocation of sponsorship packages and booths regardless of the 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 **May 1, 2015** for consideration.
- On receipt of the Sponsorship Application, a confirmation letter will be sent highlighting further information regarding benefits, due dates, an invoice, etc.
- 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 up to two (2) months before the event an administration fee of 25% of the total price will be charged.
- If the cancellation is received less than two (2) months prior, no refund is applicable.
 - Payment Terms – 100% payment required at time of application.
 - Remit payments to:

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

- In the event that materials, information or artwork required by the Conference Planning Committee are not received by 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 will be requested in PDF and .jpg format, at least with a resolution of 300dpi. 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 material.
- The Conference Planning Committee shall determine the hours during which the exhibition shall be conducted and as to hours of access for exhibitors including variations of such times as shall be necessary.



Hosted by the Iowa Department of Education in conjunction
with the Commission on Adult Basic Education

July 15-17, 2015

- The exhibition table/booth is to be fully manned and operational and removal or change any of the areas will not commence, until after the conference closes on Friday, July 17, 2015.
- 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 judges as to whether there is an annoyance.
- No obstruction of any form will be allowed in the aisles and walkways.
- While companies are encouraged to pursue novel methods of attracting people with 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 Scheman 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 participation at the 2015 Iowa AEL regional COABE Conference. The sponsor/exhibitor will indemnify the Conference Planning Committee in respect of any losses, liabilities or claims in respect thereof. The sponsor/exhibitor agrees to participate at its own risk and to take out adequate insurance in respect of all such losses, liabilities and claims.
- Nothing contained in this agreement will be deemed to constitute a partnership, joint venture or agency relationship between you and the Iowa Department of Education and/or the Conference Planning Committee and you must not do anything where you will, in any way, be represented 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 also to observe the rules, regulations and procedures as prescribed by the Scheman Center.