



ALRID

Celebrating 45 Years of Trust & Responsibility

620 South Lawrence Street • Montgomery, AL 36104 • (256) 337 - 1024

March 22, 2014

Dear Sponsor,

The 2014 marks the 45th anniversary of the Alabama Registry of Interpreters for the Deaf (ALRID). ALRID is an affiliate chapter of the national Registry of Interpreters for the Deaf. ALRID hosts a professional development conference biennially for interpreters, deaf professionals, students and the general public of the sign language/deaf community throughout the state and beyond can come together for an exciting, powerful and educational opportunity. This summer ALRID is thrilled and honored to have our opening Keynote Presenter, RID President Dawn Whitcher! President Whitcher's attendance at our conference is history in the making as an RID President has never been a part of an ALRID event before. How exciting!

ALRID is seeking financial sponsorship to help offset the costs of this year's conference. The Alabama Registry of Interpreters for the Deaf is a non-profit organization with 501(c)(3) status from the IRS. Our only funding source is annual member dues (\$30) and registration for the conference. A generous financial donation from your organization will allow ALRID to continue to keep the registration fees low enough so that everyone can afford to attend. While any donation is greatly appreciated, we also have Sponsor Opportunities in which you can designate your chosen level of sponsorship. Please see the attached Conference Sponsorship Form for more details regarding each opportunity.

Thank you for your time and consideration of support for ALRID's 45th Anniversary and Biennial Conference, as well as your commitment to improving the quality of interpreting services available in Alabama.

Sincerely,

A handwritten signature in blue ink that reads "Nancy Greer".

Nancy Greer, M.Ed., CRC, CI & CT
Conference Planning Committee Chairperson
Email: administrator@alrid.org



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ALRID 2014 45th Anniversary & Biennial Conference Corporate Sponsor Packages

Platinum Sponsors: \$2,500 +

- Recognition as the Presenting Sponsor for the 2014 ALRID Biennial Conference
- Extensive branding and favored visibility
- Recognition on website as Presenting Sponsor with hyperlink
- Logo to appear on all attendees nametags
- Prime exhibiting space
- Podium recognition during opening and closing keynote and at the awards banquet
- Full-Page color advertisement in conference program
- 2 combo-conference registrations (COSDA & ALRID)

Gold Sponsors: \$2,000

- Presenting sponsor for the "ASL Power! Variety Show" & opening reception
- Premium exhibiting space
- Full-Page color advertisement in conference program
- Recognition on website with hyperlink
- 1 combo-conference registration

Silver Sponsor: \$1,000

- Presenting sponsor for Awards Banquet (luncheon)
- Premium exhibiting space
- Half-Page color advertisement in conference program
- Recognition on website with hyperlink
- 1 ALRID conference registration

Bronze Sponsor: \$500

- Presenting sponsor for a conference break
- Standard exhibiting space
- Quarter-Page advertisement in conference program
- Recognition on website with hyperlink

Exhibiting Sponsor Information

Note: All booths will be assigned on a “first come/first served” basis with Corporate Sponsorship booth locations being assigned first.

Each booth is carpeted, 10'-wide by 6'-deep, includes one 8'-by-30" draped & skirted table and two chairs.

A. Commercial Exhibitors: \$200

B. Non-Profit Organizations: \$100 (IRS documentation required)

Conference Location

Hilton Hotel – Birmingham
8 Perimeter Parkway
Birmingham, AL 35342
(800) 391-8617

Booth Set-Up

Thursday, June 12, 10:00am – 11:00am

Booth Take Down

Saturday, June 14, 3:00pm – 4:00pm

Exhibit Hall Hours

Thursday	June 12, 2014	11:00am – 6:00pm
Friday	June 13, 2014	8:00am – 6:00pm
Saturday	June 14, 2014	8:00am – 3:00pm

Refreshments

Daily refreshments will be served in the exhibit hall area, providing conference attendees with ample time to visit exhibits.

Door Prizes

Door-prizes, including a grand- door prize, will be awarded via random drawing to conference attendee who visit and collect stamps on a special card from each exhibitor's booth.

****Exhibitors are encouraged to donate a door prize.****

Communication Accessibility

All exhibits and their representatives are expected to be communication accessible for deaf, hard of hearing and hearing participants. ALRID will provide sign language interpreters to assist at your booth upon request.

Food & Beverages

Only food/beverages provided by ALRID will be allowed in the Exhibit hall.

Restrictions on use of Space

Two or more organizations cannot share booth space. No exhibitor may sublet, assign, or share any part of the space allotted them without written consent of the ALRID. Solicitations or demonstrations by exhibitors must be confined within the boundaries of their respective space(s). Aisle space shall not be used for exhibit purposes, display signs, solicitation or distribution of promotional materials. Exhibitor materials, signs and displays are prohibited in any area other than the booth assigned, unless approved in advance by ALRID. These areas include, but are not limited to public places, meeting facilities, hotel hallways or guest rooms. In the event that the exhibitor engages in direct selling transactions, the exhibitor will be responsible for complying with all federal, state, and local laws that may pertain to such sales.

Any space unclaimed 2 hours after the conclusion of the designated set up time may be reassigned without refund. ALRID will not be liable for any incurred expenses. Any demonstrations or presentations must be conducted at a low volume so that nearby exhibitors are not bothered. All local, state and federal safety regulations, including fire department regulations, will be in effect. ALRID reserves the right to restrict or evict any exhibit which violates said regulations. **Storage space is not available and will not be provided to exhibitors.**

Materials Sent to the Hotel

In the event materials are to be shipped to the Hotel in advance of your function, please follow the instructions below:

- ◆ Nancy Greer, administrator@alrid.org, ALRID 2014 Conference Planning Committee Chairperson, must be notified in advance that materials are being sent.
- ◆ The Hotel must be informed of the quantity, arrival date and shipper at least one working day in advance of the delivery.
- ◆ All packages must arrive to the Hotel no earlier than three (3) days prior to the scheduled start date of the function. Any packages arriving prior to 3 days before the start date of the function may be charged a storage fee.
- ◆ Each package must be marked with the name of the event, arrival or starting date, planner's name (Nancy Greer) and the quantity of packages ("1 of 8," etc.)
- ◆ The charges for shipping and receiving boxes to the hotel are outlined below and must be paid directly to the hotel. Please contact Nancy Greer for order form and details.
 - Express Envelopes, Boxes under 40 LBS: \$ 5.00 each
 - Boxes over 40 LBS: \$ 10.00 each
 - Pallets: \$ 50.00 each
- ◆ Ship items to:
 - Hilton Hotel – Birmingham
 - 8 Perimeter Parkway
 - Birmingham, AL 35342

Security

The Hotel and ALRID are not responsible for loss or damage to merchandise, displays or articles sent or brought by the organization or its attendees. The Hotel will provide routine security services.

Liability and Insurance

ALRID will not be liable for loss or damage to property of the exhibitor or his representatives or employees from theft, fire, accident, or any other cause beyond its control. Exhibitors are advised to insure themselves at their own expense against property loss or damage and against liability for personal injury. The exhibitor shall indemnify ALRID and The Hilton Hotel – Birmingham against, and hold it harmless from, negligence of the exhibitor or in connection with exhibitor's use of display space.

It is further understood and agreed that the ALRID shall in no event be liable to an exhibitor for any lost profits, sales or business opportunities, or any other type of direct or consequential damages alleged to be due from a breach of this contract.

It is understood and agreed that the sole liability of the ALRID to Exhibitor for any breach of this contract shall be for refunds of all monies paid by exhibitor pursuant to this contract as the exclusive remedy. The exhibitor will be held liable for any damage caused by them or their agents.

Program Book Advertising Sponsor Information

Advertisements in the ALRID 45th Anniversary & Biennial Conference Program are now available! Space is available in many different sizes, layouts and prices. Corporate Sponsors will receive a complimentary ad. Please see the Corporate Sponsors section of this packet for more information.

\$500	OUTSIDE BACK COVER	10.5" H x 8" W
\$450	INSIDE BACK COVER	9.8" H x 7.0" W
\$450	INSIDE FRONT COVER	9.8" H x 7.0" W
\$300	FULL PAGE INTERIOR	9.8" H x 7.9" W
\$250	VERTICAL HALF PAGE	9.8" H x 3.8" W
\$250	HORIZONTAL HALF PAGE	4.75" H x 7.9" W
\$100	QUARTER PAGE	4.75" H x 3.8" W
\$50	BUSINESS CARD HORIZONTAL	2.25" H x 3.8" W
\$50	BUSINESS CARD VERTICAL	3.8" H x 2.25" W

Advertising Deadlines

The deadline to reserve advertising space and submit art work is **June 3, 2014.**

Ad must be a high resolution digital file in JPEG, .PDF, .GIF, .BMP, or .TIFF formats to administrator@alrid.org.



Sponsor Application

Agency/Company Name (as it should appear on conference materials)

Point of Contact (name of person purchasing Monetary, Exhibiting or Advertising Sponsorship)

Title:

Street Address	City	State	Zip Code
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Telephone	Fax	Email	Website
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Corporate Sponsor

- \$2,500+** Platinum Sponsor (includes free Prime Exhibit Space and Free Full Page Ad)
- \$2,000** Gold Sponsor (includes free Premium Exhibit Space and Free Half Page Ad)
- \$1,000 Silver Sponsor (includes free Premium Exhibit Space and Free Quarter Page Ad)
- \$500 Bronze Sponsor (includes free Standard Exhibit Space and Free Quarter Page Ad)

Please submit your ad as a high resolution digital file on a CD with your application in JPEG, .PDF, .GIF, .BMP, or .TIFF format or email to administrator@alrid.org indicate what level of sponsorship and ad size

The deadline to submit your art work is June 3, 2014.

Program Book Advertising Sponsor

Please submit your ad as a digital file on a CD with your application in JPEG, .PDF, .GIF, .BMP, or .TIFF format or email to administrator@alrid.org indicate what level of sponsorship and ad size. *The deadline to submit your art work is May 15, 2014.*

_ \$500	OUTSIDE BACK COVER	10.5" H x 8" W
_ \$450	INSIDE BACK COVER	9.8" H x 7.0" W
_ \$450	INSIDE FRONT COVER	9.8" H x 7.0" W
_ \$300	FULL PAGE INTERIOR	9.8" H x 7.9" W
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_ \$50	BUSINESS CARD HORIZONTAL	2.25" H x 3.8" W
_ \$50	BUSINESS CARD VERTICAL	3.8" H x 2.25" W

Exhibiting Sponsor

Type of product or service for exhibit: _____

___ \$500 Commercial Presenting Exhibitor

___ \$250 Non-Profit/Not-for-Profit (A copy of IRS documentation is required)

Booth Price: \$_____ x Total number of booths requested: _____ = \$_____

PAYMENT

A 50% deposit is required to reserve your sponsorship. All payments must be made in full by June 10, 2014. Payment in full with application is encouraged.

CANCELATION:

All cancellations must be made in writing. Due to contractual obligations, no refunds will be made for cancellations received on or after June 1, 2014; a 60% refund will be granted for cancellations made on or before May 15, 2014.

___ Corporate Sponsorship	amount enclosed:	\$ _____
___ Exhibiting Sponsorship	amount enclosed:	\$ _____
___ Program Book Advertising Sponsorship	amount enclosed:	\$ _____
___ Digital Image on CD Enclosed		
___ Proof of Non-profit Documentation Enclosed		
	Total:	\$ _____

Agreement:

The undersigned agrees to abide by ALRID Sponsorship rules and regulations.

Signature	Title	Date
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Send completed form and payment (check, money order, credit card) to:

ALRID Sponsor Application
Attn: Karen Gunter
620 Lawrence Street South
Montgomery, AL 36104

Credit Card Authorization Form

Please provide all the information requested below as a form of payment for all event charges as outlined.

Cardholder Information

Name as it appears on the credit card: _____

Card type: Visa MC Amex Discover

Account type: Individual (personal credit card) Amount _____

Corporate | Company Name: _____

Credit Card Account Number: _____ Exp. date: _____

Address:
(where statement is mailed) _____

City, State and Zip: _____

Phone number: _____ Fax or alternate number: _____

Event Information

Name of Event: Alabama Registry of Interpreters for the Deaf (ALRID) Biennial Conference

Organization Name Alabama Registry of Interpreters for the Deaf

Event Dates: Thursday, June 12, 2014 to Saturday, June 14, 2014

I certify that all information is complete and accurate. I hereby authorize the collection of payment for all authorized charges associated with this event by processing a charge to the credit card listed above. I certify that I am the authorized signer of the credit card listed above.

Cardholder name:
(Printed) _____

Cardholder signature: _____ Date: _____