

**DATE:** May 11-14, 2020

**LOCATION:** Gaylord Opryland Resort & Convention Center

### CONFERENCE EXPECTATIONS

NACTEI has served the needs of career and technical education for almost two decades and has developed a quality reputation in the CTE community. The conference generally draws 250+ secondary and postsecondary representatives from across the nation. With the reauthorization of the Carl D. Perkins federal legislation and the conference location of Nashville, Tennessee, attendance is expected to up!

### **\*\*NEW OPTION\*\* PROGRAM ADVERTISEMENTS**

¼ page ad--\$300

½ page ad--\$500

Full page ad--\$900

### **Premium Ads:**

Inside Front Cover--\$1500

Inside Back Cover--\$1000

Outside Back Cover--\$1500

### SPONSORSHIP

Sponsorship levels vary to accommodate vendor needs (see full listing on next page)

| Level  | Amount | Benefits  |
|--------|--------|---|
| Bronze | \$750  | Product description and ¼ page ad in the conference program   |
| Silver | \$1000 | Bronze plus exhibit table, one registration, conference meals, and ½ page ad in the conference program  |
| Gold   | \$1500 | Bronze and silver plus one additional registration, five-minute presentation in a plenary session, break-out session presentation, and one full page ad in conference program |

### BENEFITS OF SPONSORSHIP

- Vendors will have **high visibility** among conferees. Booths will be centrally located among registration, plenary/meal functions and breaks plus positioned in a direct path between conference break-out sessions. Promotions will be used to **drive traffic** to vendors.
- Sponsors will be promoted on **printed materials, online and through social media**. We will have a newly designed website in the next few weeks with enhanced sponsorship visibility.
- Attendees include **state and local** educators at **secondary and postsecondary** levels who are concerned with accountability and program improvement in academic and technical education. Attendees include **decision-makers** as well as those who **recommend** CTE products.
- Educators are looking for **new and innovative strategies** to maximize Perkins funds and are open to vendor products and services. This is an opportunity to identify sales leads and build relationships with CTE staff nationwide.
- NACTEI offers **high value** for a **reasonable fee**.

### SPONSOR OBLIGATIONS

- Register for conference unless provided in sponsor package
- Arrange lodging at conference hotel
- Provide company logo no later than March 13, 2020 to ensure listing in program materials

### SPONSORSHIP PLANS

1. For a **\$750** sponsorship you will receive:
  - ✓ A description of your product for inclusion in the conference attendee's packet
  - ✓ A ¼ page ad listing within the conference program
  - ✓ A listing within the Sponsors page of the NACTEI printed program

*At this level, you must register and pay the registration fee for each representative attending the conference.*
2. For an **\$1000** sponsorship you will receive:
  - ✓ All of the above plus
  - ✓ A ½ page ad listing within the conference program
  - ✓ One free registration and
  - ✓ Conference-provided meals
  - ✓ Exhibit table
3. For a **\$1500** sponsorship you will receive:
  - ✓ All of the above plus
  - ✓ A **full-page ad** listing within the conference program
  - ✓ One additional free registration (a total of two)
  - ✓ An opportunity to present information about my company at a general session (5 minutes or less)
  - ✓ An opportunity to provide a breakout session presentation

| Sponsorship Benefits   | Bronze | Silver | Gold |
|--|--------|--------|------|
| A description of your product for inclusion in the conference attendee's packet              | ✓      | ✓      | ✓    |
| A listing within the conference program  | ✓      | ✓      | ✓    |
| A listing within the Sponsors page of the NACTEI printed program                             | ✓      | ✓      | ✓    |
| Exhibit table  |        | ✓      | ✓    |
| One free registration and  |        | ✓      | ✓    |
| Conference-provided meals  |        | ✓      | ✓    |
| One additional free registration (a total of two)  |        |        | ✓    |
| Opportunity to present information about my company at a general session (5 minutes or less) |        |        | ✓    |
| Opportunity to provide a breakout session presentation                                       |        |        | ✓    |

### PROMOTIONAL BAG FILLERS

Sponsors may provide promotional giveaway items for inclusion in the conference registration bags. Attendance is expected to be approximately 250 and sponsors will be responsible for providing items prior to the conference.

### FOR MORE INFORMATION

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