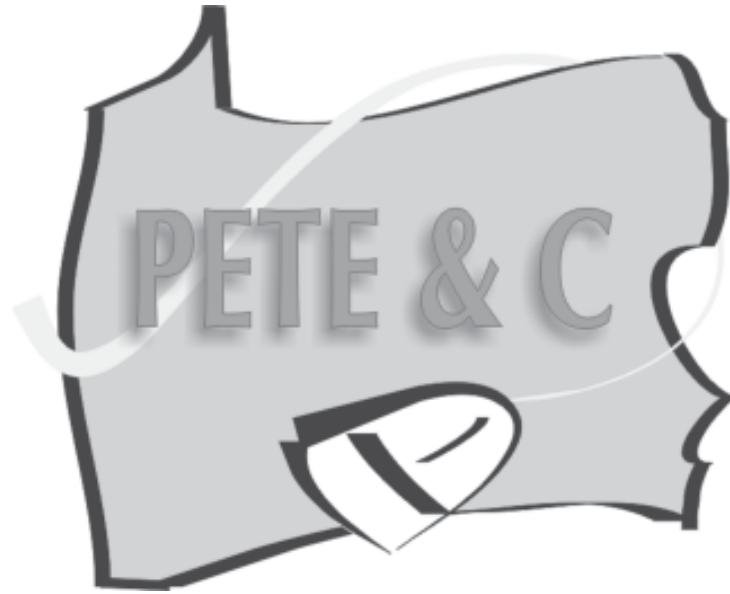


Pennsylvania Educational Technology Expo & Conference



February 21-24, 2010

Hershey Lodge & Convention Center

Hershey, Pennsylvania

www.peteandc.org





The Pennsylvania Association of School Business Officials (PASBO), Pennsylvania Association for Educational Communications and Technology (PAECT), Pennsylvania Department of Education (PDE) and the Pennsylvania Intermediate Unit Instructional Materials Services Directors (PAIMS) had a vision to create a single technology conference that would meet the needs of all aspects of education from instruction to administration to technology application. In 2009, this collaborative effort, now known as PETE & C, brought together over 2,000 participants interested in new technology and demonstrated how the numerous products available can benefit their school entities. Attendance statistics from the 2009 conference are at: www.peteandc.org/exhibitors.asp.

Booth placement will be on a first-come, first-served basis. Earlier submission is strongly encouraged since space is limited. Also note the difference in booth price before and after August 31, 2009. In order to have your company name appear in the conference publications, your forms and payment must be submitted by December 15, 2009. Any vendor offering education or technology related products and/or services is invited to exhibit.

Fee Structure

All exhibitors will exhibit in the Expo on Monday from 12:30 p.m. - 6:00 p.m. and on Tuesday from 9:00 a.m. - 2:15 p.m.

<u>Booth Size</u>	<u>Cost before 8/31/09</u>	<u>Cost after 8/31/09</u>
8 x 8'	\$725	\$875
8' x 10'	\$750	\$900
16' x 20'	\$2700	\$3000

Exhibit Details

- ♦ Payment must accompany reservation form. Booths will be assigned on a first-come, first-served basis. Please call (717) 540-9551 to reserve space. You are given two weeks to return the signed contract and payment.
- ♦ All booths include - uniform booth drapes, sign (includes company name, city, state, booth number), one 6' table with cover and skirt (4 tables for 16' x 20' booth), two stack chairs (8 for 16' x 20'), general security guard service and four complimentary representatives (14 representatives for a 16' X 20').
- ♦ Electricity, telephone and Internet services are available. Arrangements must be made through the Hershey Lodge & Convention Center. Appropriate forms will be sent with all booth confirmations.
- ♦ Exhibitor set-up time is Sunday, February 21 from 2:00 p.m. - 6:00 p.m. and Monday, February 22 from 8:00 a.m. until 12:30 p.m. The exhibit hours will be Monday, 12:30 p.m.- 6:00 p.m. and Tuesday, 9:00 a.m.-2:15 p.m. All materials and equipment must be removed from the exhibit hall by Tuesday, February 23 at 8:00 p.m.

Lodging

A room block at the Hershey Lodge and Convention Center will be held until January 20, 2010. Instructions about making room reservations will be sent at a later time. Questions about lodging may be directed to the Hershey Lodge at (717) 533-3311.

Directions

From Philadelphia: Pennsylvania Turnpike (I-76) West to exit 266 (old exit 20). Turn left onto 72 North. Follow 72 North to 322 West. Take 322 West into Hershey (approximately 12 miles). Turn right onto University Drive (traffic light). Take the first left into the entrance to HERSHEY Lodge.

From Pittsburgh: Follow the Pennsylvania Turnpike (I-76) East to exit 247 (old exit 19). I-283 North to exit 3 and 322 East to Hershey. 322 East to 422 East. At the traffic light turn right onto University Drive. Take the first right into the entrance to HERSHEY Lodge.

From Eastern PA, NY or NJ: Follow I-78 West to I-81 South. Take exit 77 (old exit 27) and follow Route 39 East to Hersheypark Drive. At the traffic light turn right onto Hersheypark Drive. Follow Hersheypark Drive to Route 422 and exit onto 422 East. At the traffic light turn right onto University Drive. Take the first right into the entrance to HERSHEY Lodge.

INCLUDED IN THIS PACKET:

1. Booth Contract

2. Sponsorship Form

3. Advertising Form



SPONSORSHIP AGREEMENT FORM

Copies of this form may be made for your convenience.

The firm/organization, as identified below, desires to sponsor the conference event listed below. This firm/organization agrees to submit payment of the sponsorship fee by December 15, 2009. Due to advance promotion and timing of conference events, there will be no refunds. Sponsorships are awarded on a first come, first served basis.

1. Business Information

(Print your company name exactly how you would like it to appear on all sponsorship recognition materials)

Company Name: _____

Contact Person and Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Email: _____

EACH OF THE FOLLOWING SPONSORS ARE DECIDED ON A FIRST COME, FIRST SERVED BASIS.

2. Sponsorship Opportunities

Bag Sponsors - *(Limited to 2)* - \$6,000

Platinum Sponsors \$2,500 *(unlimited)* **OR**
In Kind Sponsor *(value of \$2,500 or more)*

- ◆ Full Page B & W Ad in Program Book
- ◆ Conference gift included in the bag indicating sponsorship when people register
- ◆ Signage at the conference
- ◆ Opportunity to sponsor evening event

Gold Sponsors *(unlimited)* - \$1000 **OR**
In Kind Sponsor *(value of \$1,000 or more)*

- ◆ Half Page B & W Ad in program book

Silver Sponsors *(Unlimited)* - \$500

- Please indicate one sponsorship:** Refreshment Break Student Showcase Other (call for info)
- ◆ Quarter Page or Business Card size B & W Ad in Program Book
 - ◆ Signage at the conference

Advertisement artwork is due by Dec. 15, 2009 to ensure inclusion in the program book.

If providing an In Kind sponsorship, please indicate the type of service you will be providing:

All Bag, Platinum, Gold and In Kind (of at least \$1,000 value) sponsors may submit RFPs for conference program sessions.
RFP deadline: 9/30/09

Note: All non-exhibiting sponsors may submit RFPs for conference program sessions except for Silver and In Kind sponsors with a value of less than \$1,000. Those two categories are not eligible. The RFP deadline is 9/30/09.

3. Logo and Advertisement Information (Disks and artwork will not be returned unless requested in writing)

- Enclosed are electronic files of our company logo and program book advertisement in *tif, jpg, eps, pdf or ai* format on a CD or ZIP disk. Call Suzanne Yorty at (717) 540-9551 for other preferred PC compatible file formats. Logo may also be sent via an email attachment to: *syorty@pasbo.org*.
- Enclosed are camera ready black and white or grayscale company logo and advertisement. PETE&C cannot guarantee the level of quality on artwork that is not camera ready.

4. Payment Options

Enclosed is our sponsorship fee: Check (Made payable to PETE&C) Credit Card (**Visa and MasterCard only**)

Card Number: _____ Expiration Date: _____

Cardholder's Name: _____ Authorized Charge Amount: _____

Signature: _____ Date: _____

Return to PETE&C, **2608 Market Place**, Harrisburg, PA 17110. Fax (717) 540-1796. Company logo must be included with the sponsorship form or emailed the same day. Advertisements must be received by **Dec. 15, 2009** to be included in the program book.

Pennsylvania Educational Technology Expo and Conference

ADVERTISING OPPORTUNITIES

New this year! Advertising on the PETE&C web site is now available!
Hit a broader audience by advertising in the program book and online!

PROGRAM BOOK ADVERTISING: The program book will be distributed to all attendees of the 2010 conference. Please select the size advertisement your company will be submitting. Also listed below are the dimensions of each advertisement size as well as the cost. **PRINT DEADLINE: December 15, 2009**

	<u>Advertisement</u>	<u>Dimensions</u>	<u>B/W Cost</u>	<u>Color Cost</u>
<input type="checkbox"/>	Full Page	7.5" w x 10" h	\$500	\$575
<input type="checkbox"/>	Half Page	7.5" w x 5" h	\$300	\$375
<input type="checkbox"/>	Quarter Page	3.5" w x 5" h	\$150	\$225
<input type="checkbox"/>	Business Card	3.5" w x 2" h	\$75	\$150

WEB SITE ADVERTISING: In order to promote your company prior to the conference, banner advertisements are now available on the PETE&C web site, www.peteandc.org. Please indicate the page of the web site where you would like to place your advertisement. **All advertisements cost \$500 and will expire on February 25, 2010.** You can reserve your space at any time. Ad goes live when payment is received.

- | | | | |
|--|--|-------------------------------------|---------------------------------------|
| <input type="checkbox"/> Home | <input type="checkbox"/> Preconference Workshops | <input type="checkbox"/> Program | <input type="checkbox"/> Registration |
| <input type="checkbox"/> Exhibitor Info | <input type="checkbox"/> Student Showcase | <input type="checkbox"/> Directions | <input type="checkbox"/> Contacts |
| <input type="checkbox"/> Sponsor/Partner | | | |

CONTACT INFORMATION:

Name of Exhibiting Company: _____
 Contact Person: _____ Title: _____
 Address: _____
 City: _____ State: _____ Zip Code: _____
 Phone: _____ Fax: _____
 Email: _____

ARTWORK: Acceptable formats for print ads are: eps, tif or pdf. Dimensions for web site advertisements are 156 x 60 pixels and should be saved as a jpg or gif. If you have questions on other formats, please call Suzanne Yorty at (717) 540-9551. Please send advertisements electronically to Suzanne Yorty at syorty@pasbo.org. Advertisements saved on CD or disk can be mailed to: PETE&C, Attn: Suzanne Yorty, 2608 Market Place, Harrisburg, PA 17110. Camera-ready artwork is also acceptable. Advertisements will not be accepted via fax.

PAYMENT:

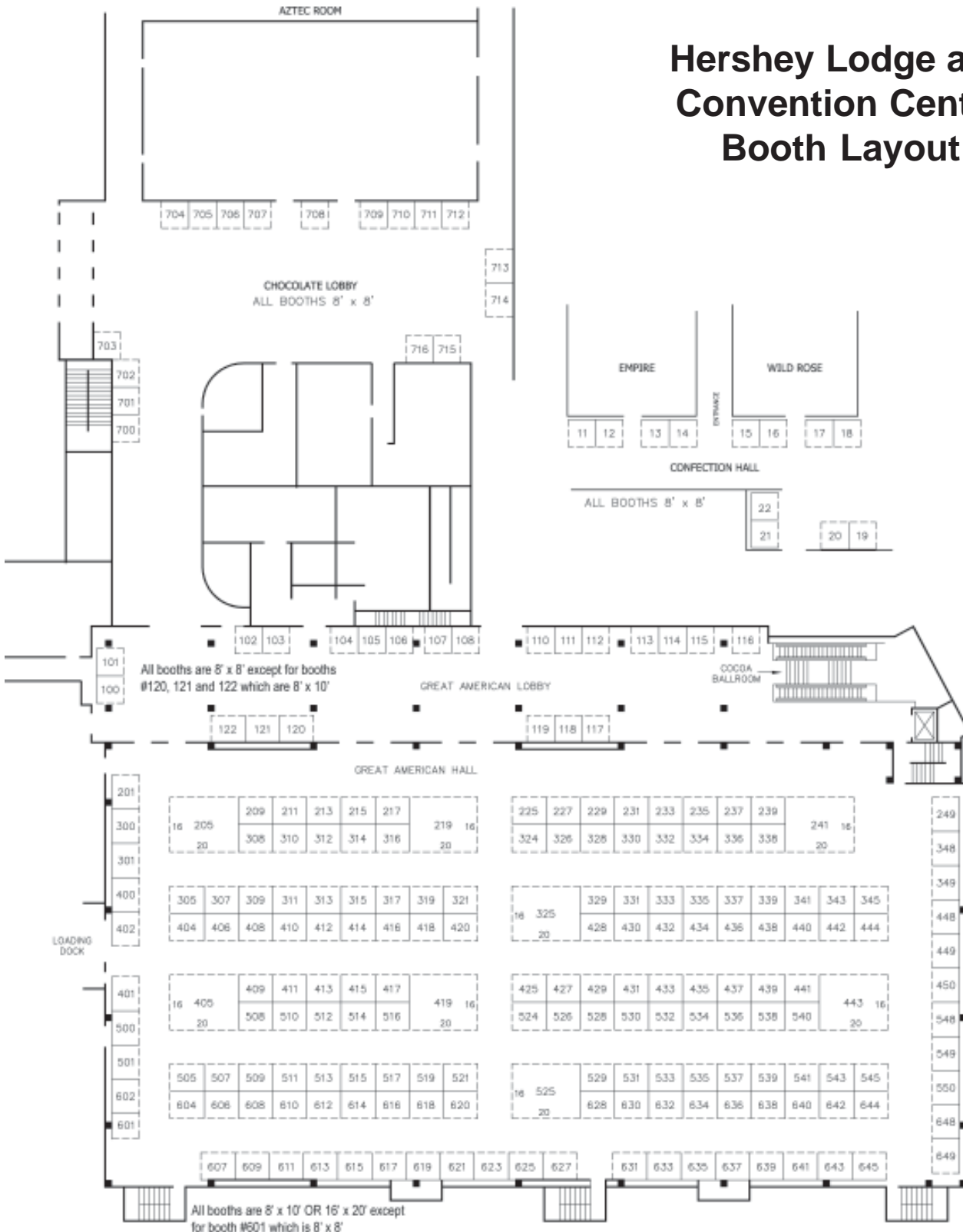
Select method of payment: Check (Made payable to PETE&C) Credit Card (Visa and MasterCard only)
 Card Number: _____ Expiration Date: _____
 Cardholder's Name: _____ Authorized Charge Amount: \$ _____
 Signature: _____ Date: _____

If paying by credit card, form may be faxed to (717) 540-1796. If paying by check, please mail this form and payment to: PETE&C, Attn: Suzanne Yorty, 2608 Market Place, Harrisburg, PA 17110-9358.

Exhibit Highlights

- ◆ 8' x 10', 8' X 8', or 16' x 20' booth space
- ◆ Free registration for four company representatives per 8'x10' and 8' X 8' booth and fourteen representatives per each 16'x20' booth.
- ◆ Network with officials from the Pennsylvania education community who purchase technology for school districts, intermediate units, vocational-technical schools and colleges.

Hershey Lodge and Convention Center Booth Layout



February 21-24, 2010

Hershey Lodge & Convention Center - Hershey, Pennsylvania

Agenda (Tentative)



Proposed Conference Schedule for 2010

SUNDAY, FEBRUARY 21, 2010

7:30 a.m. - 5:00 p.m. General Registration
9:00 a.m. - 4:00 p.m. Full-Day Preconference Session
9:00 a.m. - 12:00 p.m. Half-Day Preconference Session
1:00 p.m. - 4:00 p.m. Half-Day Preconference Session
2:00 p.m. - 6:00 p.m. Exhibitor Registration
6:00 p.m. - 8:00 p.m. Vendor Presentations/Hospitalities
7:00 p.m. - 8:00 p.m. General Registration
8:00 p.m. - 11:00 p.m. Casino Night (Badge Required)

MONDAY, FEBRUARY 22, 2010

7:00 a.m. - 5:00 p.m. General Registration
7:30 a.m. - 6:00 p.m. Exhibitor Registration
8:00 a.m. - 8:30 a.m. Opening Remarks
8:30 a.m. - 10:00 a.m. Keynote Speaker
10:15 a.m. - 11:15 a.m. Concurrent Sessions A
10:30 a.m. - 11:30 p.m. Concurrent Sessions A (Hotel Hershey)
11:30 a.m. - 12:30 p.m. Concurrent Sessions B
11:45 a.m. - 12:45 p.m. Concurrent Sessions B (Hotel Hershey)
12:30 p.m. - 6:00 p.m. Exhibits Open
12:30 p.m. - 2:00 p.m. Keystone Poster Sessions
12:30p.m. - 2:30p.m. Dedicated Exhibit Time
2:30 p.m. - 3:30 p.m. Concurrent Sessions C
2:45 p.m. - 3:45 p.m. Concurrent Sessions C (Hotel Hershey)
3:45 p.m. - 4:45 p.m. Concurrent Sessions D
4:00 p.m. - 5:00 p.m. Concurrent Sessions D (Hotel Hershey)
5:00p.m. - 6:00p.m. Exhibitor Reception & Dedicated Exhibit Time
6:00 p.m. - 8:00 p.m. Buffet Dinner
6:30 p.m. - 8:00 p.m. Vendor Presentations
8:00 p.m. - 9:30 p.m. Birds of a Feather Sessions

TUESDAY, FEBRUARY 23, 2010

7:00 a.m. - 5:00 p.m. General Registration
7:30 a.m. - 2:15 p.m. Exhibitor Registration
8:00 a.m. - 9:15 a.m. General Session
9:00 a.m. - 2:15 p.m. Exhibits Open
9:30 a.m. - 10:30 a.m. Concurrent Sessions E
9:45 a.m. - 10:45 a.m. Concurrent Sessions E (Hotel Hershey)
9:45 a.m. - 12:00 p.m. Student Showcase (Session 1)
10:45 a.m. - 11:45 a.m. Concurrent Sessions F
11:00 a.m. - 12:00 p.m. Concurrent Sessions F (Hotel Hershey)
11:45a.m. - 2:15p.m. Dedicated Exhibit Time
12:30 p.m. - 2:45 p.m. Student Showcase (Session 2)
2:15 p.m. - 3:15 p.m. Concurrent Sessions G
2:30 p.m. - 3:30 p.m. Concurrent Sessions (Hotel Hershey)
3:30 p.m. - 4:30 p.m. Concurrent Sessions H
3:45 p.m. - 4:45 p.m. Concurrent Sessions H (Hotel Hershey)
4:45 p.m. - 5:45p.m. Concurrent Sessions I
6:15 p.m. - 7:45 p.m. Conference Banquet
7:45 p.m. - 12:00 a.m. Entertainment: Burning House

WEDNESDAY, FEBRUARY 24, 2010

7:00 a.m. - 2:00 p.m. General Registration
8:00 a.m. - 9:00 a.m. Concurrent Sessions J
9:15 a.m. - 10:15 p.m. Concurrent Sessions K
10:30 a.m. - 11:30 a.m. Concurrent Session L
11:45a.m. - 1:00 p.m. Closing General Session

Call Marilyn Chastek at (717) 540-9551 to reserve your booth today!