



Washington State Association
for Supervision and
Curriculum Development

March, 2011

Dear Exhibitor:

You are invited to exhibit at the **2011 WSASCD-OSPI Annual Conference**, scheduled for October 14-15, 2011, at the Seattle Airport Doubletree Hotel. As you can see, Washington State ASCD will again be co-sponsoring with the Office of the Superintendent of Public Instruction (OSPI). The exhibits will be open on Friday, October 14th. This outstanding venue will attract educators from all over the region.

This year's theme, Hope for Tomorrow: Change for Today, has attracted prominent presenters. This theme is appealing to educational leaders, as well as all educators seeking professional development, from preschool through the university level.

Enclosed are forms and detailed information to reserve your exhibit space. Exhibitor Registration deadline is Friday, August 31. Upon receipt of your registration and payment, an email confirmation will be sent. We encourage you to reserve your space early!

The attached information sheet outlines our exhibit fees, advertising opportunities, and sponsorship opportunities. In addition, WSASCD is seeking partnerships of \$500-10,000. For partnership information, check out our website at www.wsascd.org or contact Kathy Clayton at kclaytonascd@gmail.com. For partnerships of \$2000 or more, your organization will receive a complimentary exhibit booth, special signage at the event, and recognition in the conference packet or program. If your company is the exclusive sponsor of a speaker or presenter, an individual from your organization will have the opportunity to introduce that speaker. For more information about sponsoring a speaker or presenter, contact Kathy Clayton at 509.270.2907 or kclaytonascd@gmail.com.

This year, we are offering the opportunity for our Platinum Level Partners (\$5,000-9,900) to showcase their product(s) in a special 1-1/2 hour session during the conference. A form is attached for this purpose.

We look forward to your joining us.

Sincerely,

Julie Clifford
WSASCD Exhibit Coordinator

Dr. John Bond
On-Site Exhibit Co-Chairs

Enclosures:
Exhibitor Information Sheet
Registration Form
Product Showcase Session Application



EXHIBIT INFORMATION SHEET

Conference Hotel Location

Doubletree Hotel SeaTac
18740 International Boulevard
Seattle, Washington 98188
Tel: +1-206-246-8600 Fax: +1-206-901-5923
<http://www.doubletree.com/en/dt/hotels/>

Hotel Reservations: (800) 222-TREE (8733)
or Direct Line (206) 246-8600
Ask for WSASCD room block

Exhibit Booth

Table fees are \$500 per table, which includes one 6' draped table, two chairs, and a company sign. Please indicate on the registration form if you need wall space or have other placement needs. If you have an assembled display larger than 10'x10', you will need to purchase 2 table spaces.

Exhibit Schedule & Events

Set Up Hours:

Thursday, October 13 12:00 a.m. – 5:00 p.m.

Exhibit Hours:

Friday, October 14	7:00 – 4:00 p.m.	Exhibits Open
	7:00 – 8:00 a.m.	Continental Breakfast
	9:30 – 10:00 a.m.	Grand Opening of the Exhibits
	11:30-11:45 a.m.	Break for attendees
	1:00 – 1:15 p.m.	Break for attendees
	2:45-3:00 p.m.	Break for attendees
	4:30-5:30 p.m.	President's and Exhibitors' Reception, Door Prizes
<i>Breakdown:</i>	5:30 p.m.	

Registration/Exhibitor Packets

Upon receipt of your exhibit registration and payment, an email confirmation will be sent. Please check in at the exhibitor registration table by the conference registration desk when you arrive to pick up your conference badge, registration packet, and to receive your exhibit location.

Drayage

Send freight marked "WSASCD Conference, October 14, 2011." There is a charge for this service. Please see Exhibitor Order Form from the Seattle Airport Doubletree Hotel.

Electrical and Internet Access

The form to indicate your required services is included with the registration information. Please mail or fax the form directly to Convention Services, fax (206) 439-4596. On the WSASCD Exhibit Registration form, please indicate if you are arranging for electrical and/or internet so that your space is assigned accordingly.

Sponsorships

All partners and sponsors will be recognized in the conference program. Diamond, Platinum, or Gold Partners will receive one complimentary table space, custom display signs at the event, and other recognitions. Other sponsorship opportunities are included on the registration form. To discuss these options, please contact Kathy Clayton at kclaytonwsascd@comcast.net or call (509) 270-2907.

Product Showcase Sessions

Platinum Level Partners (\$5,000-9,000) will have the opportunity to showcase their product(s) in a special 1-1/2 hour session at the conference. If you are a Platinum Level Partner and are interested in this option, please fill out the attached Product Showcase Session Application. For information about our Corporate Partnerships, visit our website at www.wsascd.org. There are a limited number of sessions, so will be filled on a first-come, first-served basis.

Lodging

Contact the Seattle Airport Doubletree Hotel (1.206.246.8600) by September 29 to receive the special conference room rate.

Door Prizes

The President's and Exhibitor's reception will feature drawings for several great door prizes. Exhibitors are also encouraged to donate an item or to conduct a drawing at their respective booth.

Refund and Cancellation Policy

If your application is not accepted, you will receive a full refund. If your application is accepted, and should you need to cancel, you must do so in writing prior to September 15th. There will be a \$50 cancellation fee. There are no refunds for cancellation after September 15th.



**2011 Annual Conference
October 14-15
Seattle Airport Doubletree Hotel**

Exhibitor Registration Form

***Required Information**

*Company Name:

*Contact Person:

Address:

*Phone:

*Email:

Fax:

*Invoice/Confirmation Address:

Names of representatives who will attend conference

Names:

Company Description: Briefly describe your product or services; include related subjects, specialty areas, or types of products.

Exhibit Fee: \$500 per table (includes 6-foot skirted table, 2 chairs) # of tables required

I have a display that is free-standing, and will not need a table (see Exhibitor Information Sheet)

I require wall space I will be ordering Electrical services from the hotel I will be ordering Internet Access from the hotel

Please indicate if you are a: DIAMOND PARTNER PLATINUM PARTNER GOLD PARTNER

Item	Cost	Number	Total Cost
Exhibit Space	\$500 per table		
Box Lunch, Friday, October 14	\$25		
Lunch at Friday Awards Luncheon	\$30		
Program advertisement, 1/2 page, 4"x6" color	\$300		
Co-Sponsorship: Morning Coffee Service	\$200		
Co-Sponsorship: Friday Exhibitors' Reception	\$300		
Co-Sponsorship: President's Special Reception with invitation for 2 guests (Friday night)	\$500		
Diamond Partner: <i>Exhibit space and full page ad is complimentary</i>	\$10,000 +		No charge
Platinum Partner: <i>Exhibit space and half page ad is complimentary</i>	\$5,000-9,900		No charge
Gold Partner: <i>Exhibit space is complimentary</i>	\$2,000-\$4,900		No charge
Total			

Payment Visa MasterCard Credit Card #

Exp. Date

Check (Payable to WSASCD) Name on Card:

Please mail or fax with form of payment to:

**Julie Clifford, Exhibit Coordinator
825 Fifth Avenue SE
Olympia, WA 98501**

**Phone: (800) 859-9272
Fax: (360) 352-6873**