



**Virginia Art Education Association
Exhibition Reservation, Sponsor Application, Terms and Agreement
2011 Virginia Fall Professional Development Conference
Sheraton Roanoke November 3 – 4, 2011**

Company _____
 Booth Identification Sign, if different _____
 Street _____ City _____ State _____ Zip _____
 Phone _____ Fax _____ Email Address _____
 Names of Representatives for Conference _____

Agreement

I, the undersigned, an authorized agent of the afore-named company, agree to adhere to the specified Terms and Conditions listed on page 2 of the Agreement and understand I am responsible for ensuring all other company representatives in the Company's booth do the same. I acknowledge that VAEA reserves the right to accept or reject this application.

Authorized Signature _____ Date _____

Print Name _____ Title _____

Payment

- Check to Follow
- Check enclosed (Checks may be made payable to VAEA and mailed to Peggy Wood, Executive Secretary, 12107 Sugar Hill Drive, Midlothian, VA 23112, phone 804.739.7041 or cell 804.357.2297)

Package and Sponsorship Opportunities

With almost 400,000 hits on our award-winning website last year, it is an excellent place to reach your target audience. As a VAEA Conference Sponsor, you will be mentioned on the conference website as well as in the printed booklet; you will also receive the benefits listed after the selected option:

Booth Reservation Package Opportunities

- Platinum \$1,200.00 (a \$1,600.00 value)**
 - Double Booth with Electricity
 - ½ page advertisement in Conference Booklet
 - Logo posted on Registration Website
 - Hot Link to your website posted on Conference Page of VAEA Website (1 year)
- Gold \$600.00 (a \$910.00 value)**
 - Single Booth with Electricity (upgrade to double for \$200.00)
 - ½ page advertisement in Conference Booklet
 - Logo posted on Registration Website
- Silver \$550.00 (a \$860.00 value)**
 - Single Booth with Electricity (upgrade to double for \$200.00)
 - ¼ page advertisement in Conference Booklet
 - Logo posted on Registration Website

Booth Reservation Only

- \$435.00** One table/Single Booth
- \$685.00** Two tables/Double Booth
- \$50.00** Electric

Non Exhibiting Fee

- \$200.00** Material distribution only

Exclusive Sponsorship Opportunities

All Exclusive Sponsorships will receive the added benefit of your company's sponsorship listed in the conference booklet and on signage at the conference. (first-come, first-served)

- Lanyards: \$100.00** Provide 500 lanyards with your company's logo to be given to every conference attendee.
- Convention Tote Bags: \$100.00** Provide 500 fabric bags that display your company's logo, to be distributed to all registered attendees.
- Create your own Sponsorship:** See attached. Possibilities include sponsoring meal events, speakers, student or retiree sponsorship, Friday night event, vendor security, name badges, etc. Costs range from \$120.00 - \$6,000.00

Other Opportunities

- \$500.00** Hot Link to your website on Conference page of VAEA Website (1 year)
- \$250.00** Logo posted on Registration Website
- \$175.00** ½ page Advertisement in Conference Booklet
- \$125.00** ¼ page Advertisement in Conference Booklet

Terms and Conditions
Deadline for reservations is October 1, 2011 *based on availability*
Reserve Early

Reservations

All sponsorship opportunities are available to Exhibiting Companies, or for an additional fee, other interested parties on a first-come, first-served basis.

Cancellations

Subsequent cancellations must be made in writing and submitted to VAEA. The date on which the notice of cancellation is received will be the official date of cancellation. Cancellations received by August 1, 2011 will receive a refund of 50% of the total amount paid. No refunds will be given for cancellations received on or after October 1, 2011.

Disclaimer

The relationship between VAEA and the sponsoring organizations/corporations of an event or event-related item does not represent an exclusive agreement between VAEA and the specific organization/corporation, nor does it suggest that VAEA endorses the programs, products, or services of the organization/corporation.

Provision in Case of Default

If any sponsor fails to perform any material term or condition of this agreement, VAEA reserves the right to terminate the agreement immediately and to retain all funds paid by the sponsor. Sponsorships may not be resold, shared, or sublet without signed application and written permission from VAEA. In the event of a failure or other error or omission of VAEA in its performance and terms of this contract, the sponsor's sole remedy shall be to seek reimbursement of the payment made. Sponsors waive any and all claims against VAEA or its employees or agents, or any other liability of loss arising out of this agreement or actions of VAEA with respect to said opportunity.

Important Note

Should any of the sponsorship opportunities be partially funded, the sponsoring organization/corporation will receive the benefits outlined, but with the caveat "sponsored in part by [name of company]".

Right of First Refusal

VAEA reserves the right, at its sole discretion, to accept or refuse any application.

Right to Refuse Sponsor

VAEA shall reserve the right to reject a potential sponsor on such factors as questionable business practices, having a mission conflict with VAEA, or desire to assume control of an event through sponsorship.

Artwork for Website

A company logo must be submitted upon confirmation of sponsorship. Please e-mail to webmaster@vaea.org. Logos must be set and in high resolution JPEG, EPS, or TIFF format.

Artwork for Conference Booklet

Camera ready advertisements must be e-mailed to Peggy Wood, wood_vaea@yahoo.com. Half page ads should be horizontal, 5" x 7 1/2" ; Quarter page ads should be vertical, 3 3/4" x 5". The conference booklet may be viewed from the VAEA website in which case ads may be in color. The printed version of the ad must be in black and white.

Information / Agreement Submission

For more information on sponsorship opportunities and submission of this agreement:

Peggy Wood
VAEA Executive Secretary
12107 Sugar Hill Drive
Midlothian, Virginia 23112
Email: wood_vaea@yahoo.com
Fax: 804-594-7007

The Exhibition Hours will be determined and sent to you after you reserve your booth. The exhibit hall will be open Thursday evening, November 3, 2011 and most of the day on Friday, November 4, 2011. A "Vendor Focus" is provided on Friday where no other events are scheduled and door prizes are announced. Vendors are free to leave following the focus, or may remain and enjoy the conference through Saturday's events. Exhibiting vendors are welcome to submit a proposal for a workshop at the conference. Please visit www.vaea.org to complete the proposal form on line. Please note on your proposal form if you are a "solo" vendor so that your workshop may be scheduled at a time convenient to you, or a booth sitter can be provided.

**VAEA Annual Professional Development Conference
Vendor or Business Sponsorships**

| Sponsorship | Description | Benefit to Your Company |
|--|--|---|
| Partial to full \$1,500.00+/- | Conference Keynote Speaker Inspirational keynote speakers are a conference hallmark. Your sponsorship may assist with the fees and/or travel expense of the speaker(s) for the conference. | <ol style="list-style-type: none"> 1. Your company may display a banner in the registration area indicating your sponsorship of the speaker. 2. Your sponsorship will be listed in the conference booklet and on the sponsorship page of the website for one year. |
| \$800.00 | Plastic Name Badge for All Attendees Attendees are required to wear their nametags to enter all events during the conference. Our badges are printed in full color on plastic and show our conference theme and logo along with the first and last name of the attendee and his or her state region and teaching division | <ol style="list-style-type: none"> 1. Your company name, address and representative contact information may be printed on the back of the card. 2. Your sponsorship will be listed in the conference booklet and on the sponsorship page of the website for one year. |
| \$2,500.00 | Printing of Conference Booklet The booklet is given to each conference attendee and is often used as proof of attendance for teachers to receive recertification points. Our conference booklet cover has traditionally showcased the artwork of one or more students. With your sponsorship the cover of the booklet will be printed in full color. | <ol style="list-style-type: none"> 1. Your company may have a full page color advertisement on the back of the booklet. 2. Your sponsorship will be listed in the conference booklet and on the sponsorship page of the website for one year. |
| \$1,000.00 | Printing of Conference Poster The poster is 11" x 17" heavy stock paper that is inserted without staples for teachers to use as a pullout of the conference activities. One side of the poster will show a full color image of the student work used for the cover of the conference booklet or other appropriate message. The back of the poster has a listing of the conference activities in an easy to understand format. This insert may be kept for display in the classroom following the conference. | <ol style="list-style-type: none"> 1. Your company's logo and name with contact information may be imprinted on the color-side of the poster. 2. Your sponsorship will be listed in the conference booklet and on the sponsorship page of the website for one year. |
| \$120.00 | Student / Retiree attendance (per student/retiree) The Virginia Art Education Association encourages pre-service college students and retired educators to attend their professional organization conference by discounting their registration costs. The students and retired educators receive the same benefits as those attendees who pay \$145.00. | <ol style="list-style-type: none"> 1. Your student sponsorship will be listed in the conference booklet and on the sponsorship page of the website for one year. |
| Range from \$375.00 to \$6,000.00 | Food Event Sponsorship Food is a necessary and important event for conference attendees, but also raises the expense of the overall conference costs. By providing partial (at least ¼ total cost) or full sponsorship for a meal event the cost of the registration per member could be lowered. Food events include: (full sponsorship costs are listed) a. Thursday afternoon refreshment break. \$1,500.00 b. Thursday evening reception with the vendors. \$3,000.00 c. Friday morning continental breakfast. \$3,000.00 d. Friday afternoon refreshment break. \$1,500.00 e. Saturday awards breakfast \$6,000.00 | <ol style="list-style-type: none"> 1. A sign with your company name and logo will be displayed at the meal event that you sponsor. 2. You may provide literature for attendees to pick up during the meal event that you sponsor. 3. Your meal sponsorship will be listed in the conference booklet and on the sponsorship page of the website for one year. |
| \$400.00 | Overnight Security for Exhibition Hall The VAEA believes that the merchandise brought by our vendors should be protected by a private security guard while the exhibition is closed, even though doors are locked. | <ol style="list-style-type: none"> 1. A sign displayed at the door of the vendor hall will indicate that security is sponsored by your company. You may include your logo for the sign. 2. Your sponsorship will be listed in the conference booklet and on the sponsorship page of the website for one year. |
| | Create Your Own Sponsorship Do you have an idea that you would like to explore? Call Peggy Wood to discuss your ideas! | <ol style="list-style-type: none"> 1. TBD |