



NEW  
CHALLENGES,  
NEW  
OPPORTUNITIES

Sponsorship & Vendor Information

 **ECC**  
every child counts symposium

January 11-13, 2012  
Portola Hotel & Spa at Monterey Bay ■ Monterey, CA

# *Every Child Counts... New Challenges, New Opportunities* *Symposium*

Sponsorship and vendor opportunities  
January 11-13, 2012 Portola Hotel & Spa at Monterey Bay

The Association of California School Administrators (ACSA) is a professional not-for-profit organization founded in 1971. ACSA's 16,000 members represent administrators throughout the state in public schools K-12.

The Every Child Counts Symposium is sponsored by ACSA's Student Services & Special Education Council. The goal of the council and symposium is to provide educational leaders with the skills and knowledge to make informed decisions and advocate for the best interest of California's student success.

## **Sponsorship Levels and Benefits**

### **Platinum Level ..... \$7,000**

As the sponsor of the Symposium tote bags, your company name and logo will be exclusive to the bags. Receive ad space in the symposium brochure and a complementary vendor table located in the main symposium lobby and general session recognition.

- Tote Bags

### **Gold Level ..... \$5,000**

Sponsorship at this level will include recognition in the symposium brochure, general luncheon session and signage in the main foyer.

#### Keynote speaker

- Michael Gurian – Wednesday, January 11
- Michele Borba – Thursday, January 12
- Richard Santana – Friday, January 13

#### Luncheon

- Thursday, January 12
- Friday, January 13

### **Silver Level ..... \$2,500**

Symposium brochure recognition, signage in the main foyer, general session recognition for this sponsorship level.

#### Wednesday Evening Reception

#### Continental Breakfast

- Thursday, January 12
- Friday, January 13

#### Snack Break

- Thursday, January 12

#### Coffee Break

- Thursday, January 12
- Friday, January 13

### **Bronze Level ..... \$500**

Sponsorship for this level is main foyer signage.

#### Reception Entertainment

Five \$100 Cash Raffle Prizes

## *Sponsorship Opportunities*

**Sponsorship Level** (please select appropriate box/boxes)

**Platinum Level .... \$7,000**

Symposium Tote Bags

**Gold Level..... \$5,000**

Wednesday Keynote Speaker

Thursday Keynote Speaker

Friday Keynote Speaker

Thursday Luncheon

Friday Luncheon

**Silver Level         \$2,500**

Wednesday Evening Reception

Thursday Snack Break

Thursday Continental Breakfast

Friday Continental Breakfast

Thursday Coffee Break

Friday Coffee Break

**Bronze Level         \$500**

Reception Entertainment

Five \$100 Cash Raffle Prizes

**This offer is made by the undersigned, an authorized agent of his/her firm.**

Signature \_\_\_\_\_

Date \_\_\_\_\_

Contact: \_\_\_\_\_ Phone: \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_ Email Address: \_\_\_\_\_

Credit Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_

Name as it appears on the credit card \_\_\_\_\_

**Total Enclosed (enclose full payment) Purchase orders not Accepted!     \$ \_\_\_\_\_**

Return to: Sue Periera, Council Executive, Association of California School Administrators  
1029 J Street, Suite 500 Sacramento, CA 95814 **Phone:** (916) 329-3831 / (800) 608-ACSA  
**Fax:** (916) 290-0461 **Email:** speriera@acsa.org

# Every Child Counts...New Challenges, New Opportunities

January 11-13, 2012 Portola Hotel & Spa at Monterey Bay

## ACSA Exhibit Space Contract

Please reserve an exhibit table for use by the undersigned during the Every Child Counts Symposium sponsored by ACSA's Student Services and Special Education Council. We understand that this offer is subject to ACSA's written acceptance and receipt of fees, after which the undersigned and ACSA are contractually bound by the terms of this document, including regulations set forth on pages 2 and 3. Exhibit table(s) setup may begin after 1:00 p.m. Tuesday, January 10, 2012. Exhibit table(s) must be setup by 12:00 p.m. on Wednesday, January 11, 2012. Dismantling and removal of materials by exhibitors may start after 11:00 a.m., Friday, January 13, 2012.

**(Booth fee includes table sign, draping, continental breakfast Thursday and Friday, lunch Thursday and Friday, and reception Wednesday evening)**

1. **One six (6) foot Exhibit Table @ \$700.00 per table**

If you have any questions, please contact Sue Periera at [speriera@acsa.org](mailto:speriera@acsa.org).

Credit Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_

Name as it appears on the credit card \_\_\_\_\_

**Total Enclosed (enclose full payment) Purchase orders not Accepted!** \$ \_\_\_\_\_

2. Exhibit Table Manager is: \_\_\_\_\_

3. Need Electricity:            yes \_\_\_\_\_            no \_\_\_\_\_

Additional Requirements: \_\_\_\_\_

**This offer is made by the undersigned, an authorized agent of his/her firm.**

Signature \_\_\_\_\_ Date \_\_\_\_\_

Contact: \_\_\_\_\_ Phone: \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_ Email Address: \_\_\_\_\_

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1029 J Street, Suite 500 Sacramento, CA 95814 **Phone:** (916) 329-3831 / (800) 608-ACSA  
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# 2012 exhibitor rules and regulations

## 1. Cancellation

In the event the conference is cancelled for reasons beyond the control of management, money advanced by the exhibitor will be refunded in full. In such cases, management shall be free from any claim for damages, which the exhibitor alleges to have suffered as the result of such cancellation.

## 2. Setup and Dismantling

Goods and materials used in any exhibit (except *bona fide* samples) shall not be removed from the exhibit area until the exhibits officially close. Any exception to this rule must have the approval of management. Exhibit table(s) setup may begin after 1:00 p.m., Tuesday, January 10, 2012. Exhibit table(s) must be setup by 12:00 p.m. on Wednesday, January 11, 2012. Dismantling and removal of material by exhibitors may start after 11:00 a.m., Friday, January 13, 2012, and all exhibit material must be removed from the exhibit area by 1:00 p.m. on that date.

## 3. Storage of Packing Boxes and Cases

Exhibitors will not be permitted to store empty packing boxes or cases in booths that are visible during the exhibit period. When properly marked for identification, these may be stored at owner's risk and expense elsewhere in the building and returned to the booth at closing time.

## 4. Liability and Insurance

Neither ACSA's Foundation For Educational Administration, nor the management of the Monterey Portola Hotel & Spa, nor any officers and/or staff members of the above will be responsible for loss or damage to property of exhibitors from thefts, strikes, fire, water, storm, vandalism or other causes, but they will take all reasonable precautions to protect the exhibitors from such loss or damage. None of the aforementioned entities shall provide insurance coverage for loss or damage from such causes; it is expected that exhibitors shall provide their own coverage as needed.

## 5. Fire Prevention

All decorations must be flameproof and all hangings must clear the floor. Electrical wiring must conform with National Electrical Code Safety Rules. If inspection indicates that any exhibitor has neglected to comply with these regulations, or otherwise creates a fire hazard, the right is reserved to demand removal of all or such parts of the exhibit as may be non-conforming or hazardous.

The exhibitor is charged with the knowledge of local laws, ordinances and regulations pertaining to health, fire prevention and public safety while participating in this event. Compliance with such laws is mandatory for all exhibitors and the sole responsibility is that of the exhibitor. Ceilings over exhibits are not permitted if the exhibit is below a building sprinkler device. Any exhibits which propose to incorporate a ceiling or cover must be submitted to management for prior approval by fire prevention authorities.

## 6. Use of Space

All demonstrations or other promotional activities must be confined to the limits of the exhibit table. No exhibitor shall assign, sublet or share the space allotted without the knowledge and consent of management. Exhibitors must show only goods manufactured or dealt in by them in the regular course of business. Distribution of circulars or promotion material may be made only within the area assigned to the exhibitor presenting such material. Solicitation of business must be confined to the exhibitor's own area.

The exhibitor is charged with the knowledge of national, state and local restrictions on any merchandising, advertising or promotional scheme which involves attracting visitors to an exhibitor's location by any inducement which may be construed as an illegal lottery. Management is not responsible for any promotional activities by an exhibitor, but does require that drawings and announcements for special prizes be conducted within the exhibitor's space and that ticket-holders need not be present at the time of drawing as a condition to winning.

Exhibits which involve any noise-producing equipment sufficiently loud that it may reasonably disturb adjacent exhibitors must give advance notice to management respecting this possibility; in such cases, management will endeavor to provide special arrangements and/or locations to accommodate the problem, but management shall not be bound to any contract in which the said noise problem cannot be so controlled or abated.

**7. Indemnification**

Exhibitor shall be liable to owners of the conference facilities for any and all damage caused by exhibitor and shall hold harmless and indemnify management for any damage charged to management by owners.

**8. Aesthetics**

Management reserves the right to prohibit and/or evict exhibitors whose presentation is in any manner deemed by management as offensive to conference attendees, by reason of: bad taste, questionable morals, controversial content. In the event of such prohibition or eviction, management shall not be liable to exhibitor for refund of exhibit fees.

**9. Food Sampling**

While it is realized that some exhibitors find food sampling to be an effective means of creating interest in their products, the distribution of samples must not be carried to extreme so as to result in unsightly and annoying conditions to other exhibitors. Those exhibitors who distribute samples must confine their distribution within the limits of their own booths. Ample facilities must be provided by each exhibitor within the confines of the booth for the collection of refuse. Waste containers must not be placed in aisles.

**10. Motion Picture Projection**

Projection machines are limited to sales demonstrations only and shall not be used for showings designed primarily to amuse visitors. All projection equipment must be in accordance with the requirements of local fire prevention authorities, and in harmony with any agreements entered into between management, owners of the convention facilities, and labor unions. All plans for installation and operation of projection equipment must be approved by management in advance.

**11. Union Jurisdiction**

Many services provided to exhibitors and contracted for by exhibitors are under local union jurisdiction. The handling, placing or setting out of merchandise that is to be displayed does not require union labor and may be done by the exhibitor.

**12. Unusual displays**

Whenever an exhibitor plans to utilize or construct displays that will be unusual, oversized or designed in a manner which will require special hookup, installation or other advance technical assistance, such proposed plans must be submitted to management at the earliest practicable time after this contract is executed, in no case less than thirty days before the event. Both management and owners of the exhibit hall may deny such proposals; approval thereof may be obtained only by such advance submission, which shall be promptly considered and decided by management and, where necessary, owners.

**13. Definitions**

As used herein, the following definitions apply: (1) **exhibitor** means that person, company, organization or other entity that contracts to use one or more exhibit tables, as named upon the front side of this document (2) **management** means ACSA's Foundation for Education Administration (3) **owner** means that person, company, municipality, or other entity, or any combination thereof, that bears the ultimate legal responsibility by virtue of leasehold or otherwise, for the operation of the exhibit facility, whether or not legal owner thereof.

**14. Sponsorship/Underwriting**

ACSA's acceptance of sponsorship or underwriting does not constitute endorsement of any product or service by ACSA.

**READ THE ABOVE REGULATIONS CAREFULLY.  
THEY ARE PART OF YOUR CONTRACT AS AN EXHIBITOR.**