NASDSE'S 75TH ANNUAL CONFERENCE AND BUSINESS MEETING

SPONSOR PACKAGES 2012

NASDSE2012

SACRAMENTO

OCTOBER 20–23, 2012

National Association of State Directors of Special Education, Inc.
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NASDSE's 75TH ANNUAL CONFERENCE AND BUSINESS MEETING

SACRAMENTO, CALIFORNIA • OCTOBER 20-23, 2012

2012 SPONSOR PACKAGES

The National Association of State Directors of Special Education (NASDSE) welcomes and appreciates your interest in sponsoring NASDSE's 75th Annual Conference and Business Meeting. The conference will take place October 20-23, 2012 at the Hyatt Regency in Sacramento, California.

Being in the heart of downtown Sacramento is the perfect location for state directors of special education and their colleagues to gather for thoughtful learning and sharing of best practices. This year's conference theme, "Building Supports for Successful Student Engagement" puts the state directors right in the midst of current national and state education policy and practice discussions. The conference will provide an opportunity for leaders in the special education community to learn about cutting edge successful student engagement practices, the new world of educational assessments and, most importantly, to learn from each other.

For those of you who are considering participating in the NASDSE conference for the first time, you are in for a real treat! We limit the number of sponsors in order to ensure that they have genuine face-to-face contact with the conference participants. Additionally, we encourage our sponsors to participate in all conference events in order to gain a real understanding of the conferees' needs and issues that they face on a daily basis. Remember that social time is also networking time!!

The attached materials contain all of the details for this year's sponsor packages. Included in the materials is a commitment form for you to complete and return to us along with your sponsor package preferences. The deadline for submitting your form is **June 15, 2012**.

Please note that if more than one company should select the same optional sponsorship package, NASDSE will select the sponsor for that particular package at random from those who have submitted their forms by the due date.

Our conference planner, Linder & Associates, Inc., will be in touch with you on an individual basis to ensure you receive all of the paperwork that you will need in a timely manner and the Linder staff is also available to answer any questions that you may have.

NASDSE truly appreciates your support. My hope is that we can continue to build on the good foundation we've created together and look forward to having you on board for what is going to be another great NASDSE conference. To those of you who are joining us for the first time, we welcome you to the NASDSE experience!

Bill East

Bill East, Ed.D.

Executive Director

NASDSE'S 75TH ANNUAL CONFERENCE AND BUSINESS MEETING

SPONSOR COMMITMENT FORM

Company Name	
Contact Name	
Title	
Address	
Office Phone	Cell Phone
Email	
Please cc on all correspondence	
Company Name *to appear in print*	
Website to appear *in print*	

Sponsorship Package *Please see Attachment for descriptions of sponsorship options.*		**Amount**
I wish to sponsor as follows *(check as appropriate):*		
❑	**Basic Package** Please indicate your 1st and 2nd choices below. All Sponsors must select the Basic Package before selecting any of the options below.	$5,000.00
Event Options		
❑	Breakfast and Breaks – Sunday, October 21	$1,500.00
❑	New State Directors Reception – Sunday, October 21	$2,000.00
❑	Breakfast and Break – Monday, October 22	$1,500.00
❑	Breakfast and Breaks – Tuesday, October 23	$1,500.00
❑	President's Reception – Tuesday, October 23	$2,000.00
Merchandise Options		
❑	Conference Bag	$2,500.00
❑	Lanyard	$2,000.00
❑	Notebook	$2,000.00
❑	Desk Clock	$2,500.00
❑	Luggage Tag	$2,000.00
❑	Desk Pad	$2,500.00
❑	T-Shirt	$2,200.00
❑	Mini Sleeve for iPad, Kindle or Netbook	$2,400.00
❑	Flashlight	$2,200.00
❑	Flexi-Chiller	$2,500.00
	We wish to be a part of the Sponsor Showcase Sessions on Sunday, October 21.	❑ yes ❑ no

NASDSE2012 SACRAMENTO

SPONSOR PACKAGE DESCRIPTIONS

BASIC PACKAGE

Benefits include:

- A hot link on the NASDSE website to your company's website (company name and website link will be taken from the website address entered on your commitment form).
- Complimentary full conference registration for up to two company representatives provided that their registration forms are submitted before the advertised deadline, registrations received after this time will be charged at the conference rate effective at the date of submission. There are no exceptions to this policy because of hotel arrangements. Any additional corporate representatives must register and pay for the conference at the preconference or standard rate effective at the date of submission.
- Participation in a 20-minute sponsor showcase on Sunday, October 21st. Showcase times will be allocated at random once sponsorship commitment forms are received.
- The reception honoring new state directors will be held on Sunday, October 21st from 5:00 – 6:30 p.m. This reception will take place in and around the sponsors' tabletop displays, thus providing continuity from your discussions at the showcase sessions and a further opportunity to meet with conference attendees.
- A tabletop display space from Saturday through Tuesday (October 20 -23) in the area where the breakfasts and refreshment breaks will take place.
- Acknowledgement by way of advertisement and company logo to be displayed as part of an electronic PowerPoint rolling display during breaks and lunches in the general session room.
- Special conference hotel room rate of $149.00 single/double, plus tax, at the Hyatt Regency. Sponsors are responsible for all costs associated with their accommodations.
- An opportunity to provide one document (up to 10 pages, plus a lightweight cover; 8.5" by 11" maximum paper size) or a CD (225 copies) to be distributed to all conference participants in the conference bag.
- An opportunity to donate 225 company favors for distribution via the conference bag. Please note items must not be similar in nature to the merchandise options in the sponsorship packages listed on the sponsorship commitment form.
- We encourage sponsors to consider donating an item to the NASDSE Silent Auction, which will provide more company name exposure as participants peruse the auction tables.

- Following the conference, all sponsors will receive a list of registered attendees that will include names, titles, affiliations, addresses, emails and phone numbers. No lists will be distributed prior to the conference. Please note that lists from previous conferences are no longer available. The 2012 list will be available until January 31, 2013.

Additional notes on the Basic Package:

- NASDSE cannot take responsibility for lost or stolen items from the tabletop display area so please do not leave valuables on your tabletop display unattended. Storage options for perishable items may be arranged in advance (at a cost to the sponsor).
- State directors of special education will be provided with information about each company as well as each company's showcase time and location.
- At each showcase, NASDSE staff will ask attendees to sign in and sponsors can receive a copy of the sign-in sheets shortly after the conference for information-gathering purposes.
- Showcase participants will have the opportunity to win door prizes provided by NASDSE in each showcase session. The door prizes awarded during the first set of concurrent showcases will be identical; a second door prize will be awarded in each room during the second set of showcases; and a third door prize will be awarded during the third set of showcases (thus eliminating competition for door prizes within each set of concurrent presentations).

ADDITIONAL SPONSOR PACKAGES

Event Options

1. Breakfast and Breaks

Sunday, October 21st

This sponsor package includes:

- Text acknowledgement of sponsorship in preconference announcement mailer (depending on date commitment form is received), conference materials and conference slides (e.g., "Today's breakfast and breaks are sponsored by _____").
- On-site signage showing company logo and text acknowledgment as above.

Additional notes on the Breakfast and Breaks – Sunday package:

- The continental breakfast takes place from 7:45 – 8:30 a.m.
- The breaks take place from approximately 10:00 – 10:30 a.m. and 3:45 - 4:15 p.m.
- The breakfast and breaks will be in and around the sponsor tabletop display area.
- NASDSE will source, design and produce the on-site signage with approval from the sponsor on branding elements.
- Acknowledgment of sponsor at the appropriate time during the conference.

2. New State Directors Reception

Sunday, October 21st, 5:00 – 6:30 p.m.

This sponsor package includes:

- Text acknowledgement of sponsorship in preconference announcement mailer (depending on date commitment form is received), conference materials and conference slides (e.g., "New State Director Reception sponsored by _____").
- On-site signage showing company logo and text acknowledgment as above.
- Acknowledgment of sponsor at the appropriate time during the conference (e.g., the sponsor will be noted at the Sunday closing session).

Additional notes on the New State Directors Reception sponsor package:

- The event follows the Sponsor Showcase sessions and is held in and around the area of the sponsor tabletop displays.
- The reception will include a bar and a selection of hot and cold hors d'oeuvres.
- NASDSE will source, design and produce the on-site signage with approval from the sponsor on branding elements.

3. Breakfast and Break

Monday, October 22nd

This sponsor package includes:

- Text acknowledgement of sponsorship in preconference announcement mailer (depending on date commitment form is received), conference materials and conference slides (e.g., "Today's breakfast and breaks are sponsored by _____").
- On-site signage showing company logo and text acknowledgment as above.

Additional notes on the Breakfast and Break – Monday package:

- The hot breakfast takes place from 7:45 – 8:30 a.m.
- The break takes place from approximately 9:45 – 10:15 a.m.
- The breakfast and break will be in and around the sponsor tabletop display area.
- NASDSE will source, design and produce the on-site signage with approval from the sponsor on branding elements.
- Acknowledgment of sponsor at the appropriate time during the conference.

4. Breakfast and Breaks

Tuesday, October 23rd

This sponsor package includes:

- Text acknowledgement of sponsorship in preconference announcement mailer (depending on date commitment form is received), conference materials and conference slides (e.g., "Today's breakfast and breaks are sponsored by _____").
- On-site signage showing company logo and text acknowledgment as above.

Additional notes on the Breakfast and Breaks – Tuesday package:

- The continental breakfast takes place from 7:45 – 8:30 a.m.
- The breaks take place from approximately 10:00 – 10:30 a.m., 1:00 – 1:15 p.m. and 2:45 – 3:15 p.m.
- The breakfast and breaks will be in and around the sponsor tabletop display area.
- NASDSE will source, design and produce the on-site signage with approval from the sponsor on branding elements.
- Acknowledgment of sponsor at the appropriate time during the conference.

5. President's Reception

Tuesday, October 23th, 7:30 – 9:00 p.m.

This sponsor package includes:

- Text acknowledgement of sponsorship in preconference announcement mailer (depending on when date commitment form is received), conference materials and conference slides (e.g., "President's Reception is sponsored by _____").
- On-site signage showing company logo and text acknowledgment as above.
- Acknowledgment of sponsor at the appropriate time during the conference (e.g., at the conference closing session just prior to the reception).

Additional notes on the President's Reception sponsor package:

- The event follows the Installation and Awards Ceremony.
- The reception includes a cash bar and a selection of hot and cold hors d'oeurves.
- NASDSE will source, design and produce any on-site signage with approval from the sponsor on branding elements.

Merchandise Options

1. Conference Bag

This sponsor package includes:

- 225 conference bags featuring the NASDSE conference and company logos.

Additional notes on Merchandise – Conference Bag:

- Given to all conference attendees at the time of their on-site registration.
- NASDSE will source, design and produce the conference bag with approval from the sponsor on branding elements only.
- The bag will be tailored to match the theme of the conference and host state (in terms of style and colors).
- Only one merchandise item of this nature will be given to attendees at the conference.

2. Lanyard

This sponsor package includes:

- 225 lanyards featuring the NASDSE conference and company logos.

Additional notes on Merchandise – Lanyard:

- Given to all conference attendees at the time of their on-site registration.
- NASDSE will source, design and produce the lanyard with approval from the sponsor on branding elements only.
- Only one merchandise item of this nature will be given to attendees at the conference.

3. Notebook

This sponsor package includes:

- 225 notebooks featuring the NASDSE conference and company logos.

Additional notes on Merchandise – Notebook:

- Given to all conference attendees at the time of their on-site registration.
- NASDSE will source, design and produce the notebook with approval from the sponsor on branding elements only.
- As appropriate, NASDSE can provide specifications for sponsor to design the front cover (subject to NASDSE's final approval) or NASDSE can provide design assistance for sponsor.
- Only one merchandise item of this nature will be given to attendees at the conference.

4. Desk Clock

This sponsor package includes:

- 225 desk clocks featuring the NASDSE conference and company logos.

Additional notes on Merchandise – Desk Clock:

- Given to all conference attendees at the time of their on-site registration.
- NASDSE will source, design and produce the desk clock with approval from the sponsor on branding elements only.
- Only one merchandise item of this nature will be given to attendees at the conference.

5. Luggage Tag

This sponsor package includes:

- 225 luggage tags featuring the NASDSE conference and company logos.

Additional notes on Merchandise – Luggage Tag:

- Given to all conference attendees at the time of their on-site registration.
- NASDSE will source, design and produce the luggage tag with approval from the sponsor on branding elements only.
- Only one merchandise item of this nature will be given to attendees at the conference.

6. Desk Pad

This sponsor package includes:

- 225 desk pads featuring the NASDSE Conference and company logos.

Additional notes on Merchandise – Desk Pad:

- Given to all conference attendees at the time of their on-site registration.
- NASDSE will source, design and produce the Desk Pad with approval from the sponsor on branding elements only.
- Only one merchandise item of this nature will be given to attendees at the conference.

7. T-Shirt

This sponsor package includes:

- 225 t-shirts featuring the NASDSE Conference and company logos.

Additional notes on Merchandise – T-Shirts:

- Given to all conference attendees at the time of their on-site registration.
- NASDSE will source, design and produce the T-Shirt with approval from the sponsor on branding elements only.
- Only one merchandise item of this nature will be given to attendees at the conference.

8. Mini Sleeve for iPad, Kindle or Netbook

This sponsor package includes:

- 225 Mini Sleeves for iPad, Kindle or Netbook featuring the NASDSE conference and company logos.

Additional notes on Merchandise – Mini Sleeve for iPad, Kindle or Netbook:

- Given to all conference attendees at the time of their on-site registration.
- NASDSE will source, design and produce the Mini Sleeve for iPad, Kindle or Netbook with approval from the sponsor on branding elements only.
- Only one merchandise item of this nature will be given to attendees at the conference.

9. Mini Flashlight

This sponsor package includes:

- 225 Flashlights featuring the NASDSE conference and company logos.

Additional notes on Merchandise – Flashlight:

- Given to all conference attendees at the time of their on-site registration.
- NASDSE will source, design and produce the flashlight with approval from the sponsor on branding elements.
- Only one merchandise item of this nature will be given to attendees at the conference.

10. Flexi-Chiller

This sponsor package includes:

- 225 Flexi-Chillers featuring the NASDSE conference and company logos.

Additional notes on Merchandise – Flexi-Chiller:

- Given to all conference attendees at the time of their on-site registration.
- NASDSE will source, design and produce the Flexi-Chiller with approval from the sponsor on branding elements only.
- Only one merchandise item of this nature will be given to attendees at the conference.

NATIONAL ASSOCIATION OF STATE DIRECTORS OF SPECIAL EDUCATION INCORPORATED
NASDSE

Questions?

For further information, please contact Ethel Dailey at 202-459-0860 or email nasdse@linderassociates.com