

Ready to Learn: *Helping Students Survive and Thrive*

NOVEMBER 16–18, 2009 • HOLLYWOOD RENAISSANCE HOTEL • HOLLYWOOD, CA

March 16, 2009

To: Potential Exhibitor
From: Michelle Bossie
EduAlliance Network
Re: Exhibiting Opportunity

YOU ARE INVITED TO EXHIBIT at the Ready to Learn Conference, being held November 16-18, 2009, at the Renaissance Hollywood Hotel in Hollywood, CA.

This event provides a forum for teams of teachers, counselors, principals, parents and administrators from California schools to share and learn about innovative programs which measurably improve at-risk student success. Of the schools represented, 65% are grades K-6 and the remaining are grades 7–12. Last year's attendance at the Ready to Learn Conference was barely under 1300.

Exhibit times:

Monday, November 16	7:15 a.m. – 5:00 p.m.
Tuesday, November 17	8:30 a.m. – 5:00 p.m.
Wednesday, November 18	7:45 a.m. – 11:30 a.m. (Optional)

Setup times:

Sunday November 15	3:00 p.m. – 6:00 p.m.
Monday November 16	6:30 a.m. – 7:15 a.m.

PARTICIPATION FEE: \$400.00 for a 5 x 6' space with or without a skirted table and 2 chairs. Exhibitors will have the opportunity to display products and services and also sell on-site. (A discount of \$100 will be given for 501(c)(3) nonprofit exhibitors).

Included in your booth fee:

- Busy Hotel Foyer location (Central location to meals, keynotes and sessions)
- Two Monday and two Tuesday exhibitor times including a featured coffee break with the exhibitors on Tuesday morning scheduled for attendees and listed in the program (Giving you ample opportunity to network)
- Lunch provided for exhibitors on Tuesday, two per Exhibitor (additional lunches can be purchased)
- Exhibitor listing given to each attendee

Electrical, phone and Internet hookup may be ordered directly from the Hollywood Renaissance Hotel. Instructions and phone numbers will be included in your exhibitor confirmation packet prior to the conference.

Exhibit space is limited. It will be filled with the intent of providing a variety of resource information and materials for attendees.

To reserve your space, please return the completed application form along with a check made payable to **EduAlliance Network** by September 11, 2009. Should we be unable to accommodate your organization's request for exhibit space, your check will be returned in a timely manner.

For questions regarding the conference focus and appropriateness of your materials, please contact Michelle at EduAlliance Network, 831/425-0299. We look forward to working with you.

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SPONSORSHIP OPPORTUNITIES

If you are interested in one of the listed sponsorship opportunities or want to have your company name in the conference program materials, please contact us.

I. CONFERENCE BAG: \$3,000

If you want to see each attendee carry your logo with them throughout the conference, sponsor the conference bags. Your logo is imprinted on high quality bags, which are distributed to all conference attendees and will include a one page insert about your company and your sponsorship. Our attendees are often given many things to carry and these bags become an essential part of the conference experience. EduAlliance Network takes care of all bag ordering and production.

II. COFFEE BREAK WITH THE EXHIBITORS: \$3,000

Give attendees a chance to start day two of the conference off right with coffee sponsored by you in their hand! This coffee break is a wonderful opportunity to network with attendees before they begin their first session of the day. Sponsoring this coffee break will include coffee and tea from 8:30 to 9:30 a.m. with a sign at the location noting your sponsorship, and recognition in the conference program for your contribution

III. PROMOTIONAL MATERIAL OPPORTUNITIES: \$200 – \$3,000

1. Your Materials In The Registration Bags: \$200 per insert

Your company supplies an insert of choice and EduAlliance will include it in every attendee's registration bag

2. Your Name And Logo On A Pen Or Highlighter: \$1,500

EduAlliance will supply a pen or highlighter with your name and logo on it to be included in registration materials. Every time an attendee needs to write something down, your name will be the one making notes.

3. Your Name And Logo On Other Promotional Material: \$2,000 – \$3,000

EduAlliance will supply promotional material with your name and logo on it and include it in all attendee's registration materials. Items to choose from include note pads, sticky notes, key chains and others. EduAlliance is willing to work with you on selecting an item that best represents your company. Cost may vary depending on item.

If you have an idea for another item/activity you would like to sponsor, please contact us.

To sign up or for more information on these sponsorship opportunities please contact Michelle at EduAlliance Network at 831/425-0299. Arrangements must be finalized by July 23, 2009.

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EXHIBITOR APPLICATION FORM Deadline September 11, 2009

Business Name: _____

Mailing Address: _____

City/ST/Zip: _____

Phone: _____ Fax: _____

Contact Email: _____

Company Web site: _____

Contact Person: _____

Exhibitor Fees: \$400.00 Number of tables: _____ x \$400.00 = _____
Total Due

501(c)(3)Fees: \$300.00 Number of tables: _____ x \$300.00 = _____
Total Due

Choose one of the following, a 5 x 6 area with:

6 Ft. Skirted Table(s) No Table(s)

Fees must accompany this form. No purchase orders will be accepted. Mail this form with check made payable to EduAlliance Network or fax this form with credit card information to 831/425-1244

EduAlliance Network
2521 S. Rodeo Gulch Rd., Ste. D
Soquel, CA 95073

Credit Card: MasterCard/Visa (no Discover or American Express)

Credit Cardholder name: _____

Credit Card#: _____ CVC Code: _____

Signature Required: _____ **Exp. Date:** _____

For questions regarding the conference focus and appropriateness of your materials, please contact Michelle at EduAlliance Network, 831/425-0299 or staff@edualliance.org.