



ACTE's 2017 CareerTech Expo
December 7 & 8
Gaylord Opryland Convention Center—Ryman Hall C
Nashville, Tennessee
www.careertechexpo.com
jwaterhouse@acteonline.com

Exhibitor Newsletter – July

Hello Everyone-

I'm here to help you with your planning for ACTE's CareerTech VISION 2017. This newsletter is long, but it will provide you with the info you need to plan and promote your exhibit. First, some predatory things to be aware of.

- WARNING #1! No one should be contacting you about hotel rooms! ACTE does not solicit exhibitors for housing or have anyone doing it on our behalf. If you are contacted or solicited about housing for VISION 2017 it is not legitimate.
- WARNING #2! Only Tom Minich or Jim Waterhouse can sell you an ACTE attendee or member E-mail list. No one else is authorized to do so.

Below you will find information on expo setup, presenting exhibitor workshops, receptions and special events, branding and visibility, advertising, travel and future VISION dates.

EXPO SETUP

Exhibitor Booth Staff Registration – *available in the ACTE Exhibitor Service Center*

You can register your booth staff by going to the [Exhibitor Service Center](#). The primary contact for your 2017 CareerTech Expo booth should have log-in information for the ESC. If you do not have your log-in information, please contact jwaterhouse@acteonline.org

ACTE Exhibitor Service Center

[The Exhibitor Service Center](#) is your one-stop-shop resource to all things regarding the expo. The primary contact for your 2017 CareerTech Expo booth should have log-in information for the ESC. If you do not have your log-in information, please contact jwaterhouse@acteononline.org

Once you have logged-in you will be able to:

- Pay outstanding balances
- Register booth staff
- Update your online company profile (your virtual booth)
- Download Freeman's Exhibitor Service Kit
- Download the Exhibitor Guest Pass
- Order eShow's lead retrieval services
- And Much More!

Internet Explorer users will experience difficulties when trying to access the ESC. I suggest using a different browser.

Online Expo Directory and Program App Company Description

Please keep your Exhibitor Directory information current. This information is used for the online interactive CareerTech Expo floor plan and the VISION 2017 App.

Also, make sure you upload your company's logo.

You can update your directory information by going to [the Exhibitor Service Center](#)

Freeman's Exhibitor Service Kit – available August

The link to Freeman's exhibitor service kit will be available in August.

Freeman Nashville Office:
1701 Lebanon Pike Circle
Nashville, TN 37210
(615) 884-5785 fax (469) 621-5615
FreemanNashvilleES@freeman.com

Important Dates

Move-In/Set-up/Registration

Tuesday, December 5, 12:00 pm – 5:00 pm
Wednesday, December 6, 8:00 am – 6:00 pm

Exhibit Hours

Thursday, December 7, 10:00 am – 6:00 pm
Friday, December 8, 9:30 am – 3:00 pm

Move-Out

Friday, December 8, 3:00 pm – 10:00 pm
Saturday, December 9, 9:00 am – 1:00 pm

PRESENT

Exhibitor Workshops

Two-thirds of the [Exhibitor Workshop](#) timeslots have sold. So if you're considering doing one [now is the time to signup!](#) A schedule can be found [here](#) or feel free to contact jwaterhouse@acteonline.org

RECEPTIONS & SPECIAL EVENTS

Career Pavilion Reception – Wednesday, December 6, noon - 5:30 p.m.

One Career Pavilion table, two complimentary conference registrations and two CareerTech Expo-only registrations, banner on the VISION 2017 website, one e-blast to ACTE's membership list, one e-blast to the VISION 2017 attendee list, listing in the VISION 2017 website, mobile app and signs at the convention center, signage in the Career Pavilion, and two-hundred drink tickets to pass out during the reception.
Limit of one sponsor - \$15,000

VISION 2017 Awards Banquet – Wednesday, December 6th.

ACTE is offering a limited number of sponsorship opportunities to support the ACTE Excellence Awards program and [VISION 2017 Awards Banquet](#). The companies and organizations that support the ACTE Excellence Awards are not only supporting ACTE, but actively recognizing and celebrating the best in career and technical education. Information on [VISION 2017 Awards Banquet sponsorships](#) will be available [here](#).

Educators in Action Reception – Wednesday, December 6, 5:30 - 6:30 p.m.

The Educators in Action Reception is an exclusive, invitation-only event for ACTE's 300+ volunteers, Board of Directors, and award winners. The reception takes place prior to the ACTE Awards Banquet and is the only recognition and networking event for ACTE's strongest advocates, most engaged educators, and leaders for excellence in the CTE field. Sponsorship includes five-minutes speaking time, signage recognition, VISION website logo and banner, one Awards Banquet table, *Techniques* magazine advertising and e-blast to VISION attendees. **Limit of one sponsor - \$7,500**

ACTE State Association Leadership Breakfast – Saturday, December 9, 8 - 9 a.m.

This annual event brings together the leadership from all the ACTE state association to recognize excellence, share successes and explore topics that will enhance the value each association provides to its members and collectively to the profession. A full breakfast will be served. As always, we will be recognizing the state associations

who have met the criteria for the ACTE Quality Association Standards Award. Sponsorship includes five-minutes speaking time, signage recognition, VISION website logo and banner, *Techniques* magazine advertising and e-blast to VISION attendees. **Limit of two sponsors - \$5,000**

STEM is CTE Symposium – Special Event on Dec. 9, 12:15-5:15p.m

Over 300 people attended the very first STEM is CTE Symposium in 2016. Featuring an opening General Session Luncheon, compelling Breakout Sessions and a closing Networking Reception, this [STEM is CTE Symposium](#) will help educators inspire students and young women to forge educational and career pathways in STEM.

We are looking for opening session, content, and reception sponsors. If you are interested in presenting and or sponsoring please contact Tom Minich (607-264-9069 or tminich.acte@gmail.com) today. There is only a limited amount of space available.

BRANDING & VISIBILITY

New Sponsorship Opportunities!

VISION Program App \$10,000

Because we are going paperless, meaning no printed program guide, the VISION program app will be extensively promoted to attendees before and during VISION 2017. The VISION program app sponsor will receive a banner in the app and logo on the splash page, prominent signage within the convention center, their logo on ACTE's VISION app promotions to attendees and the VISION homepage, and a full-page *Techniques* ad. Limit of two sponsors.

VISION Wi-Fi Password \$10,000

When you have a conference app, conference attendees want access to free Wi-Fi. This creates a unique sponsorship opportunity. Imagine two-thirds of VISION attendees typing your company's name and booth number into their mobile device. Attendees and guests at Opryland will also see your company's name and logo when logging in. Finally, ACTE will use your logo, company name and booth number when promoting free Wi-Fi access before and during the event.

VISION Website and Program App Banner \$5,000

The VISION website and Program App have a limited number of banner slots. These are reserved for VISION's top sponsors. However a few are available. The VISION website has 51,000 users and 97,000 page views. The Program App has averaged 4,000 downloads. These are the only sources for VISION program and schedule information.

Attendee ID Badge – Your Logo Everywhere

\$10,000

Every attendee receives an ID badge. What a great way to get your company name in front of all attendees before and during VISION! The marketing opportunity includes your logo printed on every VISION ID badge.

- Your logo on every VISION 2017 attendee badge
- Banner on VISION website, within the online conference site and in the conference mobile app
- A logo on the VISION website and included in all VISION mailings
- Billing in the VISION Guidebook and signs at the convention center

VISION 2017 Sponsorships

Maximize your exposure at ACTE's CareerTech VISION 2017. Enhance your company's image, expand your brand, and leave a lasting impression in buyer's minds. ACTE's CareerTech VISION 2017 sponsors enjoy visibility and recognition throughout the conference in print, online, and via signage. Sponsors receive added benefits which are an invaluable investment in gaining wide- spread recognition and increased access to decision-makers.

- **Tote Bag Insert (each) \$1,00**
- **Exhibitor Workshop (each) \$1,000**
- **Expo Aisle Sticker \$1,500**
- **Vendor E-blast \$1,800**
- **VISION Website \$ Program App Banner \$5,000**
- **ACTE State Association Leadership Breakfast \$5,000**
- **STEM Symposium Reception \$5,000**
- **Educators in Action Reception \$7,500**
- **VISION App \$10,000**
- **VISION wifi \$10,000**
- **Lanyards **SOLD** \$10,000**
- **First-time Attendee Recognition **SOLD** \$10,000**
- **Attendee ID Badge \$10,000**
- **Career Pavilion Reception \$15,000**
- **Tote Bags **SOLD** \$15,000**
- **STEM Symposium Luncheon \$15,000**
- **Thursday General Session **SOLD** \$15,000**
- **Friday General Session \$10,000**
- **Saturday General Session **SOLD** \$5,000**
- **PACKAGE: VISION/Techniques Full-page Ad \$18,500**
- **PACKAGE: VISION/Techniques Half-page Ad \$10,000**
- **PACKAGE: ACTE's CareerTech VISION 2017 Sponsor \$15,000**

Visit the [VISION 2017 sponsorship page](#) or please contact jwaterhouse@acteonline.org for more information.

ADVERTISING

Techniques Advertising –*Reserve space for fall 2017!*

Take advantage of ACTE [Advertising Opportunities](#). For more information contact Tom Minich (607-264-9069 or tminich.acte@gmail.com)

We're offering two specially priced advertising packages that combines three Techniques ads and one VISION guidebook ad. This is a limited opportunity.

VISION/Techniques Full-page Ad \$8,000
VISION/Techniques Half-page Ad \$5,000

Upcoming ad material submission dates:

OCTOBER 2017 Techniques

Space Reservations: August 18, 2017

NOV./DEC. 2017 VISION ISSUE Techniques

Space Reservations: September 15, 2017

JANUARY 2018 Techniques

Space Reservations: November 3, 2017

ACTE Membership and VISION 2017 E-blasts – *limited availability*

We offer a limited number of **E-blasting opportunities** to the pre and post VISION attendee list and to ACTE membership. For more information contact Tom Minich (607-264-9069 or tminich.acte@gmail.com).

ACTEnews Banners – weekly e-newsletter to ACTE membership

ACTEnews is a weekly e-newsletter sent to ACTE's membership. We offer a limited number of banner placements. For more information contact Tom Minich (607-264-9069 or tminich.acte@gmail.com).

ACTEonline Banners

Contact www.multiview.com for more information.

ACTE Postal Mailing Lists

Pre and post VISION and ACTE membership [postal mailing lists](#) can be purchased from Infocus Marketing, Inc. (800.708.5478 or www.infocuslists.com).

TRAVEL

VISION 2017 Housing and Transportation

You can view [housing and travel information here](#).

Gaylord Opryland Resort & Convention Center

2800 Opryland Drive

Nashville, TN 37214

Phone: (615) 889-1000

Rate: \$159 plus 15.25% room tax, \$2.50 city tax and \$6 resort fee

Book Early!!!!

FUTURE EVENTS

How to reserve your booth for the 2018 CareerTech Expo

December 7 & 8, 2017, in Nashville, Tennessee

Booth selection will be held on Friday, December 8, 2017, 9:30 am – 3:30 pm

In the Exhibitor Lounge

Selection order will be emailed prior to expo and dropped off at your booth

Future Vision Dates

VISION 2018: November 28 – December 1, 2018, San Antonio

VISION 2019: December 4 – 7, 2019, Anaheim

VISION 2020: December 2 – 5, Nashville

Your participation as an exhibitor is greatly appreciated. I'll be updating you on important show information via email. More information can also be found online at www.careertechexpo.com. I look forward to seeing you in Nashville this December.

As always, if you have any questions or concerns about the expo don't hesitate to get in touch with me.

Jim Waterhouse, Exhibits Manager

jwaterhouse@acteonline.org

703-683-9332