

ACTE's CareerTech
VISION 
2018

ACTE's 2018 CareerTech Expo
Thursday, November 29 & Friday, November 30
Henry B. Gonzalez Convention Center—Hall 2
San Antonio, Texas
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 2018. 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 2018 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, advertising, branding and visibility, receptions and special events, travel and future VISION dates.

EXPO SETUP

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 2018 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

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
- 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 2018 App.

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

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

Exhibitor Booth Staff Registration – *available July 16th in the ACTE Exhibitor Service Center*

You can register your booth staff by going to the [Exhibitor Service Center](#). The primary contact for your 2018 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

Freeman's Exhibitor Service Kit

Here's the link to Freeman's exhibitor service kit:

<https://www.freemanco.com/store/show/landing?referer=s&nav=02&showID=441259>

The [Exhibitor Service Kit](#) includes detailed and comprehensive information on exhibitor activities, important exposition guidelines, shipping, utilities and special services, and other exposition logistics.

Freeman San Antonio Branch
Exhibitor Services
3323 I H 35 North
San Antonio, TX 78219
Phone: (210)554-2021
Fax: (469)621-5611

Email: FreemanSanAntonioES@freeman.com

Important Dates

Move-In/Set-up/Registration

Tuesday, November 27, 1:00 pm – 5:00 pm

Wednesday, November 28, 8:00 am – 6:00 pm

Exhibit Hours

Thursday, November 29, 10:00 am – 5:30 pm

Friday, November 30, 9:00 am – 3:00 pm

Move-Out

Friday, November 30, 3:00 pm – 10:00 pm

Saturday, December 1, 9:00 am – 1:00 pm

PRESENT

VISION 2018 Exhibitor Workshops

Sometimes session proposals don't get selected. But for \$1,000 you can reserve a [VISION 2018 exhibitor workshop](#) timeslot.

More information can be found at www.careertechvision.com. Let me know if you have any questions.

ADVERTISING

Techniques Advertising – Reserve space for November VISION 2018 issue

We need your space reservations by August 31st. For more information contact Tom Minich (607-264-9069 or tminich.acte@gmail.com).

Upcoming ad material submission dates:

Techniques October 2018

Space Reservations: August 3

Techniques November 2018

Space Reservations: August 31

Techniques January 2019

Space Reservations: October 19

Visit *Techniques* [advertising information](#) page to view past issues.

ACTE Membership and VISION 2018 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).

BRANDING & VISIBILITY

VISION Program App \$10,000

Because we are paperless, meaning no printed program guide, the VISION program app will be extensively promoted to attendees before and during VISION 2018. 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 all VISION attendees accessing Wi-Fi typing your company's name and booth number into their mobile device. Attendees will then be directed to your company's website. 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 2018 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 2018 Sponsorships

Maximize your exposure at ACTE's CareerTech VISION 2018. Enhance your company's image, expand your brand, and leave a lasting impression in buyer's minds. ACTE's CareerTech VISION 2018 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) \$1,000**
- **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**
- **Expo Coffee Break \$10,000 or two for \$5,000**
- **VISION App \$10,000**
- **VISION Wi-Fi Password \$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**
- **Saturday General Session \$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 2018 sponsorship page](#) or please contact jwaterhouse@acteonline.org for more information.

RECEPTIONS & SPECIAL EVENTS

Career Pavilion Reception – Wednesday, November 28, noon - 5:30 p.m.

One Career Pavilion table, two complimentary conference registrations and two CareerTech Expo-only registrations, banner on the VISION 2018 website, one e-blast to ACTE's membership list, one e-blast to the VISION 2018 attendee list, listing in the VISION 2018 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 2018 Awards Banquet – Wednesday, November 28

ACTE is offering a limited number of sponsorship opportunities to support the ACTE Excellence Awards program and [VISION 2018 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 2018 Awards Banquet sponsorships](#) will be available [here](#).

Educators in Action Reception – Wednesday, November 28, 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**

Expo Hall Coffee Break - Friday, November 30, 9:00 – 10:15 am

During Friday's dedicated Expo time, attendees will come grab a cup of coffee and take a break after the early round of meetings. Beverage stations will be placed in the Expo hall to get everyone energized for the busy day ahead. We'll produce and prominently display your company's name and logo at the break. Sponsorship also includes the beverage station placement, if possible, near sponsor's booth, signage recognition, VISION website logo and banner, and sponsor logo and mention when promoting the coffee break to VISION attendees. **Exclusive sponsor - \$10,000 or Limit of two sponsors - \$5,000 each**

ACTE State Association Leadership Breakfast – Saturday, December 1, 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 Saturday, Decemebr 1, 12:15 - 5:15p.m

This event addresses crucial diversity, equity and access issues to STEM fields via CTE programs, which encourage students and especially women to explore high-paying, high-demand STEM careers. 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.

TRAVEL

VISION 2018 Housing and Transportation

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

[Grand Hyatt San Antonio](#)

600 E Market St, San Antonio, TX 78205

Phone: (210) 224-1234

Rate: \$189 plus 16.75% and .07% State Cost Recovery Fee

To make your reservation, please [click here](#).

FUTURE EVENTS

How to reserve your booth for the 2019 CareerTech Expo

Booth selection will be held on Friday, November 30, 2018, 9:30 am – 3:30 pm, in the Exhibitor Lounge located in Hall 2. Selection order will be emailed prior to expo and dropped off at your booth.

Future Vision Dates

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 VISION information via email. More information can also be found online at www.careertechexpo.com. I look forward to seeing you in San Antonio this November.

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