



ACTE's 2020 CareerTech Expo  
Thursday, December 3 & Friday, December 4  
Gaylord Opryland Resort & Convention Center—Ryman Hall C  
Nashville, Tennessee  
[www.careertechexpo.com](http://www.careertechexpo.com)  
[jwaterhouse@acteonline.com](mailto:jwaterhouse@acteonline.com)

**Exhibitor Newsletter – Don't Get Scammed!**  
**ACTE Marketing Opportunities – Who Should Be Contacting You!**

Hello Everyone-

You'll be contacted by people leading up to VISION 2020, and they're offering all sorts of mailing lists and other ACTE marketing opportunities. Besides myself, the following are the only people and organizations authorized by ACTE to contact you about ACTE marketing opportunities.

- **Tom and Brad Minich - Techniques**, vendor e-blasts, ACTEnews banners, and VISION sponsorships.
- **SmartBrief** represents CareerTech Update.
- **Multiview** represents ACTEonline.org website banners.
- **Infocus Marketing, Inc** represents ACTE postal mailing lists.

You'll be working hard at VISION 2020 promoting your products and services. Year-round you can continue to engage a broader CTE audience through ACTE marketing opportunities.

## **ACTE Marketing Opportunities**

### **Techniques Advertising – Reserve space for fall 2020 issues**

Techniques magazine is the top publication serving the CTE market. Eight issues are published and mailed to ACTE's entire membership during the schoolyear.

For more information contact Tom Minich (607-264-9069 or [tminich.acte@gmail.com](mailto:tminich.acte@gmail.com)).

Visit *Techniques* [advertising information](#) page to view past issues and see upcoming ad material submission dates.

### **ACTE Membership and VISION 2020 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](mailto:tminich.acte@gmail.com)).

## **ACTEnews Banners**

ACTEnews is an ACTE focused 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](mailto:tminich.acte@gmail.com)).

## **CareerTech Update**

CareerTech Update is a daily e-newsletter to ACTE's membership focused on CTE news. Contact [www.smartbrief.com](http://www.smartbrief.com) For more information.

## **ACTEonline Banners**

Contact [www.multiview.com](http://www.multiview.com) for more information about banner advertising on [www.acteonline.org](http://www.acteonline.org)

## **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.infocusmarketing.com](http://www.infocusmarketing.com)).

## **VISION Sponsorships**

Visit the [VISION 2019 sponsorship page](#) or please contact [jwaterhouse@acteonline.org](mailto:jwaterhouse@acteonline.org) for more information.

One show reminder for you. **The Exhibitor Service Center** is your one-stop-shop resource to all things regarding the expo. The primary contact for your 2020 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](mailto:jwaterhouse@acteonline.org)

As always, if you have any questions or concerns about the expo don't hesitate to get in touch with me. More information can also be found online at [www.careertechexpo.com](http://www.careertechexpo.com). I look forward to seeing you in Nashville this December.

Jim Waterhouse, Exhibits Manager  
[jwaterhouse@acteonline.org](mailto:jwaterhouse@acteonline.org)  
703-683-9332