



ACTE's Virtual VISION 2020 CareerTech Expo
Tuesday, December 1 through Friday, December 4
www.careertechvision.com
jwaterhouse@acteonline.com

Exhibitor Newsletter – September

Hello Everyone-

Now that we've moved to a virtual platform, here's information on booth packages, workshops, sponsorships and marketing opportunities.

Your Virtual VISION Booth

Booth space within the virtual exhibit hall is the most common way to provide exposure for your products and services. Exhibitors will get not only logo and signage, but also numerous options for uploading content and engaging in conversations with attendees.

ACTE has five booth rates for Virtual VISION, \$850, \$1,700, \$3,400, \$6,800 and \$10,200, with various levels of features. Just like at a physical event, you have different booth options and sponsorships.

We have designed booth templates that reflect levels of exposure. Larger packages include more signage options, for greater messaging and branding, as well as more click states for organizing and offering more content to attendees.

Premium booths will have premium positioning on the exhibit hall floor or other exhibit hall entry points along with increased visibility throughout the conference.

BASIC Booth Package: \$850

- Company name, URL, description (200 words) and product categories
- Social media links: Facebook, Twitter, Instagram, and LinkedIn

- Logo branding on company booth
- PDF upload
- 1:1 Text and group chat
- One complimentary conference registrations

Enhanced Basic Booth Package: \$1,700

- Company name, URL, description (200 words) and product categories
- Social media links: Facebook, Twitter, Instagram, and LinkedIn
- Logo branding on company booth
- Three PDF uploads
- Product demo embedded video
- 1:1 Text and group chat
- Booth metrics and reporting
- Three complimentary conference registrations

Bronze Virtual Booth Package: \$3,400

- Virtual booth with additional signage options
- Company name, URL, description (200 words) and product categories
- Social media links: Facebook, Twitter, Instagram, and LinkedIn
- Logo branding on company booth
- 25% discount on additional ACTE advertising and electronic messaging opportunities
- Five PDF uploads
- Product demo embedded video
- Unlimited links to independently hosted webinar or content from hot spots
- 1:1 Text and group chat
- No limit to the number of booth representatives assigned; list sorted by alpha based on who is active
- Booth metrics and reporting
- Six complimentary conference registrations

Silver Virtual Booth Package: \$6,800

- Listing as Virtual VISION Silver Sponsor
- Placement in featured Silver vendors virtual expo hall
- Banner in virtual expo hall
- Larger virtual booth with additional signage options
- Company name, URL, description (200 words) and product categories
- Social media links: Facebook, Twitter, Instagram, and LinkedIn
- Logo branding on company booth
- 25% discount on additional ACTE advertising and electronic messaging opportunities
- Unlimited PDF uploads
- Product demo embedded video
- Unlimited links to independently hosted webinar or content from hot spots
- 1:1 Text and group chat
- No limit to the number of booth representatives assigned; list sorted by alpha based on who is active
- Booth metrics and reporting
- Twelve complimentary conference registrations

Premium Gold Virtual Booth Package: \$10,200

- Listing as Virtual VISION Gold Sponsor
- Listing as CareerTech Expo Sponsor
- One vendor E-blast to ACTE membership
- One vendor E-blast to VISION attendees pre and post show
- Placement in featured Gold vendors virtual expo hall
- Banner in virtual expo hall
- Banner in virtual conference lobby
- Larger virtual booth with additional signage options
- Company name, URL, description (200 words) and product categories
- Social media links: Facebook, Twitter, Instagram, and LinkedIn

- Logo branding on company booth
- 25% discount on additional ACTE advertising and electronic messaging opportunities
- Unlimited PDF uploads
- Product demo embedded video
- Unlimited links to independently hosted webinar or content
- 1:1 Text and group chat
- No limit to the number of booth representatives assigned; list sorted by alpha based on who is active
- Booth metrics and reporting
- Sixteen complimentary conference registrations

Use the [online exhibit space application](#) to reserve and pay for your Virtual VISION booth.

Conference Schedule

Virtual VISION [Schedule-at-a-glance](#)

Virtual VISION [expo dates and hours](#)

Exhibitor Workshops – Want to virtually present on your products or services?

These very popular sessions are available only to Virtual VISION exhibitors. Present your products and services to attendees in a 30-minute pre-recorded educational session. Workshops will be available throughout the conference and afterwards.

Workshops presenters also have the option to link to a 3rd party webinar platform (WebEx, Zoom, GotoMeeting, etc.) via their virtual booth. ACTE will include these scheduled virtual sessions in the VISION program, directing attendees to the exhibitors booth at the appropriate time. Go here to view the [exhibitor workshop schedule](#).

All pre-recorded workshops will be accessible for one-year to all VISION attendees.

VISION Booth Space Reservations and Invoices

Exhibitors that reserved their VISION 2020 booth during the 2019 Anaheim event have been postal mailed and e-mailed their invoice. If you reserved your booth and have not received your invoice, please let me know. Not sure, here's where you can view the [VISION 2020 exhibitor list](#).

For those of you that have not done so already, you can now [reserve your VISION 2020 booth online](#).

Your current booth size will be matched to the corresponding booth level. If you'd like to increase or reduce your booth level, or cancel, please contact jwaterhouse@acteonline.org

Cancellation/Refund Policy

- Cancellations occurring by October 15, 2020, will receive full refund or credit for VISION 2021.
- Cancellations after October 15, 2020, will receive no refund

If you need to cancel your booth, please contact jwaterhouse@acteonline.org

ACTE Marketing Opportunities

Techniques Advertising – print and digital

Techniques is published eight times during the school year. Techniques is printed and mailed to all ACTE members during the months of September, November, February and April. Techniques is digital only during the months of October, January, March and May. For more information contact Tom Minich (607-264-9069 or 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).

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).

VISION Sponsorships

Visit the [VISION 2020 sponsorship page](#) or please contact 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

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.careertechvision.com. I look forward to working with you to make this the most unique ACTE conference ever!

Jim Waterhouse, Exhibits Manager
jwaterhouse@acteonline.org
703-683-9332