ACTE’s CareerTech VISION 2020

Wednesday–Saturday, Dec. 2–5
Gaylord Opryland Resort & Convention Center
Nashville, TN

Pick Your Booth Today!
• Advertise • Exhibit • Sponsor
4,000+ Educators and Administrators
1,000+ Company Representatives
200+ Exhibiting Companies

EXHIBITOR PROSPECTUS
careertechvision.com
ACTE’s CareerTech VISION 2020

Join us as an exhibitor at ACTE’s CareerTech VISION 2020 in Nashville, Tennessee, for the opportunity to showcase your products and services to a highly targeted market of more than 4,000 education professionals.

Educators are a difficult group to contact and stay in touch with. Their time is limited; we know, we work with 24,000 of them. This December, thousands of ACTE members and career and technical educators will be in Nashville for professional development, hands-on experiences, national awards recognition and networking opportunities.

80% of attendees said they were there to see new products. 75% of attendees said they were there to see the latest technologies. 70% of attendees will make purchasing decisions based on products seen at the CareerTech Expo.

Where will you be?
Exhibit at ACTE’s CareerTech VISION 2020

For four days, ACTE brings together thousands of hard-to-reach education decision-makers: superintendents, counselors, administrators, principals, curriculum specialists and school board members. VISION attendees are respected education authorities who initiate projects and programs, solicit bids and make purchasing decisions based on what they see at the CareerTech Expo.

Your connection to ACTE begins with reserving an exhibit space at our CareerTech Expo. Your investment can be enhanced through conference advertising and sponsorships, as well as special partnership initiatives through ACTE.

Connect with your target audience at VISION 2020:

• 4,000+ educators
• 1,000+ company reps
• 200+ exhibiting companies

Gain valuable market insights as you interact with attendees, including leading education technology purchasers, decision-makers and industry representatives.

With more than 80 percent of attendees having final or recommended buying power, the CareerTech Expo is the perfect venue for you to reach influential buyers. If your company provides products and services within the following fields, ACTE members are looking for you!

3-D Printing • A/C Heating Refrigeration • Aircraft Maintenance & Operation • Automotive Maintenance & Collision Repair • Computer Engineering • Computer Programming • Computer Repair • Construction • Dental Hygiene • Diesel Maintenance & Repair • Diet/Nutrition • Optical Dispensing • Drafting • Drones • Electrical • Emergency Medical Services • Engineering • Equipment Installation & Repair • Financial Services • Graphic Arts & Design • Health • Hospitality • Landscaping & Turf Management • Library Services • Machine Operation, Maintenance & Repair • Marine Technology • Medical/Dental • Motorcycle Maintenance & Repair • Nuclear Medicine • Nursing • Occupational Therapy • Paralegal • Physical Therapy • Physician Assistance • Plumbing & Pipefitting • Printing • Radiology • Respiratory Therapy • Retail • Sales • Teaching • Laboratory Science • Sheetmetal Equipment Operation • Surgical • Systems Analytics • Tool & Die • Utility Plant Operation • Veterinary Assistance • Welding

Reserve your space today!

Apply online at www.careertechvision.com

FOR MORE INFORMATION OR TO RESERVE A BOOTH
Jim Waterhouse, Exhibits Manager
Phone: 800-826-9972 ext. 332
Fax: 703-683-7424
jwaterhouse@acteonline.org
www.careertechvision.com
Exhibitor Privileges
2020 CareerTech Expo booth rentals include:

- Fifty-word descriptive listing in the VISION Program App and online interactive expo hall
- One complimentary full-conference registration for each contracted booth (up to four total)
- Two complimentary booth staff registrations per booth rented (up to a maximum of 12)
- Pipe railing, eight-foot-high curtain backwall and three-foot-high curtain side dividers
- Seven- by 44-inch identification sign that lists company name and booth number
- General security guard service
- Daily aisle maintenance

The booth rental price does not include storage, placement, shipment or reshipment of exhibit materials, special lighting, booth furnishings, tables, chairs, electrical supplies, carpet, individual booth cleaning or any other special service ordered by the exhibitor.

Rental Charges and Space Reservations
ACTE charges a flat rate of $1,700 per 10- by 10- foot space or $17 per square foot.

To reserve space prior to July 15, submit the application/contract with a minimum deposit of $500 per each booth space rental.

To reserve space after July 15, submit the application/contract with full payment for booth space rental.

Exhibitor Workshops
Want to do a 50-minute presentation on your products or services?

These very popular sessions are available to exhibitors only. Present your products and services to attendees in a 50-minute educational session. Workshops are built on the show floor, are wired for Internet, have an LCD projector and PA system, and seat approximately 60 attendees theater-style. Workshops are held on the hour during Expo hours. Workshop time slots cost $1,000.
Sponsorship Opportunities

Maximize your exposure and make sure your sales efforts add up by making ACTE sponsorship opportunities a part of your marketing equation. Companies who take advantage of ACTE’s value-added marketing services have the most successful shows in the career and technical education market. A full range of sponsorship possibilities are available and are designed to suit every company’s show budget.

All sponsorships include recognition on the VISION 2020 website as an official sponsor; recognition in the program app, and added recognition on signs at VISION 2020.

If you have any questions or have sponsorship ideas of your own, please contact Jim Waterhouse, ACTE exhibits manager, at 800-826-9972 ext. 332 or by email at jwaterhouse@acteonline.org.

STEP 3: PAYMENT OPTIONS

☐ CREDIT CARD
  ☐ Visa  ☐ MasterCard  ☐ Discover  ☐ AMEX

CARD # ____________________________
SECURITY CODE ________________
ZIP CODE _______________________

☐ CHECK
(Copy of contract must accompany the check payment. Copies of checks will NOT be accepted. Do NOT fax.)
Payable to ACTE (in U.S. dollars and withdrawn in a U.S. bank)
Remit to: P.O. Box 758621, Baltimore, MD 21275-8621

☐ PURCHASE ORDER
(Copy of the PO must accompany the completed contract.)
Fax to 703-683-7424
1. Your PO must have your organization’s contact information and may include the company logo. Include complete bill-to and ship-to addresses, phone numbers and emails.
2. Include the PO number and PO date.
3. Include a complete product description with correct price.

TOTAL* ______________________________

* Sponsorship totals will be included on your 2020 exhibit booth space invoice.

Gaylord Opryland Resort and Convention Center
Nashville, Tennessee
Exhibit Dates: December 3 - 4, 2020

ACTE's CareerTech VISION 2020

STEP 1: SPONSOR INFORMATION

CONTACT NAME ____________________________
COMPANY ____________________________
ADDRESS ____________________________ CITY ____________________________
STATE ____________________________ ZIP ____________________________ COUNTRY ____________________________
PHONE ____________________________ FAX ____________________________
E-MAIL ____________________________

STEP 2: SPONSORSHIP CHOICES

☐ Tote Bag Insert (each) $1,000
☐ Exhibitor Workshop (each) $1,000
☐ Expo Sticker Aisle Corner $1,500
☐ Vendor E-blast (limit two) $1,800
☐ VISION App $10,000
☐ Tote Bags SOLD $15,000
☐ Lanyards SOLD $10,000
☐ First-time Attendee Recognition $10,000
☐ Attendee ID Badge $10,000
☐ VISION WIFI $10,000
☐ Thursday General Session SOLD $15,000
☐ STEM is CTE Symposium Opening Session and Luncheon $15,000
☐ Saturday General Session $5,000
☐ ACTE State Association Leadership Breakfast $5,000
☐ Educators in Action Reception $7,500
☐ PACKAGE: VISION/Website & Program App Banner $5,000
☐ PACKAGE: ACTE's CareerTech VISION 2020 Sponsor $15,000
☐ PACKAGE: ACTE's CareerTech Expo Sponsor $7,500

TOTAL* ______________________________

* Sponsorship totals will be included on your 2020 exhibit booth space invoice.

www.careertechvision.com
ACTE is offering a limited number of sponsorship opportunities to support the ACTE Excellence Awards program and VISION 2020 Awards Gala. 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. Companies and organizations that support this event can do so at the following levels:

**$10,000—Gold Level companies receive:**
- 10 seat table at the Banquet
- Your logo on printed Banquet materials
- Your logo on VISION General Session sponsor list
- Sign for your CareerTech Expo booth
- Name and logo on VISION follow up article for *Techniques* magazine
- Full-page ad in *Techniques* magazine
- Opportunity to present awards and speak during the Banquet
- Table stand for sponsored table
- Your logo on ACTE awards website for 1 year
- Your logo on VISION website

**$5,000—Silver Level companies receive:**
- 10 seats at the Banquet
- Your logo on printed Banquet materials
- Your logo on VISION General Session sponsor list
- Sign for your CareerTech Expo booth
- Name and logo on VISION follow up article for *Techniques* magazine
- Half-page ad in *Techniques* magazine
- Your logo on ACTE awards website for 1 year
- Your logo on VISION website

**$1,000—Bronze Level companies receive:**
- 10 seats at the Banquet
- Your name on printed Banquet materials

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**STEP 1: SPONSOR INFORMATION**

- CONTACT NAME
- COMPANY
- ADDRESS
- CITY STATE ZIP
- COUNTRY
- PHONE FAX
- E-MAIL

**STEP 2: SPONSORSHIP LEVELS**

- $10,000 - Gold Level
- $5,000 - Silver Level
- $1,000 - Bronze Level

**TOTAL** * Sponsorship totals will be included on your 2020 exhibit booth space invoice.

**STEP 3: PAYMENT OPTIONS**

- **CREDIT CARD**
  - Visa
  - MasterCard
  - Discover
  - AmEx
- CARD #
- EXP. DATE SECURITY CODE ZIP CODE
- NAME ON CARD
- SIGNATURE

**CHECK**

(Copy of contract must accompany the check payment. Copies of checks will NOT be accepted. DO NOT fax.)

Payable to ACTE (in U.S. dollars and withdrawn in a U.S. bank)

Remit to: P.O. Box 758621, Baltimore, MD 21275-8621

**PURCHASE ORDER**

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Fax to 703-683-7424

1. Your PO must have your organization’s contact information and may include the company logo. Including complete bill-to and ship-to addresses, phone numbers and emails.
2. Include the PO number and PO date.
3. Include a complete product description with correct price.
**FUTURES**

**THE NEED**
- More than 2 million new jobs will be added in design and construction fields through 2020.
- There is a growing demand for universal design as baby boomers remodel to Aging-in-Place.

**THE SOLUTION**
- Join a growing industry. Residential, commercial and industrial construction represents 36% of all residential construction ($600 billion).
- The NKBA segment is projected to grow at 10% annually.

**OVER 2 MILLION**

**NEW JOBS WILL BE ADDED IN DESIGN & CONSTRUCTION FIELDS THROUGH 2020.**

**$147 BILLION INDUSTRY**

**THERE'S A GROWING DEMAND FOR UNIVERSAL DESIGN AS BABY BOOMERS REMODEL TO AGING-IN-PLACE.**

**DETERMINING A DEFINED CAREER PATH**

**AKBD, Virginia Tech**

**It was the student chapter of the NKBA and my student membership that took me outside the comfort zone of the classroom, meet people in the industry, attend NKBA events, network, and really get to know my peers (and potential future colleagues...). My student membership alone made me want to learn more about the NKBA, what it has to offer, be familiar with the accreditations process, get started on my continuing education through NKBA offered CEUs, and attend KBIS as a student, and so much more.**

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**ENGAGE EDUCATORS WITH A WORKFORCE VISUALIZATION!**

Today's career and technical education programs are key to ensuring your industry has the skilled workforce it needs to remain competitive. But education administrators, teachers and guidance professionals must be aware of your industry and the career opportunities it provides students for curriculum and program alignment to occur. To bridge this very gap, to tell your industry’s story, use ACTE’s offers workforce visualization infographic template.

Send us an infographic using ACTE’s template and we’ll post it along with others on ACTE’s Working Wonders site.

[http://www.actonline.org/workingwonders](http://www.actonline.org/workingwonders)

**WAYS TO COMMUNICATE YOUR INDUSTRY AND CAREER OPPORTUNITIES!**

Use individual ACTE communication channels or do an entire campaign.

Infographic on ACTE’s Working Wonders site - **Free**

Infographic in *Techniques* Magazine - **$2000**

Infographic shared via ACTE social media - **$900**

Industry Connect blog post - **$500**

VISION Career Pavilion table - **$800**

VISION CareerTech Expo booth - **$1700**

Pre and post VISION attendee e-blast **$1800**

ENTIRE CAMPAIGN COST: **$5,000 ($7700)**

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http://www.careertechvision.com/careerpavilion.cfm

http://www.actonline.org/workingwonders

http://industryconnect.actonline.org
ACTE is the largest association dedicated to the entire career and technical education community. We provide leadership in developing an educated, prepared and competitive workforce.

ACTE’s more than 24,000 members — teachers, guidance counselors, middle school and high school administrators, postsecondary and technical educators — are involved in planning and conducting career and technical education programs that prepare millions of students entering or re-entering the job market.

**TECHNIQUES MAGAZINE**

*Techniques* is the most widely read, most trusted and most informative publication serving the career and technical education market.

Written for career and technical educators by career and technical educators, *Techniques* addresses the issues our industry cares about most, providing input you can trust when making decisions for your classrooms, programs and school systems.

Each month, dedicated sections focus on leadership, classroom strategies, emerging jobs and new products and services. Feature articles cover the latest in new technologies, classroom management, teaching skills, professional development and more.

*Techniques* provides CTE decision-makers with the analysis and objective reporting they need to remain informed. And a place for savvy advertisers to target their niche markets.

**TARGETED POINTS**

- As many as 113,000 educators read a portion of *Techniques* each month.
- This includes decision-makers who control an estimated $11 billion in local, state and federal funds spent yearly on career and technical education.
- These decision-makers have identified *Techniques* as their single most important source of professional information.

Contact *Techniques* Managing Editor Lia Milgram, at lmilgram@acteonline.org, with story ideas, letters to the editor or *Techniques* content-related questions.

With *Techniques* advertising questions, contact:

**Tom Minich**
National Marketing Representative
Newcreek LLC
Phone: 607-264-9069
Fax: 607-441-1044
E-mail: tminich.acte@gmail.com

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**ACTE ADVERTISING OPPORTUNITIES INCLUDE:**

- Print Magazine
- Website
- E-blast
- Social Media
- CareerTech VISION 2020
- Career Infographic Marketing Campaign
Published eight times a year and received by 24,000 ACTE members, *Techniques* is the premier publication for the career and technical education industry. Booth numbers of exhibitors advertising in the November/December issue of *Techniques* will be included with their ad in the VISION 2020 issue. Let attendees know who you are and where you’ll be before they arrive in Anaheim.

### Techniques Rates (Black and White)

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<th>3X</th>
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Standard (C, M, Y or K) Second Color, Per Ad—$625  
Four-color Process, Per Ad—$1,070  
*Pricing includes four-color process

### MECHANICAL REQUIREMENTS

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<tr>
<td>C Two-page spread</td>
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<td>11 1/4”</td>
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<td>D Two-page spread, half</td>
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<td>F Marketplace</td>
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<td>K 1/6 page</td>
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<td>4 1/2”</td>
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MORE WAYS TO REACH ACTE MEMBERS

PRE- AND POST-VISION 2020 E-BLASTS – LIMITED AVAILABILITY
We offer a limited number of e-blast 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).

SOCIAL MEDIA
www.facebook.com/actecareertech
www.twitter.com/actecareertech
www.linkedin.com/actecareertech

CONTACT
Tom Minich
National Marketing Representative
Newcreek LLC
Phone: 607-264-9069
Fax: 607-441-1044
Email: tminich.acte@gmail.com
ACTE's CareerTech VISION 2020
Exhibitor Prospectus
www.careertechvision.com

Exhibit Hall Hours
Thursday, December 3  10:00 a.m. – 5:30 p.m.
Friday, December 4  9:00 a.m. – 3:00 p.m.

Move-in/Setup/Registration
Tuesday, December 2  2:00 p.m. – 6:00 p.m.
*Wednesday, December 3  8:00 a.m. – 6:00 p.m.
*All booths must be completely set up no later than 6:00 p.m. on Wednesday, December 2.

Move-out
Friday, December 4  3:00 p.m. – 10:00 p.m.
Saturday, December 5  9:00 a.m. – 1:00 p.m.

Housing Information
Information regarding hotel reservations will be included in the Exhibitor Service Kit and is available at www.careertechvision.com.

Website

For more information, contact: Jim Waterhouse, Exhibits Manager
Association for Career and Technical Education, 1410 King Street
Alexandria, VA 22314 • Phone: 800-826-9972 ext. 332 or 703-683-9332
Email: jwaterhouse@acteonline.org • www.careertechvision.com