



ACTE's 2019 CareerTech Expo
Thursday, December 5 & Friday, December 6
Anaheim Convention Center—Hall A
Anaheim, California
www.careertechexpo.com
jwaterhouse@acteonline.com

Exhibitor Newsletter – August

Hello Everyone-

I'm here to help you with your planning for ACTE's CareerTech VISION 2019. 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 2019 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, 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 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 Mobile 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 – *is now available*

You can register your booth staff by going to the [Exhibitor Service Center](#). The primary contact for your 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?showID=460452>

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 Anaheim Branch
2170 S. Towne Centre Place, Ste 100
Anaheim, CA 92806
Phone: 714-254-3410
Fax: 469-621-5602
FreemanAnaheimES@freeman.com

Important Dates

Move-In/Set-up/Registration

Tuesday, December 3, 2:00 pm – 6:00 pm

Wednesday, December 4, 8:00 am – 6:00 pm

Exhibit Hours

Thursday, December 5, 10:00 am – 5:30 pm

Friday, December 6, 9:00 am – 3:00 pm

Move-Out

Friday, December 6, 3:00 pm – 10:00 pm

Saturday, December 7, 9:00 am – 1:00 pm

ADVERTISING

Techniques Advertising – Reserve space for November VISION 2019 issue

We need your space reservations by August 30th. For more information contact Tom Minich (607-264-9069 or tminich.acte@gmail.com).

Upcoming ad material submission dates:

Techniques November 2019

Space Reservations: August 30

Techniques January 2020

Space Reservations: October 18

Techniques February 2020

Space Reservations: November 15

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

ACTE Membership and VISION 2019 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).

WARNING! Unauthorized individuals will contact you offering various ACTE membership and attendee mailing lists. Only Tom Minich or Jim Waterhouse have access to and can sell you an electronic ACTE attendee or member E-mail list. No one else is authorized to do so.

ACTE and VISION 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).

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 2019. 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 2019 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 2019 Sponsorships

Maximize your exposure at ACTE's CareerTech VISION 2019. Enhance your company's image, expand your brand, and leave a lasting impression in buyer's minds. ACTE's CareerTech VISION 2019 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 \$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 \$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 2019 Sponsor \$15,000

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

RECEPTIONS & SPECIAL EVENTS

STEM is CTE Symposium – Special Event on Wednesday, December 4, 11:00a.m - 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.

Career Pavilion – Wednesday, December 4, noon - 5:30 p.m.

One Career Pavilion table, one Career Pavilion 50 minute session, two complimentary conference registrations, banner on the VISION 2019 website, one e-blast to the VISION 2019 attendee list, listing in the VISION 2019 website, mobile app and signs at the convention center, signage in the Career Pavilion, and one-hundred drink tickets to pass out during the reception.
Limit of three sponsors - \$5,000

VISION 2019 Awards Banquet – Wednesday, December 4

ACTE is offering a limited number of sponsorship opportunities to support the ACTE Excellence Awards program and [VISION 2019 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 2019 Awards Banquet sponsorships](#) will be available [here](#).

Educators in Action Reception – Wednesday, December 4, 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**

First-time Attendee Orientation – Thursday, December 5, 7:00 – 8:00 a.m.

This sponsorship is available for the first time in a decade. Every year, nearly 600 people attend VISION for the first time. This opportunity will include coffee service during the first-timer orientation session, a chance for a company representative to bring remarks to the group, and plenty of signage and branding. Sponsor will also receive full-page ads in *Techniques* magazine, and a logo on the VISION website and VISION promotional mailings. **Limit of one sponsor - \$10,000**

Expo Hall Coffee Break - Friday, December 6, 9:00 – 10:15 a.m.

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 7, 8:00 – 9:00 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**

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

TRAVEL

VISION 2019 Housing and Transportation

The Hilton Anaheim is ACTE's official headquarter hotel. You can view official [housing and travel information here](#).

WARNING! We have learned that attendees and exhibitors have been contacted by a third party agency urging them to book accommodations for the conference through them. ACTE does not hire third party agencies to manage our hotel room blocks. If you are contacted about making your hotel reservations from anyone claiming to be calling on ACTE's behalf, from the Anaheim Convention and Visitors Bureau or from any other travel agency, we urge you to not use their services.

FUTURE EVENTS

How to reserve your booth for the 2020 CareerTech Expo

Booth selection will be held on Friday, December 6, 2019, 9:30 am – 3:30 pm, in the Exhibitor Lounge located in Hall A. Selection order will be emailed prior to expo and dropped off at your booth.

Future Vision Dates

VISION 2020: December 2 – 5, Nashville, TN

VISION 2021: Dec. 1 – 4, New Orleans, LA

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. I look forward to seeing you in Anaheim this December.

Jim Waterhouse, Exhibits Manager

jwaterhouse@acteonline.org

703-683-9332