

◆ Invitation to Exhibit, Sponsor, and Advertise



74th Annual Conference

ITEEA LONG BEACH

MARCH 15-17, 2012 • CALIFORNIA



Changing the Conversation

Improving P-16 Technology and Engineering

Changing the Conversation: Improving P-16 Technology and Engineering

Visit: www.iteea.org/Conference/conferenceguide.htm

On behalf of the ITEEA Board of Directors and Program Committee, we welcome your participation at the 74th Annual ITEEA Conference to be held March 15-17, 2012 at the Long Beach Convention Center.

ITEEA, the International Technology and Engineering Educators Association, is the professional organization for technology and engineering educators worldwide. ITEEA's Annual Conference is the largest technology and engineering education showcase of exhibits and professional development sessions in the world. Bring your company to Long Beach to showcase your products and services to educational leaders who come to make buying decisions about products that will advance and improve the teaching of technology, innovation, design, and engineering.

In addition, you have the opportunity to demonstrate your loyalty and commitment to this growing audience through sponsorship. Sponsorships are the perfect way to increase your company's name recognition before, during, and after the conference. ITEEA's sponsorship programs range from \$500 to \$10,000.

Still another great way to reach our attendees is by advertising in the Conference Program. Consider these additional marketing options as you prepare your budget for next year's conference.

High school and middle school teachers, supervisors and administrators, university/college professors, elementary school teachers – they'll be in Long Beach from March 15-17, 2012 to network with their peers, present their newest project, and look for new ideas – hopefully from YOU!

Reserve your booth today so you can be a part of the CONVERSATION!

See you in Long Beach!

Maureen Wiley
Director, Marketing and Membership
703-860-5028
mwiley@iteea.org



Exhibit in Long Beach so your company can change the *conversation*....

You can expect to **converse** with these decision makers:

- High School and Middle School Technology and Engineering Teachers – 81%
- University/College Technology and Engineering Teacher Educators – 18%
- State Supervisors and Administrators – 13%

You can expect to **close** business in these categories:

Products and services in which the application of **science, technology, engineering, and mathematics** is used to solve practical problems. Our buyers are interested in tools and skills, action-based activities, and career development. If you have products and/or services in any of the following categories, exhibiting at the ITEEA Annual Conference gives you access to more than 1,200 key decision makers!

- Aeronautics/Aerospace
- Architecture
- Automotive
- Biotech/Agriculture
- CAD/CAM
- CNC Software
- Hardware/Software
- Construction
- Design/Prototyping/Modeling
- Electronic/Electrical
- Energy/Power
- Engineering
- Environment
- Information and Communication
- Kits/Manipulatives
- Lasers/Optics
- Manufacturing
- Medicals
- Multimedia/Video
- Pneumatics/Hydraulics
- Robotics
- Safety
- Supplies/Equipment/Furniture
- Testing/Measuring
- Trainers/Simulators
- Textbooks
- Tools
- Transportation





Booth Rates

10x10 In-Line	\$1,725
10x10 Corner	\$1,775
10x20 Corner & In-Line	\$3,475
10x20 (2) Corners	\$3,525
20x20 Island	\$6,650

Booth Package

- 10x10 booth*
- 8' curtain drape and 3' curtain side drape
- 7"x 44" identification sign
- 24-hour perimeter security guard service
- Admission for all booth personnel to nonticketed educational sessions
- FREE listing and description in the 2012 Conference Program
- FREE listing on the ITEEA website, with a direct link to your website
- Four complimentary conference registrations per 10x10 booth for your company's employees

**No walls, partitions, or decorations may be erected that interfere with the view of any other exhibitor. Furniture and accessories, electrical requirements, booth carpet, and booth cleaning are all the responsibility of the exhibitor and are not included in the booth cost.*



Become a Corporate Member and Save on Your Booth Space

- Save \$25 per 10x10 booth (up to \$75)
- Receive two additional FREE registrations (a \$150.00 value)
- FREE listing in ITEEA's Corporate Member/Product Directory
- FREE link to your website from the Corporate Member/Product Directory
- Preferred booth placement at conference
- Advertising discount in ITEEA journals



Exhibit Facility

Long Beach Convention Center
Exhibit Hall B
300 E. Ocean Blvd.
Long Beach, CA 90802
562-436-3661
www.longbeachcc.com

Exhibitor Registration

Admission to the exhibition/conference is by registration only. Registration will be held for attendees and exhibitors in an area adjacent to the Exhibit Hall.

Each exhibiting company may register up to four (4) employees per 10x10 booth. Two additional registrations will be issued for **Corporate Members**. *For more information about becoming a Corporate Member, call 703-860-2100 and ask for Membership.*

ITEEA will charge the exhibiting company a fee of \$75 for each additional registration. Badges allow exhibitors to attend sessions and workshops, except those that require additional fees.

Exhibitors may not secure badges for educators. This includes authors, presenters, et al, who may be identified with a specific company but who are not attending the conference as members of the firm's staff. Educators who are not employed by exhibiting companies are required to register separately from the exhibiting company.

6 How to Reserve Space

Complete the Long Beach exhibit contract* and return with your deposit of **\$900 per 10x10 space**. Your space will be reserved when your deposit is received with a signed contract. Balance is due on **January 15, 2012**. All contracts received by **July 31, 2011** will guarantee inclusion of your company's name in the *Preliminary Program*.

To reserve your exhibit space, use your **MasterCard, VISA, or Discover** and call 703-860-5028; fax your signed contract with credit card information to 703-860-0353; or mail your check with the contract to the address below. **No space will be held until ITEEA receives the \$900 deposit**. We will invoice for final payment upon receipt of deposit and subsequent booth assignment.

Maureen Wiley
Director, Marketing and Membership
ITEEA
1914 Association Drive, Suite 201
Reston, VA 20191-1539
703-860-5028
Fax: 703-860-0353
mwiley@iteea.org

Payment in full is due by January 15, 2012.

For your own protection, please read the ITEEA Exhibitor Terms, Conditions, and Rules, which are part of the contract. Also, remember that each company is responsible for its own property.

**All forms are available at www.iteea.org/marketplace/exhibitorcontract.pdf*

Cancellation of Exhibit Space

Full payment is due by January 15, 2012.

Cancellations received by January 15, 2012 will result in forfeiture of 50% of the full booth price. For cancellations made after January 15, 2012, ITEEA reserves the right to retain the full booth price, not as a penalty, but as liquidated damages, and to resell or reassign the booth space.



Service Contractor

An exhibitor's kit will be emailed to all registered exhibitors. Complete information, including show hours, service order forms, shipping, carpeting, electrical, furnishings, housing form, and any additional services will be emailed in January to each confirmed exhibitor by ITEEA's official service contractor. For information call:

Geo E. Fern Co.
Customer Service Office
125 Fernco Drive
Nashville, TN 37207
615-256-0357
Fax: 615-256-0490

*The individual company, **at its own expense, rents booth carpeting, furniture, additional signs, and accessories, and is responsible for inbound and outbound shipping and freight handling costs, electrical service, booth installation, booth cleaning, and dismantling.** All orders should be placed before the deadline date (listed in the kit) in order to ensure availability.*

Visit our website to get up-to-the-minute information about space availability.
www.iteea.org/marketplace/floorplan.htm

Exhibit and Conference Schedule

Wednesday, March 14

Exhibitor Registration and Move-In	8:00am–6:00pm
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Thursday, March 15

Exhibitor Registration and Move-In	8:00am–9:30am
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Aisles must be cleared by 9:30am

Exhibits	11:00am-5:00pm
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DEDICATED EXHIBIT HOURS	11:00am-1:00pm
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Action Labs	11:00am–6:00pm
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Vendor Raffle Event	4:30pm-5:00pm
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Friday, March 16

Exhibits Open	11:00am–3:00pm
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DEDICATED EXHIBIT HOURS	12:00pm-2:00pm
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Action Labs	11:00am–4:00pm
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Move-Out	3:00pm–10:30pm
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Absolutely no packaging or dismantling of exhibits is permitted prior to the close of the Exhibit Hall at 3:00pm on Friday.

Back by Popular Demand ...

Vendor Raffle:

Each attendee will be given a punch card to be stamped/punched by all of the exhibitors participating in the raffle. Donations from the exhibitors will be raffled at the end of the day on Thursday, March 15. Prize recipients pick up their prizes directly from you, providing another great opportunity to gain information about your company's products and services. Exhibitors who participate will be recognized in the Conference Program, on the ITEEA website, and in *STEM Connections*, ITEEA's electronic newsletter. Contact Maureen Wiley if you are interested in donating a door prize for the raffle (minimum value \$75.00).

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Action Labs

Reserve an Action Lab so you can Convince your customers in a private setting away from the Exhibit Hall:

These face-to-face seminars are increasingly popular with attendees and exhibitors who want to make additional impressions on potential buyers.

Each Action Lab Package provides the following marketing opportunities:

- Exclusive time highlighting your company's products in your own meeting room
- Full-page complimentary black-and-white ad in the Conference Program
- Full session description in the Conference Program
- ITEEA utilizes multiple electronic marketing mailings to promote these valuable sessions to all registered attendees prior to conference

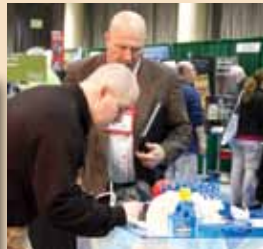
Action Lab Pricing

Package 1: 50 minutes of demonstration \$600.00

Package 2: 1 hour and 40 minutes of demonstration \$1,000.00

Package 3: 2 days (50 minutes each day) \$1,100.00

These sessions are available on a first-come, first-served basis; **space is limited.** Deadline for Action Labs is **December 15, 2011.** Contract is enclosed. **Action Labs DO NOT include: A/V arrangements and costs or an Internet connection.** Exhibitor is responsible for adhering to the Action Lab schedule and clearing the room after the workshop.



Conference Program

Reserve an ad in the Conference Program and Capture the attention of every attendee before, during, and after the conference:

The Conference Program will be distributed to all attendees. The March issue of *Technology and Engineering Teacher* will be available in the Resource Center at the conference. Use the same ad in both publications and double your exposure. DISCOUNTS are available for multiple insertions.

Conference Program Rates:

Covers 2 or 4	\$1,500.00
Cover 3.	\$1,300.00
Full Page, Full color	\$1,000.00
Full Page, B&W.\$625.00

Does Your Company Need Meeting Space?

ITEEA's meeting planner will assist you with your meeting needs in Long Beach for press conferences, training sessions, or company meetings. Take advantage of ITEEA's buying power and contact:

Susan Perry
Meeting Planner
ITEEA
703-960-6600
susan@perry-group.com

Our commitment is to provide the best services and the greatest visibility to exhibitors. We strive to find new ways to improve the services we provide so that you can successfully promote your products and services. Let ITEEA help you organize your function and secure complimentary meeting space for your company.



Sponsorships

Sponsor an event or activity and the *Conversation* will be all about YOU!

ITEEA recognizes the importance of corporate sponsors for a successful Annual Conference. Sponsorships are available for every type and size of exhibitor—small or large, new or veteran. ITEEA acknowledges this valuable support throughout the year in our journals, on our website, and at the Annual Conference. Allow us to tailor a package to fit your company's marketing goals and budget.

Visit www.iteea.org/Marketplace/SponsorshipOps.pdf for a complete list of sponsorship and advertising opportunities.

Fill out the sponsorship contract and include it with your booth reservation.

For Exhibiting, Advertising, and Sponsoring Information:

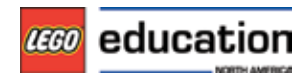
Maureen Wiley
 Director, Marketing and Membership
 ITEEA
 1914 Association Drive, Suite 201
 Reston, VA 20191-1539
 703-860-5028
 Fax: 703-860-0353
mwiley@iteea.org

Exhibitor, Advertiser, Sponsor Checklist

- ✓ RESERVE SPACE with deposit by July 30, 2011 in order to be included in the *Preliminary Program*
- ✓ RESERVE SPACE with full payment by January 15, 2012
- ✓ RESERVE hotel rooms – Housing information available online October 2011
- ✓ RESERVE advertising space by December 30, 2011 to be included in the Conference Program and/or March issue of *Technology and Engineering Teacher**
- ✓ RESERVE Action Lab by December 15, 2011 – limited availability*
- ✓ Sponsorship Opportunities – Return Sponsorship form* and payment by December 30, 2011

*All forms are available at www.iteea.org/marketplace/prospectus.pdf

THANK YOU THANK YOU THANK YOU
 2011 Sponsors



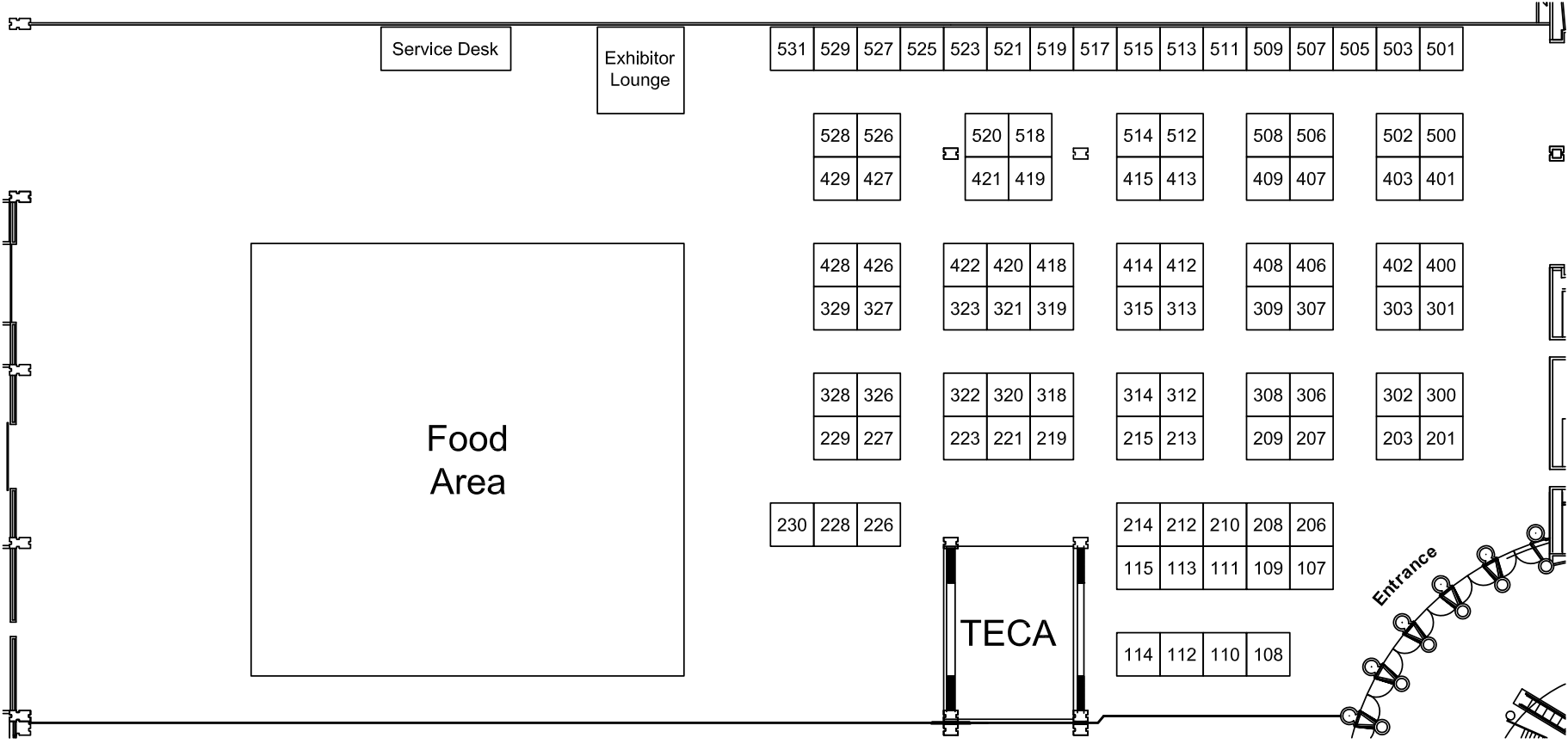
3D Systems/Bits From Bytes
 Adobe Systems, Inc.
 American Resource & Energy
 Applied Technologies
 Ball State University
 California University of Pennsylvania
 CareerSafe
 CNC/Mastercam Software
 Delmar Cengage Learning
 Denford Limited
 DEPCO, LLC
DS SolidWorks Corporation
 Dunwoody College of Technology
 ECOSTEM House
 Energy Concepts, Inc.
 Gears Educational Systems
Goodheart Willcox Publisher
 Graymark International, Inc.
 Greene Manufacturing
Hearlihy
 Hofstra Center for Technological Literacy
 IASCO
 Illinois State University
intelitek, Inc.
 ITEEA—Engineering byDesign™
 Kelvin
 KidWind Project, Inc.
 Lab-Volt Systems, Inc.
LEGO Education
MasterGraphics, Inc.
 McGraw-Hill School Education
 NASA Explorer Schools
 National Center for Technological Literacy
 at the Museum of Science, Boston
 National Fluid Power Association
 NCETE
 North Carolina State University
 Old Dominion University
Paxton/Patterson

Pearson Career & Technology
Pitsco Education Catalog
Pitsco Education Curriculum
 Pittsburg State University
PTC
 Purdue University
 Roland DGA
 SATCO Supply
 Society of Women Engineers
 Sophia Learning
 SparkFun Electronics
 St. Cloud State University
 The STEM Academy/Great Lakes Press
 Stokes Educational Services
Stratasys 3D Printers & Production Systems
TeacherGeek, Inc.
 Tech Ed Concepts, Inc./Envisioneer
 Technology Student Association
 TECHNO Inc.
 Triangle Coalition for Science and Technology Education
 Universal Laser Systems, Inc.
 University of Wisconsin-Stout
 Utah State University
 Valley City State University
 Vernier Software & Technology
 VEX Robotics
 Walden University
 WGBH Educational Outreach
 WhiteBox Learning
 Wiley Publishing
 Wisconsin Technology Education Association
 Wolfe Machinery Company

2011 sponsors noted in bold

The Renaissance, Westin, and Hilton will serve as ITEEA's conference host hotels (Renaissance and Westin will serve as coheadquarters.) All hotels are within walking distance of the Long Beach Convention Center. Complete housing information will be available in October. ITEEA has negotiated great rates at our host hotels, and they include complimentary Internet access. Please support the conference by booking your room at our host hotels through ITEEA housing when it opens this fall.





Long Beach Convention Center - Exhibit Hall B

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Future ITEEA Conference

Columbus, Ohio, March 7-9, 2013