



2012 GAEL Winter Conference & Expo
February 5-7, 2012, The Classic Center, Athens, Georgia

Meet Georgia's educational leaders, expand your network of contacts, display your products and services and concentrate your marketing efforts on a receptive audience.

Join us as a sponsor and/or exhibitor!

The 2012 GAEL Winter Conference Planning Committee invites you to join more than 500 educational leaders at the annual Winter Conference of the Georgia Association of Educational Leaders (GAEL). The GAEL Winter Conference will be February 5-7, at the Classic Center in Athens, Georgia. The EXPO Hall will be open Monday February 6, 2012 from 7:30am until 5:00pm.

This conference is your chance to interact with every level of school leader including superintendents, associate assistant superintendents, principals, assistant principals, curriculum and instructional supervisors, special education directors, human resource directors and financial directors. These leaders are the decision makers at the district and building levels and occupy a distinctive place in the educational chain of command. They are excellent sales prospects and have the power to make final purchasing decisions.

GAEL members are looking for:

- **High-tech displays**
- **Hands-on exhibits**
- **Innovative Resources**
- **High quality proven 21st Century products**
- **Face-to-face interaction**
- **Supportive educational partnerships**

The information on this application is vital to the Conference Planning Committee. It will be used to select the companies and representatives who will interact with GAEL members during the Conference and EXPO.

To ensure maximum visitations with Exhibitors, special times are reserved for attending Exhibits. **All refreshment breaks, lunch and continental breakfasts are held in the Grand Hall of the Classic Center allowing prime visitation time with all attendees.**

We encourage you to read this contract in its entirety, register online, and complete payment to become a sponsor and/or exhibitor. The deadline for application submission is January 13, 2012. Exhibitors who apply after January 13, 2012 will not be recognized in the GAEL conference program and are much less likely to receive booth space. The location and large exhibit area allows for wide aisle space and great movement in the EXPO Hall. No additional spaces will be added. RESERVE YOUR SPACE EARLY!

Sponsorship Opportunities

Success in today's challenging marketplace means maximizing every opportunity to build relationships with current and prospective clients.

In consideration of their support, sponsors enjoy a variety of opportunities to maximize their sponsorship and make the most of this unique marketing tool.

If your marketing plan would benefit from very public recognition and some serious face time with the decision makers in the educational chain of command, a sponsorship will provide you with the kind of networking that can translate into significant sales.

Diamond - \$5,000

- Opportunity for your company's representative to **make brief remarks during a General Session**
- **Your company featured in a full-page acknowledgement** in the GAEL conference program (see page 5 for submission info)
- **Your company name and logo prominently displayed** during the conference
- **Two complimentary 6' x 6' booths in the EXPO Hall** in a premium location
- **Recognition by GAEL leaders** during a General Session and throughout the conference
- **Complimentary corporate membership** in GAEL (\$200 value), if not already a member

Platinum - \$4,000

- **Your company featured in a full-page acknowledgement** in the GAEL conference program (see page 5 for submission info)
- **Your company name and logo prominently displayed** during the conference
- **Two complimentary 6' x 6' booths in the EXPO Hall** with special consideration for premium location
- **Recognition by GAEL leaders** during a General Session and throughout the conference
- **Complimentary corporate membership** in GAEL (\$200 value), if not already a member

Gold - \$2,500

- **Your company featured in a half-page acknowledgement** in the GAEL conference program (see page 5 for submission info)
- **Your company name and logo prominently displayed** during the conference
- **Two complimentary 6' x 6' booths in the EXPO Hall** with special consideration on location
- **Recognition by GAEL leaders** during a General Session
- **Complimentary corporate membership** in GAEL (\$200 value), if not already a member

Silver - \$2,000

- **Your company featured in a half-page acknowledgement** in the GAEL conference program (see page 5 for submission info)
- **Your company name and logo prominently displayed** during the conference
- **One complimentary 6' x 6' booth in the EXPO Hall**
- **Recognition by GAEL leaders** during a General Session
- **Complimentary corporate membership** in GAEL (\$200 value), if not already a member

Bronze - \$1,500

- **Your company featured in a quarter-page acknowledgement** in the GAEL conference program (see page 5 for submission info)
- **Your company name and logo prominently displayed** during the conference
- **Recognition by GAEL leaders** during a General Session
- **One complimentary 6' x 6' booth in the EXPO Hall**
- **Complimentary corporate membership** in GAEL (\$200 value), if not already a member

Georgia Association of Educational Leaders Corporate Friends - \$1,000 (exhibitor package)

- **Your company name and logo prominently displayed** during the conference
- **Recognition by GAEL leaders** during a General Session
- **One complimentary 6' x 6' booth in the EXPO Hall**
- **Complimentary corporate membership** in GAEL (\$200 value), if not already a member



"Making the Vision a Reality"

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February 5-7, 2012, The Classic Center, Athens, Georgia

CONTRACT

MANAGEMENT: Management as used herein shall mean the Georgia Association of Educational Leaders Executive Director and Executive Committee and the Exhibit Coordinator is an employee or designee of the Georgia Association of Educational Leaders providing on-site assistance and overseeing the EXPO Hall. In the enforcement and interpretation of the following rules and regulations, the decision of the GAEL Executive Director is final.

ELIGIBLE EXHIBITS: The Management reserves the right to determine the eligibility of any company or product for inclusion in the conference and reserves the right to reject or prohibit any exhibit in whole or in part, or an exhibitor, or his/her representatives, with or without giving cause. No animals will be allowed in the EXPO Hall without prior approval.

REFUNDS: Once the registration is completed and accepted, no refunds will be made.

SALES TRANSACTIONS: Sales tax is the responsibility of the vendor to collect and pay. GAEL will not be responsible.

AISLE SPACE: All aisle space is under control of the Management and must not be used in any way for exhibit space. No additional furnishings may be added to the exhibit booth space, nor infringe on the aisle spaces. Please remember aisle space is for movement of the attendees and is not a part of the booth. If your products/displays cannot be shown within the current 8' x 12' booth space, you may purchase additional booth space.

NON LIABILITY: The exhibitor agrees to make no claim for any reason whatsoever against the Georgia Association of Educational Leaders, the conference facility, the designated exhibitor decorator, and other contractors for loss, theft, damage, or destruction of goods; nor for any injury to him/herself or employees; nor for any damage of any nature or character, including any damage to his/her business by reason of failure to provide space for the exhibit, or the removal of the exhibit; nor for failure to hold the conference as scheduled; nor for any action of any nature of the Georgia Association of Educational Leaders or its members, officers, committees, agents or employees.

DAMAGE LIABILITY: Exhibitors are liable for any damage caused to the building floor, walls, columns, or to standard booth equipment or other decorator property.

UNOCCUPIED SPACE: The Management reserves the right without liability on its part, should any rented exhibitor space remain unoccupied at 7:30 am, February 6, 2012 to rent paid space to another exhibitor, or use paid space for such purpose as it may see fit.

RELOCATION OF EXHIBITS: If deemed advisable and in the best interest of the conference attendees, the Management reserves the right to alter locations of exhibits as shown on the official floor plan.

FIRE, SAFETY AND HEALTH: The exhibitor agrees to accept full responsibility for compliance with local, city, and state Fire, Safety and Health Ordinances regarding the installation and operation of equipment. All exhibit materials and equipment must be reasonably located within the booth and protected by safety guards and devices when necessary to prevent accidents and injuries.

EXHIBIT LOCATION: Final decisions about booth location/assignments will be made by Management/GAEL staff and are subject to change at any time. NO exhibitor will assign, sublet, or share the space assigned without the knowledge and consent of GAEL Executive Director or designee. The booth(s) must be staffed at all times when the EXPO Hall is open. Booth(s) may not be dismantled prior to 5:00 p.m. on February 6, 2012.

DECORATIONS STANDARDS: No combustible decorations, such as crepe paper, tissue paper, cardboard, corrugated paper, shall be used at any time. All packing containers, excelsior, and wrapping paper should be removed from the floor and must not be stored under tables or behind displays. All muslin, velvet, silken or any other cloth decorations must stand a flameproof test as prescribed by fire ordinances.

EXHIBITOR/SPONSOR RECEPTIONS/HOSPITALITY SUITES: Exhibitors and sponsors are encouraged to refrain from hosting receptions, public or private, during conference activities scheduled in the official program.

REQUEST FOR NAMES OF CONVENTION REGISTRANTS: GAEL is a non-profit association of individual members. By member request, we do not give out member information or a membership list. If you wish to mail information to GAEL members attending the conference, contact the GAEL office for pricing and procedures. You will be responsible for any printing or mailing expenses plus an administrative fee.

CANCELLATION OF SHOW: Should the conference and expo be cancelled, postponed, or abandoned due to fire, strikes, weather, or other uncontrollable circumstances before the opening date, this contract will not be binding and exhibitors will receive refunds.

INTERPRETATION AND AMENDMENT: Management has full power to interpret or amend these rules if needed. Management and all GAEL staff will make every effort to assist sponsors/exhibitors to make this a collaborative effort and a successful profitable show and we are pleased to work with the exhibitors toward that end.

PAYMENT SCHEDULE:

A. In consideration for the right to exhibit and or sponsor during the GAEL 2012 Winter Conference/EXPO and to be acknowledged by GAEL as a sponsor and/or exhibitor at the Winter Conference/EXPO, the Exhibitor and or Sponsor agrees to make payment in full to GAEL on or before January 13, 2012.

B. The payments described in this Schedule shall constitute payment by Sponsor and/or Exhibitor solely for Sponsors' and or Exhibitors' participation in the Conference and to be acknowledged by GAEL as a sponsor and/or exhibitor at the Conference. Such contributions shall in no manner be considered compensation or reimbursement for services rendered, activities undertaken by GAEL on behalf of Sponsor and/or Exhibitor, or income from a partnership or joint venture.

Specifications for Items to be Submitted

For Sponsors AND exhibitors:

All items must be submitted by **January 13, 2012** to be included in the Conference Program

➤ **For Sponsors:**

Grayscale or black and white camera-ready ad and logo

High resolution .jpg or .tif format preferred, at least 300 dpi

Ad Specifications for sponsors only (indicate which size)

Full Page 5" w x 8" h _____

Half Page 5" w x 4" h _____

Quarter Page 5" w x 2" h _____

- Submit a **brief description (maximum of 60 words)** of your company's products and/or services
- Include **contact information for one company representative** (phone, email, mailing address)
- You may **submit your file via email** to Becky Smith at bsmith@gael.org

*Due to printing deadlines, we will only be able to recognize organizations in the program who meet the **submission and payment deadline of January 13, 2012**. We will be glad to answer any questions and provide assistance; however, it is the company's responsibility to provide all information on or before January 13, 2012, including the appropriate graphics in the specified format. GAEL cannot make follow up contact to acquire logo and/or acknowledgement.*

For more information and/or questions contact Becky Smith via email at bsmith@gael.org or by phone at 770.967.2050 ext 21. You may contact Jack Parish, GAEL Executive Director via email at jparish@gael.org or by phone at 770.967.2050 ext 23.

Sponsors:

You are welcome to submit a color logo (high resolution .eps, .jpg or .tif file) for use in signage at the Conference.

Complete Your Order

QTY		QTY	
_____	Diamond Sponsorship	\$5,000*	_____ GAEL Non Member Exhibit Booth
_____	Platinum Sponsorship	\$4,000*	\$ 700
_____	Gold Sponsorship	\$2,500*	_____ Additional Exhibit Booth
_____	Silver Sponsorship	\$2,000*	\$ 400
_____	Bronze Sponsorship	\$1,500*	_____ GAEL Member Exhibit Booth
_____	GAEL Corporate Friends	\$1,000*	\$ 500
			_____ Monday Lunch Ticket
			\$ 28

Total \$ _____

Initial _____

*Exhibit booth space included for sponsors; see description to determine number of booths provided. NOTE: Electricity is not included.

These regulations become a part of the contract between the exhibitor and or sponsor and the Georgia Association of Educational Leaders. GAEL respectfully asks the full cooperation of the exhibitors in their observance. All points not covered are subject to the decision of the Management.

I have read and agree to the Sponsor/Exhibitor Contract in its entirety and agree to submit the items requested by January 13, 2012. _____ Yes _____ No

One representative to be included in the program:

Name _____

Phone _____

Title _____

Email _____

Each booth registration allows for additional staff members to work in the booth at no additional charge. Please list below the names of ALL staff members who will be working in the booth.

Name _____

Name _____

Company _____

Company _____

Name _____

Name _____

Company _____

Company _____

Name _____

Name _____

Company _____

Company _____

Please indicate your first, second, and third preference for booth space (See Diagram)

1 _____

2 _____

3 _____

Please note company/companies you would prefer your booth not be placed near (these requests will be accommodated to the extent possible):

PLEASE COMPLETE AND SIGN BELOW

- I have reviewed the sponsor and exhibitor information (pages 1-2)
- I have read the contract in its entirety (pages 3-4)
- I have provided logo (page 5)
- If a sponsor, I have provided ad per specifications (page 5)
- I have provided a brief description of my company's products and services (page 5)
- I have provided the requested information about personnel and booth location (page 6)

SPONSOR and/or EXHIBITOR Company Information

Full Company Name (please print) as to appear in all conference literature

Address _____ City _____ State _____ Zip _____

Authorized Signature of Company Representative _____ Title _____ Date _____

GAEL

Jack Parish _____ Date _____
Executive Director
Georgia Association of Educational Leaders

You are strongly encouraged to register online. You may also register by completing and returning pages 5-7 to the GAEL office by mail or fax to 770.967.2021.

Payment Methods: **Credit Card** Please circle: Am Ex Visa Master Card
Card # _____ Expires _____ Code _____
Name on Card _____

Check - mail to GAEL, 5634 Atlanta Hwy Suite 300 Flowery Branch, GA 30542

DEADLINE to register and receive FULL payment to be included in the program - January 13, 2012.

Exhibitor space is awarded on a first come, first PAID basis with special consideration given to sponsors. You may submit this registration and payment to the GAEL office. Specific booth assignments will be made on or before January 20, 2012. At this time, exhibitors will be notified of their booth location and exhibit details will be sent. It is the sponsor's and/or exhibitor's responsibility to provide all information in the designated time. [YOU ARE STRONGLY ENCOURAGED TO REGISTER ONLINE](#)

Exhibitor Information Sheet

Please note the following application procedure. To simplify the application process we are:

- Requesting that registration be completed **online**.
- Requesting that payment be complete by January 13, 2012
- Requesting that this contract be read in its entirety by your company. During the online registration you will be asked if the contract has been read.
- Booth Spaces will not be assigned until payment is received in FULL.

Dates/Location

February 6, 2012, The Classic Center, Athens, Georgia

Booth Assignments

Booth Assignments will be sent by email on January 20, 2012 to the contact name given on the registration.

Space Cost

Booth \$500 GAEL Corporate Member

Booth \$650 Non - Corporate Member

(Or on the online registration you can choose Corporate Membership for \$200 and register as a GAEL Corporate Member for \$500. This way you will receive corporate member benefits for only \$50.)

Application Deadline

January 13, 2012

Booth Information

Booth dimensions are 8' x 12'.

- If you have a larger set up, you will need to purchase two or more spaces
- Booth package includes: 8' x 12' pipe and drape, dressed table, 2 chairs and waste basket. Electricity is NOT included.
- Signs are limited to booth space only

Exhibit Exposure

GAEL makes every effort to give exhibitors ample visitation by attendees. All refreshment breaks, the continental breakfast, and Monday Lunch are held in the Exhibit Hall.

Tentative 2011 Exhibit Schedule

Sunday, February 5, 2012

Exhibit Hall Set-up	2:00pm – 5:00pm
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Monday, February 6, 2012

Exhibit Hall Open	7:30am – 5:00pm
Continental Breakfast in Exhibit Hall	7:30am – 8:15am
Refreshment Break in Exhibit Hall	10:00am – 10:30am
Lunch in Exhibit Hall	12:00am– 1:00pm
Refreshment Break in Exhibit Hall	3:30pm – 4:00pm
Exhibit Hall Close	5:00pm
Exhibit Tear-down	5:00pm - 7:00pm

The exhibitor packet and exhibitor layout will be posted soon!

