

# EXHIBITOR BROCHURE

## Career and Technical Education Summer Conference



August 3-5, 2009  
Hyatt Regency Hotel  
Wichita, Kansas

Presented by:

Kansas Association for Career and Technical Education (K-ACTE)

Kansas State Department of Education (KSDE)

Kansas Council for Workforce Education (KCWE)

Kansas Board of Regents (KBOR)



February 18, 2009

Plans are taking shape for the Kansas Association for Career & Technical Education's annual conference and exhibit show. The exhibit show will be at the heart of the conference, and a great place to meet education professionals and display your product and services. Exhibits will be on display, Monday, August 3 from 7 am - 2 pm at the Hyatt Regency Hotel in Wichita, Kansas.

Last year's conference had more than 500 participants in attendance. Our conference is poised for another very successful event in 2009. Registration and lunch will be planned in the exhibit area to draw the registrants to the exhibitors.

Sponsorships are available as well this year. If your company would like to sponsor the luncheon, a break station, a reception, or giveaways for the conference, we would certainly appreciate that level of support. Sponsors can also request the opportunity to present to the group. Please contact me if your company is interested in a sponsorship.

A contract for exhibit space is enclosed. Please review and consider supporting our 2009 K-ACTE summer conference. I look forward to working with all of you to make the Kansas Association for Career & Technical Education summer conference a huge success. Feel free to contact me with any questions or concerns.

Your support is very much appreciated!

Sincerely,

Kari Presley  
Association Operations Specialist

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## Why Exhibit?

### Increase Sales

The annual K-ACTE conference attracts influential decision makers and shapers of the career and technical education market. By exhibiting at this conference, you tap directly into your target audience. When you direct sales to those most likely to buy your products, you increase name recognition, and ultimately your sales.

### Increase Product Visibility

Customer interaction with exhibitors increases product awareness. Customers are more likely to remember your product when they visually see it and interact with it. These buyers are looking to you for solutions for their educational needs.

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## Who Should Exhibit?

**Companies that provide products and services for career and technical education professionals in the following fields should exhibit:**

- Administration
- Adult Workforce Development
- Health Occupations Education
- Agricultural Education
- Marketing Education
- Business Education
- Special Needs
- Family and Consumer Sciences
- Technology Education
- Guidance/Career Development
- Trade and Industrial Development
- Professional Development
- Technical Preparation

## **Exhibitor Information**

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### **Date and Location**

The Hyatt Regency will be the site of the 2009 Kansas Association for Career and Technical Education annual summer conference. Exhibits will be on Monday, August 3.

### **Exhibit Schedule**

Exhibits will be open on Monday, August 3 from 7 am until 2 pm. Registration and lunch will be held in the exhibit area.

### **Booth Rental Fees**

Each booth costs \$400 for the day payable in full to the Kansas Association for Career and Technical Education by July 1, 2009. A completed contract for exhibit space must be submitted with payment. A facsimile may be sent to (785) 234-2433, prior to payment, to reserve space.

**Fee includes:** One booth with back drape and dividers, one skirted table, two chairs, name badges for booth personnel, and lunch.

### **Sponsors**

Sponsors of \$750 or more receive one exhibit booth, and recognition in conference materials and at conference events. Presentation arrangements may be available for sponsors.

### **Late Payment & Cancellation**

Contracts received after July 1, 2009 will not qualify for the regular booth rate and will owe \$500 for the day. A \$100 handling fee will be assessed for exhibit cancellations. Refunds, minus the \$100 fee will be granted if written notification is received by July 1, 2009.

### **Exhibitor Equipment**

Exhibitors need to order additional booth equipment not included in the rental fee. Electrical outlets are available at \$75 for each outlet, and high speed Internet service is available by contacting the hotel directly.

### **Booth Set-up and Removal**

Exhibit booths will be constructed by Sunday evening and exhibitors may begin setting up at 4 pm on Sunday, August 2. Booth displays should be removed by 3 pm on Monday, August 3, 2009.

### **Hotel Accommodations**

Exhibitors are responsible for their own hotel reservations. The hotel for the conference is the Hyatt Regency Wichita located at 400 W Waterman St., Wichita, KS. The hotel telephone number is: (316) 293-1234.

## Exhibitor Information (cont.)

### Liability

The exhibitor, on signing the contract for exhibit space, expressly releases the Kansas Association for Career & Technical Education and its members and representatives from any and all claims of injury, loss or damage that may occur to the exhibitor, the exhibitor's employees or property from any cause whatsoever.

#### Any questions, contact:

Kansas Association for Career & Technical Education  
Kari Presley  
1200 S.W. 10th Ave.  
Topeka, KS 66604  
Phone: (785) 233-2690 Fax: (785) 234-2433  
kpresley@kearneyandassociates.com

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## Hotel Information and Reservations

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As previously stated, this year's conference will be held at the Hyatt Regency Wichita located at 400 W Waterman St., Wichita, KS. For reservations, please contact the hotel directly at (316) 293-1234. For your convenience, here is a map and directions to the hotel.



### From Wichita Mid-Continent Airport (7 miles):

Kellogg (Hwy. 54) East to Central Business District Exit. Turn left on Main Street. Go 3 blocks to Waterman Street and turn left. Hotel is in view.

### From the North:

Take I-35 South to the Kellogg (Hwy. 54) WEST exit. Take the Central Business District exit to Main Street and turn right. Go 3 blocks to Waterman Street and turn left. Hotel is in view.

### From the South:

Take I-35 North to the Kellogg (Hwy. 54) WEST exit. Take the Central Business District exit to Main Street, and turn right. Go 3 blocks to Waterman Street and turn left. Hotel is in view.

## Sponsoring and Advertising

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Maximize product exposure by **advertising** in the K-ACTE Forum or in the conference program. Companies that take full advantage of advertising have the most successful shows. Customers who are pre-exposed to your product are more likely to seek your product out at the conference to learn more about it. Make sure your time and effort add up by **sponsoring** a social function, speaker or attraction during the conference.

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### K-ACTE Forum

*The Forum* is the official publication of the Kansas Association for Career and Technical Education, which provides current information on issues and events affecting educators, institutions and students. It is mailed directly to all members of the association, which includes top career and technical educators throughout Kansas, has a circulation of about 700 and is published twice a year. Ad submission deadlines are April 15 and September 15. Ads are black and white.

#### **RATES**

<b>Full page</b> .....	<b>\$200</b>
<b>1/2 page</b> .....	<b>\$110</b>
<b>1/4 page</b> .....	<b>\$ 75</b>
<b>Business Card*</b> .....	<b>\$ 40</b>

*\*Educational Institutions only*

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### K-ACTE Conference Program

This is the official program of the Kansas Association for Career and Technical Education Conference, which features the conference schedule, descriptions of seminars, profiles of speakers and lists of sponsors and exhibitors. It is handed out at registration to approximately 500 attendees to use as a reference tool throughout the conference. The ad contract & ad submission deadline is July 1. Ads are black and white.

#### **RATES**

<b>Full page</b> .....	<b>\$200</b>
<b>1/2 page</b> .....	<b>\$110</b>
<b>1/4 page</b> .....	<b>\$ 75</b>
<b>Business Card*</b> .....	<b>\$ 40</b>

*\*Educational Institutions only*

# Sponsoring and Advertising

## K-ACTE Conference Sponsoring and Exhibiting

This is a great opportunity to get your message out by displaying your products and services to K-ACTE members. It helps you increase sales, increase product visibility and shows your support of K-ACTE, and is open to all companies that provide products and services for career and technical education professionals, especially those in the fields of administration, legal, business, document reproduction, computer technology, data maintenance, software, professional development, leadership training, personnel management, document preservation and governmental affairs. Exhibitor contract deadline is July 1.

### RATES

- Sponsorship of a social function, speaker or attraction ..... \$ 750**
  - Exhibit Display ..... \$ 400**
  - Exhibit Display (after July 1)..... \$ 500**
  - Electrical Outlet (per outlet)..... \$ 75**
- For an internet connection, please contact the hotel directly.**



**For questions regarding exhibits, contact Kari Presley, Association Operations Specialist, at (785) 233-2690 or [kpresley@kearneyandassociates.com](mailto:kpresley@kearneyandassociates.com).**

**For advertising questions, you can contact Mary Napier, advertising consultant, at (785) 783-5494 or [mary@napiercommunications.com](mailto:mary@napiercommunications.com).**

**K-ACTE  
1200 SW 10th Ave  
Topeka, KS 66604**