

2011 CEA Exhibitor Prospectus

Correctional Education Association

8182 Lark Brown Road Suite 202

Elkridge, MD 21075

Phone: 800-783-1232 Fax: 443-459-3088

www.ceanational.org

66th CEA International Conference and Training

July 17-20, 2011

Charleston Civic Center

200 Civic Center Drive

Charleston, WV

304-345-1500 • fax: 304-345-3492

<http://www.charlestonwvciviccenter.com/>



Dear Corporate Partner:

Thank you for your support of the Correctional Education Association annual international conference in years past. We are pleased to share the details of our upcoming event, the 66th International Conference which will be held July 17-20, 2011 in Charleston, West Virginia. This year's theme is, **"SOARING TO NEW HEIGHTS: EDUCATION FOR THE 21ST CENTURY"**. We anticipate participation from approximately 500 educators and administrators from around the world representing juvenile and adult correctional agencies, youth-at-risk programs and corporate representatives.

The Correctional Education Association continues to be a leader in adult and juvenile correctional education professional development. The annual conference is a very important event in the year of the Association. Nearly 20% of the annual association budget is derived from the proceeds of this conference. A successful conference helps CEA continue to serve its 2,000 members. Your partnership in this event is a key factor in the success of our conference. We appreciate your support and endeavor to ensure that your participation is a value for you and your company!

The 66th International Conference will be held July 17-20, 2011 at the Charleston Civic Center in beautiful Charleston, West Virginia. The exhibits will be open for two days this year, July 18-19, 2011. Our attendees, correctional educators and administrators serving juveniles and adults, are interested in the latest products and services available. Exhibitor highlights include:

- Exhibits – July 18th & July 20th – 7:00 a.m. to 3:30 p.m.
- Special times in the agenda for participants to visit exhibits
- Food Events to draw attendees to the Exhibit Area
- Vendor placement in an high traffic area to maximize participant interest
- Full registration:
 - Attendance at workshop sessions
 - Attendance at social events and meals
 - Pre- and Post-conference attendee mailing lists
- Exhibitor presentation workshop space is available
- Correctional educators and administrators from around the world

Additionally, your company can increase exposure and highlight your partnership with correctional education at this conference by sponsoring one of the special events for

which you will receive added recognition. We will provide special announcements recognizing our sponsors in the Conference Program, special posted recognition at the events, sponsor announcement during the program, and first choice of "prime" exhibit locations.

We look forward to your participation in this major event of the year in correctional education. If you have any questions, please contact me and I will be happy to assist you!

Sincerely,



Steve Steurer
Executive Director
(800) 783-1232
(443) 459-3088 (fax)

Exhibit Information & Guidelines

Exhibit Space: All exhibit spaces are a draped 6' x 30" table and 2 chairs. Tables will be assigned on a first come first served basis. General house lighting is provided in the area. Any electrical or telecommunications needs should be addressed directly with the Charleston Civic Center. For your convenience both forms are attached.

Space Assignments: Exhibitors are allowed to select their table locations. Assignments are first come, first pick.

Exhibit hours: The exhibit area is open to attendees from 7:00 to 3:30 pm. These times are tentative schedules and subject to change. As the conference gets closer, CEA staff will provide you with the up to date and detailed schedule information

Set-up & tear down: Set up for the International Conference will start Sunday afternoon. Exhibitors may also set up Monday morning prior to the start of the conference. Teardown will be allowed the afternoon of the last day of exhibit hours.

Cancellation: No refunds will be given for Exhibit registration.

Liability & Security: *The Exhibitor area cannot be secured by CEA or the hotel.* Exhibitors are advised to use caution when leaving valuables unattended in the exhibit area. Exhibitors shall accept all liability (damage, loss, or accident), which might ensue from any cause in connection with transfer, installation, maintenance, display, or removal of exhibits. Neither the hotels nor conference organizers will accept responsibility for theft or damage. Exhibitors are encouraged to insure themselves

against losses and claims.

Meeting participation and meals: The exhibitor **registration fee covers one designee to participate in conference activities** including attending breakout sessions and the luncheons. Additional designees may attend by paying the regular conference registration rates. Corporate members may register additional attendees at the member rate. We strongly encourage you to participate in the events at the conference. We promote the networking value of our event to our members and mingling gives you more face time with potential clients!

Reservations

Make your hotel reservations by June 1st at Marriott Town Center or Embassy Suites Charleston to get the rates listed below.

To make a reservation please call the hotels directly:

- Charleston Marriott Town Center – 1-800-228-9290 – Conference Rate: \$95.00
- Embassy Suites Hotel – 1-304-347-8700 – Conference Rate: \$129.00

Shipping Your Materials:

Packages

You can ship items directly to the Charleston Civic Center. Please see the attached forms or call the Civic Center directly at (304) 345-1500 for more information.

Audio-Visual and Electrical Services

These are available directly through the Charleston Civic Center. Please see the attached information sheets with pricing and guidelines. For more information, please contact the Civic Center at (304) 345-1500. Please advise if you will be purchasing any of these so we can ensure your table assignment is appropriate for your needs!

Tentative Agenda

CEA International Conference Schedule

Friday	9:00-5:00	Standards Commission Meeting
	5:00	New Board Members Orientation
Saturday	8:00 – 5:00	CEA Executive Board meeting
Sunday	8:00am-5:00pm	CEA Executive Board Meeting
	9:00am-5:00pm	Council of Directors of Correctional Education
	2:00pm-6:30pm	Registration/Welcome Area Open EXHIBITOR SET UP
	4:30 pm – 5:30pm	TOY Social (invitation only)
	6:30pm-7:45pm	Open Session/Officer Installation/Award/Accreditation
	7:45pm-9:00pm	President’s Reception
Monday	7:30am - 3:00pm	Registration/Welcome Area Open
	7:30am- 9:00am	Continental Breakfast in the Exhibitor’s Area
	7:30am - 3:30am	Exhibit Area
	9:30am-10:30am	General Session
	10:30am-10:40am	Break
	10:40am-11:50pm	Workshop Session 1
	11:50 – 12:00 pm	Break
	12:00pm-1:30pm	Awards Luncheon
	1:30 pm – 2:00 pm	Exhibitor Break
	2:00 pm – 3:15 pm	Workshop Session 2
	3:15 pm – 3:30 pm	Break
	3:30 pm – 4:30 pm	Regional Meetings
	5:00 pm – 6:00 pm	Exhibitors’ Reception (invitation only)
Tuesday	7:30am-2:00 pm	Registration/Welcome Open
	7:30am-8:30am	Continental Breakfast in the Exhibitor’s Area
	7:30am-2:00pm	Exhibit Area open
	8:30am-9:45am	Workshop Session 3
	9:45am-10:00am	Exhibit Break
	10:am-11:15am	Workshop Session 4
	11:30am-1:30pm	Lunch On Your Own President’s Council Meeting (invitation only)
	1:30pm-2:00pm	Final Exhibit Break
	2:00pm-3:15pm	Workshop Session 5
	3:15pm 3:30pm	BREAK
	3:30pm-4:30pm	SIG Meetings
	6:00 – 10:00 pm	Teacher of the Year Gala
Wednesday	8:30am-9:45am	Session 6
	9:45am-11:30am	Membership Business Meeting/Closing

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Charleston, West Virginia

Pricing Information

Corporate Membership \$315.00 per Year

Benefits:

20% Discount on Booth Space and Advertising

One free mailing list of the CEA membership

Receipt of all CEA publications

Special recognition as a CEA Corporate Member

Exhibit Space

Exhibit space is a 6' x 30" table and two chairs.

	<u>Members</u>	<u>Non-Members</u>
1 table	\$ 476.00	\$ 595.00
2 tables	\$ 780.00	\$ 975.00
3 tables	\$ 952.00	\$ 1190.00

Advertising

CEA will be accepting Full and Half page ads for the Conference Program.

	<u>Members</u>	<u>Non-Members</u>
Full Page	\$200.00	\$250.00
Half Page	\$120.00	\$150.00

Please send your camera-ready ad copy on a CD, no later than May 1, 2011 to Erica Houser, CEA Conference, 8182 Lark Brown Road, Suite 202 Elkridge, Maryland. 21075.

Conference Bag Inserts

If you would like to have a brochure or other materials placed in the conference bags for attendees, the cost is \$250.

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EXHIBITOR REGISTRATION FORM

Company Name: _____

Complete Address: _____
Street or PO Box City, State, Zip

Phone: _____ Fax: _____

Attendee Name: _____ Email: _____

Please provide the name of your designee so we can ensure they have a name badge.

Corporate member number: _____

Exhibit Space Purchase

Number of Tables _____ Price \$ _____

Tables (choose three) _____, _____, _____ Tables Total Amount: _____

Advertising Space

_____ Full Page _____ Half Page Total: _____

Bag Inserts

Total: _____

Corporate Membership Purchase

_____ Yes we would like to join as corporate members!

Membership: _____

Grand Total Due: _____

Payment Information

Please bill my: AMEX MC VISA DISCOVER

Acct Number: _____ Exp: _____

Signature: _____

Check Number: _____ Purchase Order Number: _____ Enclosed

We have read and understand the terms and conditions listed in this prospectus.

Printed Name Signature Date

Pre- & Post-conference Mailing Lists

CEA will provide an attendee mailing list in an electronic format a month prior to the conference. Please complete the following information if you wish to receive them:

Labels should be sent to: _____

Phone (_____) _____ Email: _____

file format: MS Excel

It is CEA's policy not to share the phone numbers or email addresses of members.

Corporate Information (to be shared with Attendees)

Company Name: _____

Primary Designee: _____

Phone (_____) _____ Email: _____

Complete address: _____
Street or PO Box City, State, Zip

Website address: _____

Corporate Sponsorships

_____ Yes, we are interested in Corporate Sponsorships. Please contact us about ways CEA can help promote my company. Please see the attached sheet for more information about the opportunities available!

Door prize Drawing

_____ Yes, we are interested in donating a door prize for a drawing.

Exhibit Space Preferences:

Please let us know if you have any special requests with regard to your exhibit space placement. Do you have another company you would like to be near? Do you have any special displays that require Internet hookups, electrical, or a wall? Please let us know so we can make every attempt to assign the right space for your needs! _____

Please return **both** pages with payment to: **Correctional Education Association**
8182 Lark Brown Road Suite 202 Elkridge, MD 21075
Phone: 800-783-1232 Fax: 443-459-3088
SPONSORSHIP INFORMATION

Attendees at the CEA conferences have come to expect wonderful events that celebrate their profession and recognize the contributions of individuals to the lives of incarcerated students. Signature events such as the Teacher of the Year Gala have become showpieces of our conferences and are highly anticipated by attendees. Sponsoring these events puts your company in the spotlight to these professionals!

Included with your sponsorship is special recognition in the conference booklet and at the events of the conferences. Some of the ways that sponsors have gotten additional exposure for their support is with banners in the ballrooms and a brief welcome by one of your representatives.

Company Name: _____

Attendee Name: _____ Email: _____

Complete Address: _____
Street or PO Box City, State, Zip

Phone: _____ Fax: _____

We would like to contact the attendee prior to the show to confirm details for recognition for the sponsorship during the conference.

Sponsored Special Events & the Costs to CEA

Sunday, July 19	President's Reception	\$9,000	\$ _____
Monday, July 20	Continental Breakfast	\$3,000	\$ _____
Monday, July 21	Awards Luncheon	\$12,000	\$ _____
Tuesday, July 22	Continental Breakfast	\$3,000	\$ _____
Tuesday, July 22	Teacher of the Year Gala	\$15,000	\$ _____
Wednesday, July 23	Buffet Breakfast	\$9,000	\$ _____

Your sponsorship of these events will help CEA! Sponsorships allow us to upgrade our events and can make a difference of a successful conference.

Door Prizes (please describe):

Please return this form to: **Correctional Education Association**
Sponsorship Registration
8182 Lark Brown Road Suite 202 Elkridge, MD 21075
Phone: 800-783-1232 Fax: 443-459-3088

Questions? Contact Erica Houser at 800-783-1232 x 10 or email at ehouser@ceanational.org or Jacob Green at (304) 558-8833 or email at jgreen@access.k12.wv.us