

## 2009 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](http://www.ceanational.org)

64<sup>th</sup> CEA Conference  
July 19-22, 2009  
Madison Concourse Hotel  
1 West Dayton Street  
Madison, WI 53703  
800 356 8293 • fax: 608 257 5280  
<http://www.concoursehotel.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 64<sup>th</sup> International Conference which will be held July 19-22, 2009 in Madison, Wisconsin. This year's theme is, "**MOVING FORWARD: FOCUSING ON THE FUTURE**". 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 2,700 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 64<sup>th</sup> International Conference will be held July 19-22, 2009 at the Madison Concourse Hotel in beautiful Madison, Wisconsin. The exhibits will be open for two days this year, July 20-21. Our attendees, correctional educators and administrators serving juveniles and adults, are interested in the latest products and services available. Exhibitor highlights include:

- Exhibits – July 20<sup>th</sup> & July 21<sup>st</sup> – 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
- 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 Conference Hotel. Information follows.

**Space Assignments:** Exhibitors are allowed to select their table locations. Assignments are first come, first pick. Placement in the Foyer of the Hotel is available for an additional premium of \$75 above the table costs.

**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**

The conference rate for the hotel is \$90 for Single or \$100 Double Occupancy. To book a room, please call (800) 356-8293 and tell them you will be attending the Correctional Education Association conference. The conference rate is available until **June 18, 2009**.

### **Shipping Your Materials:**

#### **Packages**

The Madison Concourse Hotel & Governor's Club will accept packages up to 3 business days prior to your event. Please include the following information on each box when shipping them:

***The Madison Concourse Hotel & Governor's Club  
Conference Name and Date***

Exhibitor Name

Box \_\_\_ of \_\_\_

1 West Dayton Street

Madison, WI 53703

\*A box handling charge of \$1/box will be assessed. Oversized boxes or those weighing more than 50 lbs will have an additional fee.

#### **Audio-Visual and Electrical Services**

These are available directly through the Hotel. Please see the attached information sheets with pricing and guidelines. For more information, please contact the hotel directly. 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
		<b>EXHIBITOR SET UP</b>
	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

# 64th CEA Conference

July 19-22, 2009  
Madison, Wisconsin

## Pricing Information

**Corporate Membership**                      \$310.00 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" draped 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

Premium placement in the foyer is available for an additional \$75. Space selections are made first come, first picked basis.

### Advertising

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

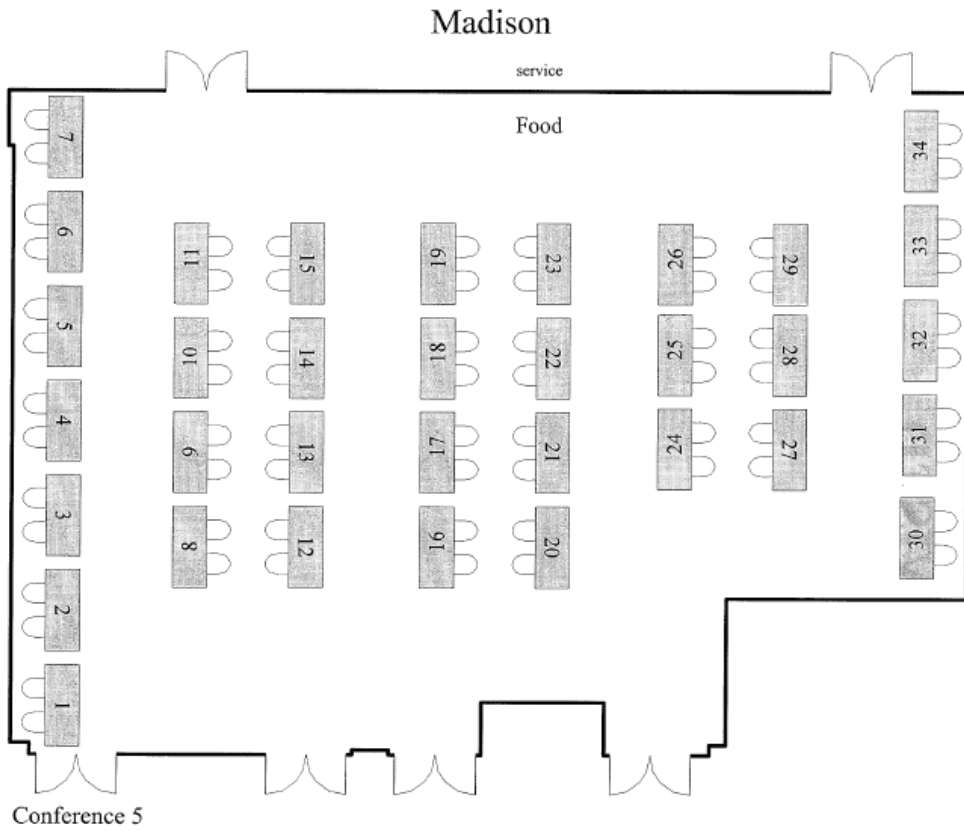
	<u>Members</u>	<u>Non-Members</u>
Full Page	\$200.00	\$250.00
Half Page	\$120.00	\$150.00

**Please send your camera-ready ad copy on a CD, no later than June 1, 2009 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.

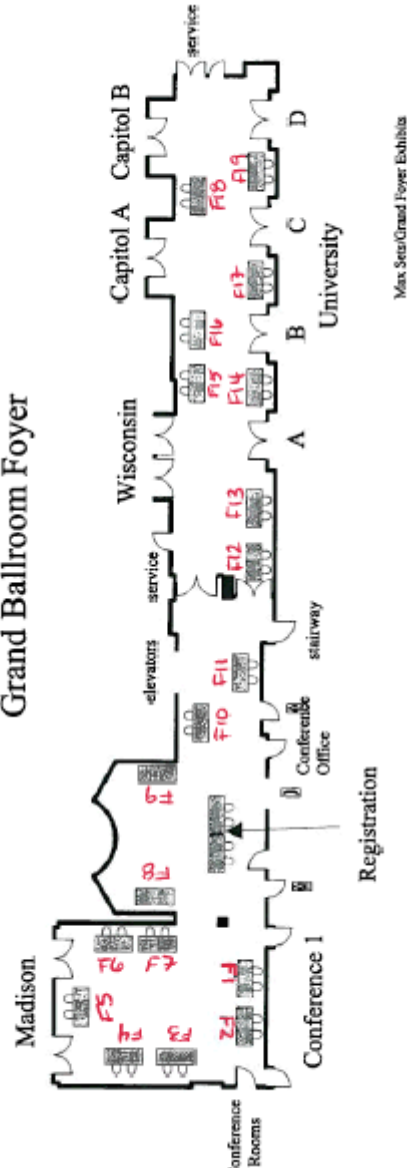
# Exhibit Area Diagrams Madison Ballroom



**Premium Placement – FOYER**  
**An additional \$75 premium**

19 6' Exhibit tables  
 17 with chairs and 2 display only

**Grand Ballroom Foyer**



# 64th CEA Conference

July 19-22, 2009

Madison, Wisconsin

## 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 \$ \_\_\_\_\_ Foyer Placement \$ \_\_\_\_\_

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

*Please continue to the next page. Please return both pages to ensure you receive all pre-conference information.*

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### 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.*

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### Corporate Information (to be shared with Attendees)

Company Name: \_\_\_\_\_

Primary Designee: \_\_\_\_\_

Phone (\_\_\_\_\_) \_\_\_\_\_ Email: \_\_\_\_\_

Complete address: \_\_\_\_\_

Street or PO Box

City, State, Zip

Website address: \_\_\_\_\_

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### 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!

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### Door prize Drawing

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

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### 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**

