

41st Annual CASE

C o n v e n t i o n



**Investment in Colorado School Leaders
is an Investment in Colorado Kids**

Invitation to Sponsor and Exhibit

July 28-29, 2010
Beaver Run Resort
Breckenridge, CO



41st Annual CASE Convention

Investment in Colorado School Leaders is an Investment in Colorado Kids

July 28–29, 2010, Beaver Run Resort, Breckenridge

Join about 1,000 school administrators at the 41st Annual CASE Convention

The annual CASE Convention will be held July 27-30, 2010, at Beaver Run Resort and Conference Center in Breckenridge, Colorado. The Exhibit Halls are open July 28-29, 2010.

In the space of two days, you will meet Colorado educational leaders, expand your network of contacts, display your products and services, and concentrate your marketing efforts on a receptive audience. This convention is your chance to interact with every level of school leadership including superintendents, principals, assistant principals, finance and purchasing officers, instructional and non-instructional supervisors, and managers. These school administrators occupy a distinctive place in the educational chain of command. They are excellent sales prospects and have the power to make purchasing decisions.

CASE is a member-driven association and we listen intently to our members' requests. They have asked that we select exhibitors who:

- Have products that apply to today's schools
- Personally interact with members
- Support educational partnerships
- Have high-tech displays
- Have hands-on exhibits
- Are innovative

To ensure maximum visits with exhibitors, special time is reserved on the convention agenda for attendees to go to the exhibit area. All refreshment breaks and continental breakfasts are held in the exhibit halls, giving you additional prime visitation opportunities. Additional incentives are offered through prize drawings and an exhibitor reception is hosted for participants providing exhibitors maximum promotion time.

We encourage you to return the application, signed contract, and payment to secure your spot as an exhibitor. **The deadline for application is May 14, 2010.** Exhibitors who apply after May 14, 2010 may not be recognized in CASE convention materials and are less likely to receive preferred booth space.

CASE works very hard every year to make the exhibit halls beneficial for all of our vendors. We will have all of our exhibitors in the same building and give our convention participants an incentive to visit all of the exhibitors.

Sponsorship Opportunities

If you are interested in opportunities to highlight your company to our members by sponsoring an event, refer to the enclosed information. Companies who are commercial associate members of CASE and are convention sponsors receive priority consideration when booth selections are made. We encourage you to return the application to be considered as one of our sponsors.

To receive full sponsorship benefits, submit sponsorship applications by May 14, 2010.

EXHIBITOR INFORMATION AND SCHEDULE

Please note that exhibitor applications are accepted on a first come, first served basis. In past years exhibitor space has sold out; we recommend submitting your application as soon as possible.

Premium Tables

Premium table space is again available outside the first floor exhibit hall and outside the third floor ballroom where general sessions are held. Because these areas offer significantly higher access to traffic throughout the convention, an additional exhibitor charge of \$200 per table for members will be assessed (\$400 for non-members).

To simplify the application process we are:

- Including maps of the exhibit spaces and the opportunity for you to indicate your preference of space.
- Altering the design of the exhibit space and offering an additional hall for exhibits.
- Requesting that payment be submitted with your application. (If for any reason your application is not accepted, you will receive a full refund of your payment.)
- Requesting that a signed contract be submitted with your application.

Dates/Location

July 28-29, 2010 / Beaver Run Resort, Breckenridge, Colorado.

Regular Exhibitor Booth Space Cost* – Same pricing from 2008! (Payment must accompany application)

\$1,100 Non-members

\$900 - CASE Commercial Associate Members

Premium Table Cost*

(Payment must accompany application)

\$1,500 Non-members

\$1,100 - CASE Commercial Associate Members

Application Deadline: May 14, 2010

*see Exhibitor Hall Maps on the last two pages

Booth Information

To provide more preferred space and to avoid increasing exhibitor fees, CASE has changed the dimensions of the first floor exhibitor space to include more space. (If you have a question regarding booth size please call or e-mail Susan Schoenthal at 303.762.8762 or sschoenthal@co-case.org.)

Booth dimensions are 8' deep x 10' wide for Blue River Hall and 6 feet wide x 10 feet long for the 1st Floor Ballroom. The new premium space in the foyer on the 3rd floor is a 6 foot covered and skirted table, without the pipe and drape above the table.

Exhibitors are only allowed two representatives at their table because of limited space

- 1st Floor Breckenridge Ballroom - 6 feet wide x 10 feet long.
- 3rd floor Blue River Hall - booth space is 8 feet wide x 10 feet long.
- 1st and 3rd floor premium tables are 6 foot long tables with a skirt, chairs and waste basket, but with no pipe and drape.

Booth Assignments

Booth assignments will be made by July 1. However, booth assignments will not be confirmed until payment is received. If for any reason your application is not accepted, you will receive a full refund of your payment.

CASE makes every effort to accommodate your booth preferences; however, convention sponsors and CASE commercial members have priority in booth selections.

CASE Tax ID #: 84-0594444

Prize Drawings

Each exhibitor is encouraged to donate a prize worth at least \$50. You will be given promotional credit in the conference program for your prize donation.

Exhibit Exposure

CASE makes every effort to give exhibitors ample interaction with convention attendees. All refreshment breaks and continental breakfasts are held in the Exhibit Halls. Prize drawing incentives are given to convention participants to encourage visits to all of the vendors.

Don't Miss!

CASEino night!

Sponsor a table and socialize with attendees.

Wednesday, July 28, 2010, 7:30 pm – 10 pm

You provide a volunteer dealer and prize and we provide the training.

Benefits to your company include: Meeting new prospects in a fun atmosphere and additional promotion for your company!

Sponsor fee: \$100



EXHIBITOR SCHEDULE AND FEES

Tentative 2010 Exhibit Schedule*

(A more detailed schedule will be sent prior to the conference)

Convention attendee refreshment breaks and continental breakfasts are held in the exhibit areas. Exhibitors are welcome to help themselves to breakfast and refreshments.

Exhibitor Set-up

Tuesday, July 27, 2010

Exhibit Areas: 3:00 pm – 8:00 pm

Wednesday, July 28, 2010

Additional set-up time: 6:00 am – 7:00 am

Exhibiting Days/Times

Wednesday, July 28, 2010

7:00 am – 4:30 pm

Thursday, July 29, 2010

7:00 am – 1:00 pm

Exhibitor Tear-down

Thursday, July 29, 2010

Early afternoon; exact time TBD

*Exhibit hours are tentative only and subject to change.

Fees

Non-member rate

\$1,100 - regular booth space

\$1,500 - premium table space

Member rate

\$900 - regular booth space

\$1,100 - premium table space

Please note: Attendance at the convention is not included in the cost of exhibiting. Separate registration and payment is required. CASE does provide free convention registration at our major sponsorship levels.

EXHIBIT HALL MAPS

3rd Floor Foyer – Tables with drape (6' tables), no pipe and drape above

Premium Tables

