



Virginia Association of Elementary School Principals

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MEMORANDUM

DATE: December 7, 2017
TO: VAESP Conference Exhibitors, Sponsors and VAESP Corporate Partners
FROM: Jim Baldwin, Executive Director
RE: 2018 Annual Conference ~ June 24-26, 2018, Great Wolf Lodge and Conference Center, Williamsburg, Virginia

The 1,000 plus members of VAESP are very excited about the upcoming **Annual Conference**, which will be held **June 24-26, 2018**, Great Wolf Lodge and Conference Center, Williamsburg, Virginia

Companies that plan to participate in the exhibition may set-up their booth on **Sunday June 24, 2018, between 12:00 pm to 3:30 pm**. The Educational Exhibition Hall will open with a reception on **Sunday June 24, 2018** from 4:00 pm to 5:00 pm. The Educational Exhibition will continue on Monday June 25, 2018 with various events scheduled in the Exhibit Hall commencing with a Continental Breakfast from 8:00 am to 8:45 am. The Educational Exhibition will close at approximately 3:30 PM Monday, June 25, 2018.

Listed below is a tentative outline of scheduled activities for Conference Vendors:

- **Set up** Sunday, June 24th between 12:00 pm and 3:30 pm
- **Exhibit Hall** will be open Sunday, June 24th from 4:00 PM – 5:00 pm for a meet and greet reception. The Exhibit Hall will reopen at 8:00 am on Monday June 25th, with a continental breakfast and remain open until 3:30 pm. **Break down** of booths will begin around 3:30 pm on Monday following events being held in the Exhibit Hall.
- **Door Prizes** – Will be announced in the exhibit hall throughout the day. Attendees must be present to win. Exhibitors are also encouraged to collect contact information and post door prize winners at their booths.
- **Confirmations** will be sent out with a preliminary agenda via **email**, so please provide your **email address** on the registration form.
- **Room Reservations at the Great Wolf Lodge:** The basic, pre-tax room rate for single or double occupancy is **\$109.00**. Room Reservations must be made with the Great Wolf Lodge, Williamsburg, VA. **Telephone: 1-866-972-9653** prior to **May 15, 2018**. You must mention **1806VAES** to receive the discount rate of **\$109.00/night**.
- **Booth space** – Approximately 3 ft. x 6 ft. **Skirted Table Top** with the following services provided for each registered exhibitor:
 - One 3' x 6' skirted table with two chairs
 - One wastebasket

Please note that space is limited in the exhibit area, so return the enclosed registration form with payment as soon as possible. We assign spaces to Conference Sponsors and Corporate Partners first, followed by the relevancy of the products/services offered and the timeliness of submitting the application and payment. **To reserve a space, VAESP must receive your completed Conference Exhibition and Sponsorship Application Form April 30, 2018. You may return it via USPS, e-mail, or faxed to 804-355-1196.**

IMPORTANT: VAESP Corporate Partners are to complete the application form in order to participate in the Educational Exhibition, even if the booth fee is included in their partnership.

Should you be interested in becoming one of VAESP's Corporate Partners, additional information is being provided following the Conference Exhibition and Sponsorship Application Form about the many opportunities available to you and your company as a VAESP Corporate Partner.

I would like to extend my appreciation to you for the support you have shown VAESP. Without your support, we could not offer the quality professional development programs to Virginia's educational leaders. We never take your support for granted. On behalf of the children of the Commonwealth, I thank you. If you need additional information, please contact VAESP at 804-355-6791 or vaesp1jim@gmail.com .

Virginia Association of Elementary School Principals 2016 Annual Conference
JUNE 24-26, 2018

CONFERENCE EXHIBITION AND SPONSORSHIP APPLICATION FORM

THE VAESP ANNUAL CONFERENCE PROVIDES OPPORTUNITIES FOR MARKETING PROFESSIONALS FROM EDUCATION RESOURCE COMPANIES AND ORGANIZATIONS TO MEET WITH PRINCIPALS AND OTHER EDUCATIONAL PROFESSIONALS FROM VIRGINIA. THESE CONFERENCE ATTENDEES ARE RESPONSIBLE FOR THE INSTRUCTIONAL AND PURCHASING DECISIONS IN THEIR SCHOOLS.

REPRESENTATIVE NAME AND TITLE (TO BE LISTED IN PROGRAM) COMPANY NAME

COMPANY ADDRESS TELEPHONE NUMBER (INCLUDE AREA CODE)

CITY / STATE / ZIP FAX NUMBER (INCLUDE AREA CODE)

E-MAIL ADDRESS

DESCRIPTION OF BUSINESS TO BE INCLUDED IN CONFERENCE PROGRAM: _____

NAME TAGS (REFER TO SPONSORSHIP LEVEL FOR NUMBER ALLOWED): _____

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CONFERENCE EXHIBITION AND SPONSORSHIP LEVELS (PLEASE SELECT LEVEL OF SPONSORSHIP)

- _____ **I am a VAESP Corporate Partner – please reserve my booth as indicated above.** If you would like to become a corporate partner, please see attached information relating to partnership levels and benefits, or contact VAESP at 804-355-6791 or vaesp1jim@gmail.com. Information is also posted on the website, www.vaesp.org.
 - _____ **\$425 Exhibit Booth Only** - Includes 1 exhibit table and 1 registration to general sessions.
- Additional Sponsorship Opportunities:**
- _____ **\$950 Exhibit Hall Grand Opening Co-Sponsor (4 slots available)** – Includes 1 exhibit table, *time to introduce your company during the Grand Opening*, ½ page ad in conference program, and 2 registrations to general sessions. It also includes recognition on the VAESP website with a link to your company's web page from VAESP webpage for one year.
 - _____ **\$1950 General Session Speaker Sponsor (3 slots available)** - Includes 1 exhibit table, *time to introduce your company during sponsored general session*, ½ page ad in conference program, 3 registrations to general sessions, and a link to your company's web page from VAESP webpage for one year. This level of sponsorship entitles you to a breakout presentation within certain parameters. If you have questions please contact Jim Baldwin, Executive Director.
 - _____ **\$2000 Awards Luncheon Co-Sponsor (4 slots available)** – Includes 1 exhibit table, *time to introduce your company during the Awards Luncheon*, ½ page ad in conference program, and up to 3 registrations to general sessions. It also includes recognition on the VAESP website with a link to your company's web page from VAESP webpage for one year.

ADDITIONAL CHARGES APPLY FOR THESE ITEMS: _____ \$55 Electrical Outlet

IF PAYING BY CREDIT CARD, ONLY VISA AND MASTERCARD ARE ACCEPTED.

CC #: _____ Exp. Date: _____ Billing Zip Code: _____

Authorized Signature: _____ Date: _____

Please remit application with payment to VAESP at the following address: **VAESP Phone:** 804-355-6791 - **FAX** (804) 355-1196
VAESP e-mail: vaesp0info@gmail.com **Address:** VAESP 1805 Chantilly Street, Richmond, VA 23230