



**Virginia Association of Elementary School Principals**

1805 Chantilly Street, Richmond, VA 23230

Phone: 804-355-6791 Fax: 804-355-1196

**MEMORANDUM**

**DATE:** December 5, 2019  
**TO:** VAESP Conference Exhibitors, Sponsors and VAESP Corporate Partners  
**FROM:** Jim Baldwin, Executive Director  
**RE:** 2020 Annual Conference ~ June 28-30, 2020, Delta Virginia Beach Bayfront Suites, 2800 Shore Drive, Virginia Beach, Virginia 23451

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The 1,000 plus members of VAESP are very excited about the upcoming **Annual Conference**, which will be held **June 28-30, 2020** at the Delta Virginia Beach Bayfront Suites, Virginia Beach, Virginia

Companies that plan to participate in the exhibition may set-up their booth on **Sunday June 28, 2020, between 12:00 pm to 3:00 pm**. The Educational Exhibition Hall will open with a reception on **Sunday June 28, 2020** from 3:30 pm to 4:30pm. The Educational Exhibition will continue on Monday June 29, 2020 with various events scheduled in the Exhibit Hall commencing with a Continental Breakfast from 8:30 am to 9:15 am. The Educational Exhibition will close at approximately 4:15 PM Monday, June 29, 2020.

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

- **Set up** Sunday, June 28<sup>th</sup> between 12:00 pm and 3:00 pm
- **Exhibit Area** will be open Sunday, June 28<sup>th</sup> from 3:30 PM – 4:30 pm for a meet and greet reception. The Exhibit Area will reopen at 8:30 am on Monday June 29<sup>th</sup>, with a continental breakfast and remain open until 4:15 pm. **Break down** of booths will begin around 4:15 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 Delta Virginia Beach Bayfront Suites will be available by contacting the Hotel directly in late January.** Watch the VAESP website for updated information.
- **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 May 15, 2020.** You may return it via USPS, e-mail, or fax to 804-355-1196.

Should you be interested in becoming one of VAESP's Corporate Partners, additional information is available on [www.vaesp.net](http://www.vaesp.net) about the many opportunities available to you and your company.

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](mailto:vaesp1jim@gmail.com).

Virginia Association of Elementary School Principals 2020 Annual Conference  
JUNE 28-30, 2020

**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: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

NAMETAGS (REFER TO SPONSORSHIP LEVEL FOR NUMBER ALLOWED): \_\_\_\_\_

**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 contact VAESP at 804-355-6791 or [vaesp1jim@gmail.com](mailto:vaesp1jim@gmail.com). Information is also posted on the website, [www.vaesp.org](http://www.vaesp.org). **New This year, Corporate Partners will also have the opportunity to submit a brief 30 second video commercial to be shown at various times throughout the Conference. Format and additional information is available upon request.**
- \_\_\_\_\_ **\$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. **New This year, General Sessions Sponsors will also have the opportunity to submit a brief 30 second video commercial to be shown at prior to the General Session and at various times throughout the Conference. Format and additional information is available upon request.**
- \_\_\_\_\_ **\$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. **New This year, Luncheon Sponsors will also have the opportunity to submit a brief 30 second video commercial to be shown at the luncheon and at various times throughout the Conference. Format and additional information is available upon request.**

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

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*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](mailto:vaesp0info@gmail.com) Address: VAESP 1805 Chantilly Street, Richmond, VA 23230