

ANNUAL CONVENTION

Community College League of California



2018

EXHIBITOR & SPONSOR BROCHURE

Eyes on the Horizon

November 15-17, Westin Mission Hills, Rancho Mirage



The Community College League of California's **2018 Annual Convention** offers a great opportunity to exhibit your products and services, and gain brand recognition through advertising and sponsorships. The Convention has proven to be a highly-effective way to reach the decision-makers within California's 114 community colleges. More than 500 community college administrators, faculty, staff and trustees throughout the state attend this premier event. This year's convention will be held November 15-17 at the Westin Mission Hills. This brochure will assist you in making the best advertising and sponsorship selection. All opportunities are on a first-come, first-served basis, so we encourage you to make reservations as soon as possible!



Exhibit Booth Pricing

First-come, first-served availability!

\$1,900 General

\$700 College/District/Affiliate Org

All booth registrations include:

- One 8' x 10' booth space
- Draped table and two chairs
- Listing in convention program, signage and mobile application
- One full convention registration
(Additional registrations are available for additional cost)

Optional Fees:

- American Exposition Services will provide order forms for optional services (WiFi, A/V, furniture, floral, shipping, drayage, etc).

Booth Decorating Contest: Join the Fun!

This year's Convention theme – Eyes on the Horizon – will be seen throughout the convention. The exhibit floor will carry the theme and we encourage exhibitors to decorate their booth spaces accordingly. Booths will be judged and awarded a prize. Join in on the fun and show our attendees your best decorated booth!

Convention Mobile App

(Complimentary listing with your exhibitor registration; advertising opportunities available)

During the Convention, attendees will use the mobile device app to locate your exhibitor profile and booth location. The exhibitor profile includes contact information, company description, product categories and website link. The mobile application is a powerful resource tool offering attendees instant access to speaker information, educational sessions, conference schedule and maps for easily locating session rooms and exhibit booths. In its debut more than 75% of attendees downloaded the app!



Exhibit Schedule

(Schedule subject to change)

THURSDAY, NOVEMBER 15

10:00 a.m. – 1:00 p.m.....Exhibitor Move-In

2:45 p.m. – 4:15 p.m.....Sneak Peek

5:30 p.m. – 7:00 p.m..... Reception

FRIDAY, NOVEMBER 16

7:30 a.m. – 8:30 a.m..... Exhibits Open with Light Breakfast

10:45 a.m. – 11:00 a.m..... Coffee Break

12:00 p.m. – 12:30 p.m..... Showcase Closing & Grand Prize Drawing

12:30 p.m. – 4:00 p.m.....Exhibitor Move-Out

Sponsorship Opportunities

Businesses and organizations that sponsor Convention activities benefit from brand recognition and involvement in an event that, through its impact on hundreds of community college leaders, affects more than two million students. Our partnerships with corporate sponsors are essential to further the work of educating California's current and future workforce. The deadline to register as a sponsor is **Monday, September 17**. Sponsorship opportunities are limited and will be allotted on a first-come, first-served basis. No refunds will be issued for sponsor cancellations. To inquire about sponsorship opportunities, please contact Lisa Mealoy at lmealoy@cleague.org.

Gala Reception - \$5,500

co-sponsorship limited to 3

- Introduction at reception and opportunity to introduce firm
- Logo visibility and signage at event
- Two full convention registrations
- One 8' x 10' exhibitor booth space
- Full-page advertisement in program
- Highlight in mobile application
- Listing among event sponsors and exhibitors in program

Coffee Break - \$2,250

co-sponsorship limited to 2 per break

- Signage at coffee break
- Half-page advertisement in program
- Highlight in mobile application
- Listing among event sponsors and exhibitors in program

General Session - \$4,500

co-sponsorship limited to 5 per session

- Personal recognition at General Session
- Logo visibility and signage at event
- One full convention registration
- Full-page advertisement in program
- Highlight in mobile application
- Listing among event sponsors and exhibitors in program



Reserve exhibit booths & sponsorships online at www.cleague.org/AC18-sponsorships

Advertising Opportunities

PROGRAM ADVERTISING

(full color)

- Place an advertisement in the official convention program.
- The program is regarded as an indispensable guide that is provided to every attendee.

Half Page

\$650 Vendor

\$350 College/District

Full Page

\$850 Vendor

\$500 College/District

PREMIUM PROGRAM ADVERTISING SPACE

- First page and/or inside back cover
- Based on a first-come, first-served basis; call for availability.

\$1,000

MOBILE APPLICATION BANNER AD

(limited to 5; call for availability)

- Available on a first-come, first-served basis
- Mobiles ad specs will be sent upon purchase
- Includes half-page advertisement in program

\$1,000

ONE-PAGE FLYER

- Flyer is placed on an information table near registration area.

\$500

Ad Specifications

Program is 5.5" width by 8.5" height

Size: Half Page – 4.5" width x 3.625" height
Full Page – 4.5" width x 7.5" height

Color: Color (CMYK) or black and white are acceptable. Color ads must be submitted in CMYK colorspace. Black and white ads must be in grayscale.

Format: PDF, EPS, or 300 dpi TIFF or JPG is acceptable.
(Microsoft Word, Publisher, or PowerPoint will not be accepted)

Payment

To reserve ad space complete the online reservation form at www.ccleague.org/AC18-advertising. Credit cards will only be accepted through the online form.

Artwork Deadline

Reservation form, payment and artwork must be received by the League by **Friday, September 17.**

Questions

To inquire about premium advertising space or general advertising questions, please contact Lisa Mealoy at lmealoy@ccleague.org.

Reserve ad space online at
www.ccleague.org/AC18-advertising

How to Reserve Exhibit Space

Please complete our online form at www.ccleague.org/AC18-sponsorships. Reservations for exhibit space cannot be accepted over the telephone or via fax. The League cannot guarantee that space will still be available on the deadline; however, every attempt will be made to accommodate your reservation. Deadline for submission of your reservations form and payment is **Monday, September 17**.

Prizes & Drawings

To maximize exposure, times have been scheduled to conduct vendor prize drawings. Vendors are encouraged to contribute prizes that will be awarded at their booth and drawn from the names of convention participants visiting the booths. Drawings will be held on Friday, November 16 at 12:30 p.m. Exhibitors will be responsible for delivery of prize.

Removal of Exhibits

Absolutely no exhibits may be dismantled before the official closing time of 12:30 p.m. on Friday, November 16 without prior approval of the League.

Utilities

Exhibitors may order electricity, A/V equipment, Internet access and other services through show decorator, American Exposition Services, at exhibitor's expense. Exhibitors will receive a services packet for online ordering directly from the decorator.

Cancellations

In the event an exhibitor finds it necessary to cancel his or her exhibit space reservation, written notice must be received by the League prior to **Friday, October 5**, to receive a full refund. No refunds will be made for a cancellation made after **Friday, October 5**. Telephone cancellations will not be accepted.

TERMS & CONDITIONS

Decorations

All decorative material must be flameproof.

Noise

Loud noises such as bells, sirens, buzzers, etc., are not permitted in order to maintain a professional atmosphere.

Shipping

The League has contracted with American Exposition Services (American Expo) to coordinate shipping. Exhibitors will be responsible for coordinating their own shipping arrangements prior to and following the event. Shipping information and guidelines will be included in the Exhibitor Services Kit that will be e-mailed to all exhibitors. All shipments **MUST** be shipped directly to American Expo by the deadline date and any materials shipped directly to the hotel are the sole responsibility of the vendor. Hotel and League staff will not be available to locate shipment(s).

Hand Carry

If an Exhibitor can carry the full contents of his/her booth materials in one trip by one person without the use of a handtruck, dolly, or wheels, he/she is free to hand carry the items in, at No Charge. The loading dock is under Union Jurisdiction, and Exhibitors will be required to self-park and then bring in their materials through the main entrance of the Exhibit Hall. Multiple trips by multiple people are not permitted.

Unloading Service by Weight

If the full contents of an Exhibitor's booth materials **EXCEED** the Hand Carry option, the Exhibitor's full contents must be weighed in at the loading dock. The Exhibitor will be charged prior to unloading for on-site freight service according to the published rate based on 100 lbs. with a 200 lb. minimum charge for standard services.

Laws & Regulations

Exhibitor is charged with the knowledge of all local laws, ordinances and regulations pertaining to health, fire prevention and public safety while participating in this event. Compliance with such laws is mandatory for all exhibitors and the sole responsibility is that of the exhibitor.

Liability

It is mutually agreed that the League and the hotel shall not be liable to an exhibitor for any damage to or for the loss or destruction of an exhibit, or the property of an exhibitor, or injuries to his/her person resulting from any cause. The exhibitor expressly waives all claims for such loss, damage or injury. Exhibitors shall provide their own insurance coverage for loss or damage as needed.

Restrictions

Exhibitors may not assign or sublet any space allotted to them, and may not advertise or display goods other than those manufactured, distributed or sold by them in the regular course of business. Promotional activity is limited to the confines of space assigned by the League. "Working" the aisles, general areas or spaces assigned to others is prohibited. The League's exhibit hall is for educational and informational purposes only. Exhibitors may not make sales or take orders in the exhibit area or other event facilities.