



3066 Zelda Road Box 215 ♦ Montgomery, Alabama 36106

December 2018

Dear Prospective Sponsor,

Thank you for your interest in sponsoring ALET, Alabama's premier educational technology organization. Our membership is comprised of individuals dedicated to improving the effectiveness of technology in Alabama's K-12 schools. We do this by providing our members with top quality professional development, by creating multiple venues for collaboration, and by advocating for greater support and resources for educational technology. Your sponsorship makes this possible.

ALET believes that the exchange of information between technology purveyors and EdTech practitioners is a key accelerator of implementing effective educational technologies. In short, we need information *from* you about new and improved products and we have information *for* you about trends in teaching and product performance. By attending our events, you can become part of this exchange.

2019 Conferences

Sponsors must sell products and services that relate to the mission of ALET.

Fall Symposium - Perdido Beach Resort, Orange Beach, AL. Sept. 22-25, 2019. This event is our largest. Attendees include 300+ decision-makers. A full vendor hall and two social mixers allow for extended time for collaboration between sponsors and attendees. Sponsors may also partner with ALET members if they wish to present case studies or other educational sessions. (Limit 2 sessions per vendor.)

Winter Conference - Renaissance Hotel, Montgomery, AL. March 5, 2019. Attended by 100+ technology directors, the focus of this event is state-level advocacy for better EdTech funding. Over the years our members have developed excellent relationships with key lawmakers and are often called upon to discuss EdTech funding and objectives.

Summer Conference - Spain Park High School, Hoover, AL. June 4, 2019. The conference will include breakout sessions and will be preceded by a members-only one day technical seminar. Vendor exhibits will be open on the second day of the conference. Over 150+ decision-makers and their immediate staff are expected.

Regional Conferences - Sponsors who participate in any of the three major ALET events may also be invited by Region Board members to sponsor a regional event. Presentation opportunities at these events are determined by the Regional Board member on an event by event basis. Non-ALET sponsors shall not sponsor or attend ALET region events.

Sponsorship Levels

Please read the following guide carefully before selecting your sponsorship preferences. If you have any questions, please email vendorrelationsvp@go-alet.org to reach Wayne Young, ALET Vice President for Vendor Relations.

Fall Symposium - Perdido Beach Resort, Orange Beach, AL

Diamond - \$25,000

- 2 sponsors per year, previous year's sponsors in good standing have first choice to renew
- 4 booth spaces (see details below)
- 4 meal tickets for ballroom seating at each meal, plus President's Reception and Luau evening meal
- 10 minutes presentation time during breakfast or lunch to speak to the membership
- Break Sponsorship
- Company logo on ALET website, inflatable Balloon at President's Reception, refreshment stands,
- Company name on conference materials, including T-shirt and app
- Company promotional materials in attendee bags, if provided in advance by sponsor
- May use ALET hotel group pricing code
- List of attendees with email addresses

Platinum - \$18,000

- 4 sponsors per year, previous year's sponsors in good standing have first choice to renew
- 3 booth spaces (see details below)
- 3 meal tickets for ballroom seating at each meal, plus President's Reception and Luau evening meal
- 10 minutes presentation time during breakfast or lunch to speak to the membership
- Break Sponsorship
- Company logo on ALET website, inflatable Balloon at President's Reception, refreshment stands
- Company name on conference materials, including: T-Shirt and app
- Company promotional materials in attendee bags, if provided in advance by sponsor
- May use ALET hotel group pricing code
- List of attendees with email addresses

Gold - \$5,500

- 10 sponsors per year, previous year's sponsors in good standing have first choice to renew
- 2 booth spaces (see details below)
- 2 meal tickets for ballroom seating at each meal, plus President's Reception and Luau evening meal
- Company name on ALET website and in conference app
- Company promotional materials in attendee bags, if provided in advance by sponsor
- 60 sec SMACKDOWN of time during breakfast or lunch to speak to the membership
- May use ALET hotel group pricing code
- List of attendees with email addresses

Silver - \$4,000

- 17 sponsors per year
- 1 booth space (see details below)
- 2 meal tickets for ballroom seating at each meal, plus President's Reception and Luau evening meal
- Company name on ALET website and in conference app
- Company promotional materials in attendee bags, if provided in advance by sponsor
- May use ALET hotel group pricing code
- List of attendees with email addresses

Bronze - \$3,000

- 30 sponsors per year
- 1 booth space (see details below)
- 1 meal ticket for ballroom seating at each meal, plus President's Reception and Luau evening meal
- Company name on ALET website and in conference app
- Company promotional materials in attendee bags, if provided in advance by sponsor
- May use ALET hotel group pricing code
- List of attendees with email addresses

Promotional Materials in Conference Bag (Must be shipped to designated address by deadline)

- Colleges or non-profit organizations - \$150 per item
- Vendors who will not be present - \$500 per item

Winter and Summer Conferences

Diamond	Platinum	Gold	Silver
Included in Annual		\$2,500	\$750
<ul style="list-style-type: none"> ● 2 booth spaces (see details below) ● No meal tickets included ● May use ALET hotel group pricing code, if applicable ● List of attendees/email addresses 	<ul style="list-style-type: none"> ● 1 Gold sponsor per event ● 1 booth space (see details below) ● 15 minute speaking time during lunch ● No meal tickets included ● Use of ALET hotel group pricing, if applicable ● Company name on ALET website ● List of attendees/email addresses 	<ul style="list-style-type: none"> ● Number of sponsors depends on venue ● 1 booth space (see details below) ● No meal tickets included ● Use of ALET hotel group pricing, if applicable ● Company name on ALET website ● List of attendees/email addresses 	

Fall Booth Selection

We know that location is important to you. Selection of booths is governed by these criteria:

1. Diamond level sponsors
2. Platinum level sponsors
3. Gold - in order of date registered - must be paid
4. Silver - in order of date registered - must be paid
5. Bronze - in order of date registered - must be paid
6. Gold, Silver, Bronze - not yet paid, in order of registration

We do our best to make sure the space is as advertised. However, there are some spaces that may include some type of support structure for the building. This is beyond our control.

IMPORTANT INFORMATION AND ADD-ONS

- [All Events] Booth size approx. 10'x10'. Includes: 1 table, 2 chairs, 1 tablecloth, 1 power outlet
- [All Events] Internet access is NOT provided as part of the package. Vendors who wish to have Internet access at their booth during the Fall Symposium should contact the hotel directory to purchase this service.
- [All Events] Sponsors are invited, but not required, to provide door prizes for our members.
- [Winter & Summer] Meal tickets, not included.
- [Fall] Meal Tickets are issued to the Sponsor who registers based on sponsorship level. It is the Registering sponsor's responsibility to explain to those invited to work at the booth whether or not they will have a meal ticket. Our events are always full, so additional meal tickets, with the exception of the Luau, will not be available for purchase.
- [Fall] Sponsors may also partner with ALET members if they wish to present case studies or other educational sessions. Limit 2 sessions. The application to present must be submitted by the ALET member.
- [Fall] Upcharge for including employees of other companies in booth or event-related activities - \$350 per additional company represented. (Does not apply to Diamond or Platinum level Sponsors)

Registering as an ALET Sponsor

Each January ALET posts an online form where interested vendors may register for each event at the level of their choice. Diamond and Platinum sponsors from the previous year have the first opportunity to continue at those levels or advance if there is an opening. Once all available sponsorships are filled, a waiting list is formed. New this year, for those not able to register for a booth, we are now offering the option to have your company's flyers/brochures stuffed into registration bags for \$500, this option does not include the list of attendees.

Payment Due Dates

Diamond and Platinum annual sponsors must pay the full amount due prior to the summer conference. All other sponsors are expected to pay 60 days in advance of each event for which they have registered. Failure to pay by the deadline may be interpreted as a cancellation. No refunds will be given for vendors who fail to attend or are unable to attend, unless ALET can secure a replacement sponsor.

Payment Methods

Sponsors may pay by check or bank transfer with no additional fees. Upon request, sponsors may pay by credit card, but a 2.9% upcharge will be added to the invoice. Sponsors who wish to split payments between themselves and others participating in the booth space must notify ALET in advance and will be charged an additional \$25 per invoice issued processed.

Sponsor Rules

1. Sponsors may only attend an event if they registered with ALET and their invoice is paid. Vendors who are not ALET sponsors for a particular event may not book a room at the hotel and entertain members.
2. Sponsors may not set up in any other location other than in their booth space.
3. Sponsors should be familiar with Alabama Ethics Law as they pertain to public employees and abide by them.
4. When sponsors booths are in the same room as attendee activities, sponsors are expected to be respectful of ongoing presenters and activities. Please take phone calls and visit with other vendors outside of the main room.
5. Only those individuals registered for the event by the paying Sponsor may participate in that Sponsor's booth space and in other event-related activities conducted by the Sponsor.

Contact Information

Please note that email is the best way to communicate with us.

Vendor Relations Vice President: Wayne Young vendorrelationsvp@go-alet.org

Executive Director: Susan Poling Susan.Poling@go-alet.org
Phone: 334-721-4115

Website: www.go-alet.org

Thank you for Sponsoring 