



3066 Zelda Road Box 215 ♦ Montgomery, Alabama 36106

## 2021 ALET Sponsor Packet

Thank you for your interest in sponsoring ALET, Alabama’s premier educational technology organization. We believe that collaboration between technology purveyors and EdTech leaders is key to the effective implementation of technology in schools. In short, we need information *from* you about new and improved products and we have information *for* you about trends in teaching, data needs, and school operations. Your sponsorship makes this exchange possible.

**ALET has over 500 members from across Alabama. These are district-level technology directors and their staff who are key decision-makers and influencers. We are seeking sponsors who provide products and services that will help us promote the positive impact of technology in education.**

### Contents

The COVID Impact .....	2
2021 Conferences .....	2
Sponsorship Levels .....	2
Winter/Spring and Summer Event Sponsorships .....	3
Fall Sponsorship Packages .....	4
Winter and Summer Sponsorships .....	5
Fall Booth Selection.....	5
Fall Important Information and Add-Ons .....	6
Fall Vendor Booth Materials Delivery .....	6
Registering as an ALET Sponsor.....	7
Sponsor Rules.....	7
Sponsor Contact Information .....	7
Payment Due Dates .....	8
Payment Methods and Processing Fees .....	8
Cancellations, Refunds, and Changes.....	8
Changes or Cancellation by ALET .....	9
ALET Contact Information .....	9

# The COVID Impact

Although we much prefer in-person events, our 2021 Winter and Summer events will be virtual. This eliminates the possibility of having to cancel an event and keeps you and our members safe from exposure to COVID. Going virtual will also increase our attendance at these two events and lower your overall cost of attending. Read more about major changes to our Winter and Summer events later in this packet.

Our Fall Symposium will be live in Orange Beach in late September. If social distancing is still a factor, the number of sponsor representatives in the exhibit hall at any one time may be limited. We will have a virtual option, but this will only become available after all booths are all taken. Please submit your sponsorship form early to ensure getting a booth.

## 2021 Conferences

**Fall Symposium** - Perdido Beach Resort, Orange Beach, AL. Sept. 19-22, 2021. This event is our largest. Attendees include 300+ decision-makers. A full exhibit hall and 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. Proposed sessions must be submitted by the ALET member and will be considered along with all other session proposals. There is no guarantee that the sessions will be accepted and the limit for each sponsor is two partner sessions. ALET Room Block Room Rate is available to all Sponsors.

**Winter Conference** - Virtual. March 2 & 3, 2021. We expect 200+ attendees, including all technology directors. A Virtual Vendor Hall will be scheduled each day and sponsors will get dedicated speaking time prior to one session. Length of presentation depends on sponsorship level. Vendors may also record sessions which we will post to the online venue.

**Summer Conference** -. Virtual. June 15 & 16, 2021. Over 100 - 200+ decision-makers and their immediate staff are expected. A virtual vendor hall will be scheduled each day and sponsors will get dedicated speaking time prior to one session. Length of presentation depends on sponsorship level. Vendors may also record sessions which we will post to the online venue.

**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.

## Sponsorship Levels

Sponsorship pricing and packages differ depending on the event. Please read the following guide carefully before selecting your sponsorship preferences. If you have any questions, please email [vendorrelationsvp@go-alet.org](mailto:vendorrelationsvp@go-alet.org) to reach Wayne Young, ALET Vice President for Vendor Relations.

# Winter/Spring and Summer Event Sponsorships

To ensure good value for your investment, we have decided to limit the number of vendors who can sponsor our winter/spring and summer events to a total of eight. In this way, we can ensure you ample opportunity to connect with long-standing customers and recruit new ones. The eight sponsors will consist of our two Diamond and three Platinum level sponsors and three additional “Gold Plus” sponsors.

Gold Plus sponsors must be a Fall Gold sponsor. The ‘upcharge’ for each of the two virtual events is \$2,500. Fall Gold sponsors who have previously been Winter or Summer Gold sponsors will have first choice of being a 2021 Gold Plus sponsor. Remaining opportunities will be awarded in the order submitted. Sponsors can choose one or both of the events when they submit their sponsorship form (i.e., Gold Fall only, Gold Plus Winter, Gold Plus Summer, Gold Plus Both). Gold Plus sponsors will be given preference for the Gold booths at the Fall Conference.

## **The benefits of sponsoring our Virtual Winter & Summer Events:**

- Last year sponsors reported that our virtual summer event was one of the most effective investments they have made.
- We expect many more attendees than we would have for a live event.
- Only 8 sponsors per event permitted – this means more time with clients.
- Each sponsor will get two speaking slots that immediately precede our sessions. (See details page 5.)
- Vendor Hall time will be greater or equal to vendor hall time at our past in person events – 2 hours each day. Your Zoom link will be posted to our conference website. Prepare to be visited!
- Vendor can submit a recorded 20-minute session which we can link to our conference website.
- We will encourage visits by our members via special door prizes.

## Fall Sponsorship Packages

Premium Packages	Diamond	Platinum	Gold	Silver	Bronze
Price	\$25,000	\$18,000	\$5,500	\$4,000	\$3,000
Number of Sponsors	2	3	10	17	30
Winter and/or Summer Sponsorship	Yes	Yes	Optional	No	No
Booth Spaces with Wi-Fi (No vendor SSIDs allowed)	4	2	2	1	1
Meal Tickets	4	3	2	2	1
Sunday President's Reception Tickets	8	6	4	4	2
Tuesday Networking & Social Tickets	8	6	2	2	1
Ballroom Presentation Time	10 Minutes	10 Minutes	None	None	None
Logo on Ballroom Inflatable & Refreshment Stands	Yes	Yes	N/A	N/A	N/A
Logo on Bags, Tee-Shirt, Program, & Website	Yes	Yes	Program & Website Only		
Materials in Conference Bag	Yes	Yes	Yes	Yes	Yes
Upcharge for additional company vendors or mfg. reps in booth	Free	Free	Once ALL booth spaces are filled, sponsors may pay an additional \$500 per added company in booth. Includes 2 drink tickets per added sponsor.		
Attendee Contact List	Yes	Yes	Yes	Yes	Yes
First Choice of Premier Level sponsorship next year	Yes	Yes	n/a	n/a	n/a

## Winter and Summer Sponsorships

Activity	Diamond	Platinum	Gold Plus
Both our Winter and Summer 2021 events will take place over 2 full days! Because they eliminate 'social distancing' restrictions and make it possible for more members to attend, we expect higher attendance than a 'live' conference would draw.			
Fee	Included	Included	\$2,500 per event, must be Fall Gold Sponsor
Number of Sponsors	2	3	3
Virtual Vendor "Hall"	2 hrs. per day	2 hrs. per day	2 hrs. per day
Vendor speaking time preceding PD session. Take the virtual stage to share news about your products and services as the lead-in to one of our daily PD sessions. Share your screen to show a presentation or just speak, your choice.	10 Minutes 2 Sessions	10 Minutes for 2 Session	5 Minutes for 2 Sessions
20-Minute Recorded Session	Yes	Yes	Yes
List of Attendees	Yes	Yes	Yes

## Fall Booth Selection

Fall Booth selection takes place in September. We know that location is important to you. Selection of booths is governed by these criteria:

Primary Order	Sub-Order
<ol style="list-style-type: none"> <li>1. Diamond</li> <li>2. Platinum</li> <li>3. Gold Plus</li> <li>4. Gold</li> <li>5. Silver</li> <li>6. Bronze</li> </ol>	<p>Sponsors who have paid by the date of Booth Selection in order of date of payment.</p> <p>Sponsors who have not paid by the date of Booth Selection, in order of –</p> <ul style="list-style-type: none"> <li>• Existing credit on file</li> <li>• Previous year sponsor, no credit on file</li> <li>• Date of registration</li> </ul>

# Fall Important Information and Add-Ons

- Booth Size: Approximately 8'x10'. Includes: 1 table, 2 chairs, 1 tablecloth, 1 power outlet
- 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.
- Internet Access: Wi-Fi Internet is provided in the Exhibit Hall. However, in order to maintain good connectivity for all vendors, no sponsor may set up their own SSID as this will interfere with the hotel's Wi-Fi in the exhibit hall.
- Door Prizes: Sponsors are invited, but not required, to provide door prizes for our members.
- Meal Tickets: These are issued to the Sponsor who registers based on sponsorship level. The registering sponsor is responsible for explaining this to those who will be working their booth and for distributing meal tickets to their staff. Our events are always full, so additional ballroom meal tickets cannot be purchased.
- Extra Luau Tickets: These must be purchased and paid for 2 weeks prior to the event so that we have a good meal count. Each extra Luau ticket is \$100 and includes only 1 drink ticket.
- Presentations: 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.
- Upcharge for including employees of other companies in booth or event-related activities - \$500 per additional company represented. Only available once all available booth spaces are full. (Does not apply to Diamond or Platinum level Sponsors.)

## Fall Vendor Booth Materials Delivery

Materials for attendee bags will have separate dues dates and instructions than Exhibit Booth equipment and materials. This section applies to Exhibit Booth shipping only.

### RECEIVING/DRAYAGE SERVICES

Convention, tradeshow and/or freight materials shipped to the hotel will be turned over to Wave Audio Visual Productions for storage and handling, and additional fees will apply. Please contact Wave Audio Visual Productions for pricing in regard to handling services.

Shipments (boxes, packages, etc.) should not arrive at the hotel more than five (5) business days prior to the start of an event or meeting. NOTE: Perdido Beach Resort reserves the right to refuse any shipment. All shipments should be sent to the following address:

SEND TO:

Wave Audio Visual Productions  
c/o Perdido Beach Resort  
27200 Perdido Beach Boulevard  
Orange Beach, Alabama 36561

Exhibitors are responsible for making arrangements with their purveyor to return-ship their materials.

## 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. Waiting list vendors who do not register in time for a booth space may be able to register as a virtual vendor or pay for Bag-Drop items.

## 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.

## Sponsor Contact Information

We know from past experience that company personnel may change between the time a company registers as a sponsor and subsequent ALET events. **IT IS THE RESPONSIBILITY OF THE SPONSOR TO KEEP US INFORMED ABOUT PERSONNEL CHANGES.** We require to have a name, job title, email, and phone number

that we can rely upon to contact each sponsor at all times. Failure of the sponsor to keep ALET informed about personnel changes may result in critical missed communications such as booth space selection, invoice reminders, added-vendor opportunities, etc. Any changes to Sponsor primary contact or billing contacts should be emailed to both [vendorrelationsvp@go-alet.org](mailto:vendorrelationsvp@go-alet.org) and [info@go-alet.org](mailto:info@go-alet.org).

## Payment Due Dates

Unless individual arrangements are approved in advance, a failure to pay by the deadline may be interpreted as a cancellation. Invoices will come from an Intuit/QuickBooks email server and vendors should make sure these do not end up in spam or junk inboxes.

Level	Amounts & Dates
Diamond and Platinum	50% due by 5/30/21 and 50% due by 8/17/2021
Fall Gold, Silver, Bronze	Full amount due by 7/18/2021*
Fall Gold + Winter	\$5,250 by 2/15/2021 and \$2,750 by 8/17/2021
Fall Gold + Summer	\$5,250 by 5/15/2021 and \$2,750 by 8/17/2021
Fall Gold + Winter & Summer	\$5,250 by 2/15/2021, \$2,500 by 5/2021, and \$2,750 by 8/17/2021

\*We must have time to refill your spot if you do not plan to attend.

## Payment Methods and Processing Fees

Sponsors may pay by check or bank transfer with no additional fee. Upon request, sponsors may pay by credit card, but a 3% upcharge will be added to the invoice. Refunds will not include the 3% credit card convenience fee as vendors do have the option to pay by bank transfer for free. 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.

## Cancellations, Refunds, and Changes

- Failure to pay by the deadline may be interpreted as a cancellation. ALET will attempt to notify the sponsor via email or phone call that their sponsorship is being cancelled.
- Sponsors must notify ALET 60 days prior to each conference of their wish to cancel in order to request a refund. This will allow us to attempt to fill the booth with another vendor. Unless we are notified in advance that a vendor cannot attend, no refunds will be issued.



- All refunds will be paid by check only to the company which paid the invoice. A service charge of \$25 will be deducted from any refund, requested by the sponsor.
- If circumstances require it, ALET reserves the right to change the terms presented in this package. We hope not to have to do so, but some things will be in the control of our hotels. If the terms do change, we will let you know promptly.

## Changes or Cancellation by ALET

ALET reserves the right to make changes to the Fall sponsorship offerings below in order to help protect the health and safety of attendees. For instance, the number of vendors in the Exhibit Hall may be limited, and vendors may receive boxed meals as opposed to being seated in the Ballroom. We don't anticipate this, but if we are forced to reduce the number of booths, then payment status, sponsorship level and prior year sponsorship may be considered when determining which booths must be cut. If a vendor booth must be cut, then the vendor will have the option of becoming a virtual vendor with a partial refund, a credit for the following year, or a full refund.

If ALET is forced to cancel the event entirely, credits will be applied to each account. Any vendor who wishes a refund rather than a credit, must request this in writing. Refunds will not include the 3% credit card convenience fee as vendors do have the option to pay by bank transfer for free. Credits applied to account, however, will include any credit card convenience fees paid.

## ALET Contact Information

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

Vendor Relations Vice President: Wayne Young [vendorrelationsvp@go-alet.org](mailto:vendorrelationsvp@go-alet.org)

Executive Director: Susan Poling [Susan.Poling@go-alet.org](mailto:Susan.Poling@go-alet.org) Phone: 334-721-4115

Website: [www.go-alet.org](http://www.go-alet.org)