



## 2022 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.**

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# 2022 Conferences

**Fall Symposium** - Perdido Beach Resort, Orange Beach, AL. Sept. 18-21, 2022.

This is our largest event. 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.

**Winter Conference** – Hoover, AL. February 23 & 24, 2022. We expect 100+ attendees.

February 23rd: 9 am – 4 pm

February 24th: 9 am – 2:30 pm

Location: Embassy Suites, 2960 John’s Hawkins Parkway, Birmingham, AL 35244

**Summer Conference** -. Tuscaloosa, AL. June 7 & 8, 2022. We expect 100+ attendees

June 7th: 9 am – 4 pm

June 8th: 9 am – 2:30 pm

Location: Embassy Suites, 2410 University Blvd., Tuscaloosa, AL

**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.

## Winter and Summer Sponsorships

Diamond	Platinum	Gold	Silver
Included in Annual		\$2,500	\$750
2 Sponsors	3 Sponsors	1 Sponsor	Number of sponsors depends on venue
<ul style="list-style-type: none"> <li>1 booth space</li> <li>5-minute speaking time</li> <li>List of attendees/email addresses</li> </ul>		<ul style="list-style-type: none"> <li>1 booth space (see details below)</li> <li>5-minute speaking time</li> <li>List of attendees/email addresses</li> </ul>	<ul style="list-style-type: none"> <li>1 booth space (see details below)</li> <li>List of attendees/email addresses</li> </ul>
Hotel charges for receiving booth equipment or materials may apply, depending on venue. Vendor is responsible for paying any such fees. You will be notified if these apply to an event you are registered for.			

## Fall Sponsorship Packages

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	Included	Included	Sold Separately	Sold Separately	Sold Separately
Booth Spaces with Wi-Fi (No vendor SSIDs allowed)	4	2	2	1	1
Maximum Number of Representatives in Booth/Attending	Not Set	Not Set	4	3	2
Sunday President's Reception All badged Vendors may attend. No of Drink Tickets -	8	6	4	3	2
Tuesday Networking & Social Tickets All badged Vendors may attend. Drink Tickets -	8	6	4	3	2
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, Digital Program, & Website	Yes	Yes	Digital 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 add 1 additional company in their booth with 1 attending representative. Includes 1 badge and 1 drink ticket per social event.		
Attendee Contact List	Yes	Yes	Yes	Yes	Yes
First Choice of Premier Level sponsorship next year	Yes	Yes	n/a	n/a	n/a

# 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</li> <li>4. Silver</li> <li>5. 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>• Previous year sponsor</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, 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.
- 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. This will only be made 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. Website: <https://go-alet.org/sponsors/>

## 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. 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 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 5/30/22 and 50% due by 8/12/2022
Fall Gold, Silver, Bronze	Full amount due by 7/15/2022
Winter & Summer	30 days prior to event, see invoice for specific dates

## 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 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 to help protect the health and safety of attendees. For instance, the number of vendors in the Exhibit Hall may be limited. 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)