



Sponsor/Exhibitor
PROSPECTUS

October 5-7, 2011
Macon Marriott City Center Hotel
Macon, Georgia

- **Showcase** Your products and services to 400+ of the most innovative leaders, educators, and decision-makers in K-12 education

- **Don't Miss This Unique Opportunity** To be a part of the growing Charter Schools and Education Reform movement in Georgia

- **Sign Up** By June 30, 2011 for the early bird rate and to guarantee priority booth selection

- **For More Information Contact** Rena Youngblood
Director Membership & Member Services
ryoungblood@gacharters.org
404.835.8915

About Georgia Charter Schools

The Charter Schools Movement

Charter Schools stand at the center of our nation's growing effort to reform and improve public schools and provide greater educational options to every family. Charter schools are independently designed and operated and commit to improve the academic achievement of every student. Like the traditional neighborhood school, charters are public and are open to all students regardless of wealth, gender, race, or religion. Unlike other public schools, however, charters are free from burdensome rules and regulations, so teachers, principals, parents, and students can focus on learning. In exchange for this freedom, charters sign a contract, promising to achieve specific goals for their students. Then, most importantly, they are held accountable for their results.

About Georgia Charter Schools

There are 172 public charter schools in the state of Georgia, currently serving 70,000 students. More than 20 new schools are anticipated to open in August 2011. With the recent creation of the Georgia Charter Schools Commission, the growth of charter schools in Georgia is expected to take a dramatic leap upward.

About Georgia Charter Schools Association

The Georgia Charter Schools Association (GCSA) is the membership organization for Georgia's charter school operators and petitioners. The mission of GCSA is to be an effective advocate and service provider for all charter public schools in Georgia.

This involves:

- Supporting legislation to strengthen charter schools in Georgia
- Advancing public awareness of charter schools and their missions
- Increasing public awareness that charter schools are public schools
- Communicating charter school needs to state and local officials
- Facilitating opportunities for networking and collaboration among charter schools in Georgia and with other charter schools throughout the country
- Developing and implementing programs and services to effectively meet the needs of all of Georgia's charter schools in order to help those schools attain high levels of student achievement, accountability, and success

Sponsorship Opportunities

Gain greater visibility and demonstrate your support for charter schools by becoming a sponsor of the 2011 Georgia Charter Schools Conference.

Sponsorship Opportunities

Choose from one of the sponsorship opportunities below or suggest something new/unique. Your organization's sponsorship can be customized by Rena Youngblood who may be reached at ryoungblood@gacharters.org or at 404.835.8915.

Overall Conference Diamond (1)	\$15,000	
Overall Conference Platinum (1)	\$10,000	
Overall Conference Gold (2)	\$8,000	
Silver Sponsor (2)	\$7,000	
Overall Conference Bronze (3)	\$6,000	
Awards Recognition (2)	\$5,000	
Event Program Guide Printing (1)	\$5,000	(or in kind)
Keynote Speaker (3)	\$5,000	
Lunch Event (4)	\$4,000	
Welcome Event (4)	\$3,500	
Badge/Lanyard (1)	\$3,500	
Happy Hour/Networking (3)	\$3,500	
Karaoke Event (3)	\$3,500	
Programming Track Sponsor (6)	\$2,500	
Coffee Break (4)	\$2,000	
Gateway Sponsorship**	\$1,200	

**** Offered only to those organizations that have never sponsored the Georgia Charter Schools Conference.**

In-Kind Sponsorships

Various in-kind sponsorships are also available – only to offset costs that would otherwise be incurred by the conference – e.g. projectors, tote bags, badge holders, posters, printing.

Exhibitor Booth Space Fees

Early Bird Through 06/30/11	Regular After 07/01 – 09/24/11	At The Door 09/25/11 – door
\$650	\$800	\$850
Member 10% discount	Member 10% discount	

Sponsorship Opportunities and Benefits

DIAMOND SPONSOR

1 @\$15,000

- Two complimentary 6 ft. exhibit tables outside ballroom, in featured location
- Full-page complimentary ad on the inside front cover of the conference event program if available
- One complimentary breakout session and participation in other sessions as appropriate. (Session proposal submission will be reviewed by the Programming Committee and subject to their approval)
- Pre and Post registration lists

Other sponsorship benefits include:

Pre and Post Event

- Logo on the home page of the conference web site with company profile and link to your website

On-Site

- Opportunity to introduce speakers
- Logo recognition on conference banners and other general conference signage
- Verbal recognition at general sessions/key receptions
- Logo on attendee tote bags, time permitting
- One flyer inserted into attendee tote bags

Conference Program Guide

- Logo on cover of the event program guide and sponsor page inside event program guide
- Highlighted company profile in alphabetical organization descriptions section of the event program guide

Passes/Special Events

- 10 full conference badges
-

PLATINUM SPONSOR

1 @\$10,000

- One complimentary 6 ft. exhibit table outside ballroom, in featured location
- Full-page complimentary ad on the back or inside back cover of the conference event program if available
- One complimentary breakout session and participation in other sessions as appropriate (Session proposal submission will be reviewed by the Programming Committee and subject to their approval)
- Pre and Post registration lists

Other sponsorship benefits include:

Pre and Post Event

- Logo on the home page of the conference web site with company profile and link to your website

On-Site

- Opportunity to introduce speakers
- Logo recognition on conference banners and other general conference signage
- Verbal recognition at general sessions/key receptions
- Logo on attendee tote bags, time permitting
- One flyer inserted into attendee tote bags

Conference Program Guide

- Logo on cover of the event program guide and sponsor page inside event program guide
- Highlighted company profile in alphabetical organization descriptions section of the event program guide

Passes/Special Events

- 8 full conference badges
-

GOLD SPONSOR

2 @\$8,000 each

- One complimentary 6 ft. exhibit table
- Full-page complimentary ad in the conference event program
- Pre and Post registration lists

Other sponsorship benefits include:

Pre and Post Event

- Logo on the home page of the conference web site with company profile and link to your website

On-Site

- Opportunity to introduce speakers or student performances
- Logo recognition on conference banners and other general conference signage
- Logo on attendee tote bags, time permitting
- One flyer inserted into attendee tote bags

Conference Program Guide

- Logo on cover of the event program guide and sponsor page inside event program guide
- Highlighted company profile in alphabetical organization descriptions section of the event program guide

Passes/Special Events

- 6 full conference badges
-

SILVER SPONSOR

2 @7,000 each

- One complimentary 6 ft. exhibit table
- Half-page complimentary ad in the conference program
- Pre and Post registration list

Other sponsorship benefits include:

Pre and Post Event

- Logo on the home page of the conference web site with company profile and link to your web site

On-Site

- Logo recognition on conference banners and other general conference signage
- Logo on attendee tote bags, time permitting
- One flyer inserted into attendee tote bags

Conference Program Guide

- Logo on sponsor page of the event program guide
- Highlighted company profile in alphabetical organization descriptions section of the event program guide

Passes/Special Events

- 4 full conference badges
-

BRONZE SPONSOR

3 @\$6,000 each

- One complimentary 6 ft. exhibit table
- 1/4 page complimentary ad in the conference event program
- Pre and Post registration lists

Other sponsorship benefits include:

Pre and Post Event

- Logo on the home page of the conference web site with company profile and link to your web site

On-Site

- Logo recognition on conference banners and other general conference signage
- Logo on attendee tote bags, time permitting
- One flyer inserted into attendee tote bags

Conference Program Guide

- Logo on sponsor page of the event program guide
- Highlighted company profile in alphabetical organization descriptions section of the event program guide

Passes/Special Events

- 3 full conference badges
-

KEYNOTE SPEAKER SPONSOR

3 @\$5,000 each

- One complimentary 6 ft. exhibit table
- Quarter-page complimentary ad in the conference event program
- Pre and Post registration list

Other sponsorship benefits include:

Pre and Post Event

- Logo in sponsor area on the conference web site with company profile and link to your web site

On-Site

- Logo recognition on general conference signage
- Logo on attendee tote bags, time permitting
- Opportunity to introduce keynote speaker

Conference Program Guide

- Logo on sponsor page of the event program guide
- Highlighted company profile in alphabetical organization descriptions section of the event program guide

Passes/Special Events

- 3 full conference badges
-

SHOOT FOR THE MOON & REACH FOR THE STARS SPONSOR

2 @\$5,000 each

- One complimentary 6 ft. exhibit table
- Quarter-page complimentary ad in the conference event program
- Pre and Post registration lists

Other sponsorship benefits include:

Pre and Post Event

- Logo in sponsor area on the conference web site with company profile and link to your web site

On-Site

- Logo recognition on general conference signage
- Logo on attendee tote bags, time permitting
- Opportunity to introduce one award winner

Conference Program Guide

- Logo on sponsor page of the event program guide
- Highlighted company profile in alphabetical organization descriptions section of the event program guide

Passes/Special Events

- 3 full conference badges
-

PROGRAM GUIDE PRINTING SPONSOR

1 @\$5,000 or in-kind

- One complimentary 6 ft. exhibit table
- Quarter-page complimentary ad in the conference event program
- Pre and Post registration lists

Other sponsorship benefits include:

Pre and Post Event

- Logo in sponsor area on the conference web site with company profile and link to your web site

On-Site

- Logo recognition on general conference signage
- Logo on attendee tote bags, time permitting

Conference Program Guide

- Designation on first page of the program (“Printed Courtesy of Company Name”)
- Highlighted company profile in alphabetical organization descriptions section of the event program guide

Passes/Special Events

- 3 full conference badges
-

LUNCH EVENT SPONSOR

4 @\$4,000 each

- One complimentary 6 ft. exhibit table
- Quarter-page complimentary ad in the conference event program
- Pre and Post registration lists

Other sponsorship benefits include:

Pre and Post Event

- Logo in sponsor area on the conference web site with company profile and link to your web site

On-Site

- Logo recognition on general conference signage
- Logo on signage at lunch event
- Opportunity to welcome attendees to lunch event

Conference Program Guide

- Logo on sponsor page of the event program guide
- Highlighted company profile in alphabetical organization descriptions section of the event program guide

Passes/Special Events

- 3 full conference badges
-

WELCOME RECEPTION SPONSOR

4 @\$3,500 each

- Quarter-page complimentary ad in the conference event program
- Pre and Post registration list

Other sponsorship benefits include:

Pre and Post Event

- Logo in sponsor area on the conference web site with company profile and link to your web site

On-Site

- Logo recognition on general conference signage
- Logo on signage at welcome reception event
- Opportunity to welcome attendees to opening event

Conference Program Guide

- Logo on sponsor page of the event program guide
- Highlighted company profile in alphabetical organization descriptions section of the event program guide

Passes/Special Events

- 2 full conference badges
-

HAPPY HOUR/NETWORKING EVENT SPONSOR

3 @\$3,500 each

- Quarter-page complimentary ad in the conference event program
- Pre and Post registration list

Other sponsorship benefits include:

Pre and Post Event

- Logo in sponsor area on the conference web site with company profile and link to your web site

On-Site

- Logo recognition on general conference signage
- Logo on signage at happy hour event
- Opportunity to welcome attendees to afternoon networking event

Conference Program Guide

- Logo on sponsor page of the event program guide
- Highlighted company profile in alphabetical organization descriptions section of the event program guide

Passes/Special Events

- 2 full conference badges
-

KARAOKE EVENT SPONSOR

3 @\$3,500 each

- Quarter-page complimentary ad in the conference event program
- Pre and Post registration lists

Other sponsorship benefits include:

Pre and Post Event

- Logo in the sponsor section of conference web site with company profile and link to your web site

On-Site

- Logo recognition on general conference signage
- Logo on signage at karaoke event
- Opportunity to welcome attendees to after conference event

Conference Program Guide

- Logo on sponsor page in the event program guide
- Highlighted company profile in the alphabetical company descriptions section of event program guide

Passes/Special Events

- 2 full conference badges
-

BADGE/LANYARD SPONSOR

1 @\$3,500

- Quarter-page complimentary ad in the conference event program
- Pre and Post registration list

Other sponsorship benefits include:

Pre and Post Event

- Logo in the sponsor section of conference web site with company profile and link to your web site

On-Site

- One complimentary 6 ft. exhibitor table
- Logo recognition on general conference signage

Conference Program Guide

- Logo on sponsor page of the event program guide
- Highlighted company profile in alphabetical organization descriptions section of the event program guide

Passes/Special Events

- 2 full conference badges
-

PROGRAM TRACK SPONSOR

6 @\$2,500 each

Available Strand Sponsorships are:

Track 1: Governance

Track 4: Curriculum & Instruction

Track 2: Operations

Track 5: Performance & Accountability

Track 3: Leadership

Track 6: Development, Authorization, Expansion & Replication

- Logo in sponsor area on the conference web site with company profile and link to your web site
- Pre and Post registration lists

Other sponsorship benefits include:

Pre and Post Event

- Logo in the sponsor section of conference web site with company profile and link to your web site

On-Site

- Logo recognition on general conference signage
- Logo on signage where scheduled breaks are served
- One 6 ft. exhibit table or quarter-page ad in the program

Conference Program Guide

- Logo on sponsor page in the event program guide
- Logo in programming section of the event program guide as sponsor of selected track
- Highlighted company profile in sponsor section of the event program guide

Passes/Special Events

- 2 full conference badges
-

COFFEE BREAK SPONSOR

4 @\$2,000 each

Sponsorship benefits include:

Pre and Post Event

- Logo in sponsor area on the conference web site with company profile and link to your web site

On-Site

- Logo recognition on general conference signage
- Logo on signage where scheduled breaks are served
- One 6 ft. exhibit table or quarter-page ad in the program

Conference Program Guide

- Logo on sponsor page of the event program guide
- Highlighted company profile in alphabetical organization descriptions section of the event program guide

Passes/Special Events

- 2 full conference badges
-

GATEWAY SPONSOR

\$1,200 each

Sponsorship benefits include:

Pre and Post Event

- Logo in sponsor area on the conference web site with company profile and link to your web site

On-Site

- Logo recognition on general conference signage
- Logo on signage in rotunda
- One 6 ft. exhibit table or quarter-page advertisement in program

Conference Program Guide

- Logo on sponsor page of the event program guide
- Highlighted company profile in alphabetical organization descriptions section of the event program guide

Passes/Special Events

- 1 full conference badge (Additional badges are \$150 each)

Exhibitor Information

What You Get With Your Table Space Purchase

- Exhibitor space includes, draped 6ft. table, 2 chairs and ID sign (500w electrical outlet, Internet access and additional furnishings may be purchased separately from hotel)
- 50-word alphabetical listing in conference program guide
- 50-word alphabetical listing on conference web site and link to your company web site.
- Company listings by product or service categories in program guide.
- 1 complimentary full conference badge per exhibit table purchase

Optional Exhibitor Opportunities

Additional Opportunities

Exhibitor Presentation Sessions

- Exhibitors wishing to submit a proposal for a presentation session MUST complete the “Call for Presentations” form.
- Each submission will be reviewed by the Programming Committee and subject to their approval
- Exhibitors will be notified no later than September 1st if they have been selected to present
- These presentations will be noted as exhibitor presentation sessions in the printed conference program
- For further information, please contact ryoungblood@gacharters.org

Conference Program Guide Advertisements

All ads are color unless otherwise specified. Final ad copy due by September 1, 2011. Ad specs and submission instructions provided upon payment.

Size	Exhibitor Rate	Non-Exhibitor Rate
Full Page	\$500	\$650
½ Page	\$250	\$400
¼ Page	\$125	\$200
Inside Front or Back Cover (color)	\$850	\$1,000
Back Outside Cover (color)	\$1,000	\$1,150

Flyers in Attendee Totebags

Provide one 8.5 x 11 flyer, to be distributed to all conference attendees. No catalogs accepted.

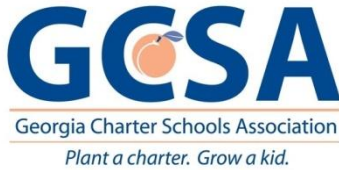
- Exhibitor Rate - \$650

- Non-Exhibitor Rate - \$825

Must be submitted by September 1, 2011

Pre-Conference and Post Conference Registration List Mailing Labels

Conference pre-registration and post registration mailing lists are available for purchase for one time use each by exhibitors for \$250. Lists will be provided in electronic format. A sample of your proposed mailing may be required in advance. Only exhibitors are eligible to purchase attendee registration lists.



Sponsor Exhibitor Application Contract
 2011 Georgia Charter Schools Conference
 October 5-7, 2010 ♦ Macon Marriott City Center Hotel
 www.georgiacharterconference.org
 Questions? Contact Rena Youngblood at ryoungblood@gacharters.org or 404.835.8915

Before sending application, please be sure to complete all four steps below:

Program Guide Info Organizational Info Fee Calculation Method of Payment

Program Guide Information

Once payment is received, you will be asked to email your listing on the Conference web site and in the Conference event program guide.

Organizational Information

Organization Name: _____
 Mailing Address: _____
 City: _____ State: _____ Zip: _____
 Key Contact: _____ Title: _____
 Phone: () _____ Cell: () _____ Fax: () _____
 Email: _____
 Organization Web Address: _____
 Authorizing Signature: _____

Contact Information for Person Attending the Conference (this information will go into the conference program)

Contact: _____ Title: _____
 Phone: () _____ Cell: () _____ Fax: () _____
 Email: _____

Fee Calculation

Sponsorship:	_____	=\$	_____
Table Space:	_____ Tables x \$ _____	=\$	_____
Conference Program Ad:	_____ Ad Size _____	=\$	_____
Flyer in Attendee Tote Bag:	_____	=\$	_____
Attendee Registration Lists:	_____	=\$	_____
TOTAL REMITTED:	_____	=\$	_____

Method of Payment – Select One

By Check (Mail Application) Make checks payable to: **Georgia Charter Schools Association**
 Complete and sign the Application Contract and mail with check to: Rena Youngblood, 2010 Georgia Charter Schools Conference Exhibits Management, 600 West Peachtree Street, NW – Suite 1555, Atlanta, GA 30308

By Credit Card (Fax Application) Visa Mastercard
 Credit Card #: _____ Exp. Date: _____
 Print Cardholder Name: _____
 Authorized Signature: _____
 Credit Card Billing Address: _____
 (If different from organization address) _____

Complete and sign Application Contract and fax to: Rena Youngblood at 888.799.0837

Cancellation Policy

Cancellation Requests must be submitted in writing or by email to: Rena Youngblood, 2010 Georgia Charter Schools Conference Exhibits Management, 600 West Peachtree Street, NW – Suite 1555, Atlanta, GA 30308

Cancellation Deadlines:

On or before August 5, 2011 – 75% refund ■ Between August 6, 2011 – September 4, 2011 – 25% refund ■ After September 5, 2011 – No refund

Please check up to 4 categories below for your organization's products or services category listings.

- Administrative Software & Products
- Architecture/Facilities Design & Assessment & Testing
- Associations & Public Service Organizations
- Athletic Equipment & Services
- At-Risk Student Services
- Audio-Visual Materials & Equipment
- Auditorium/Stadium Seating, Signs & Scoreboards
- Books, Magazines & Printed Materials
- Building Maintenance & Grounds Equipment
- Colleges & Universities
- Communications Equipment & Services
- Compliance & Student Information
- Computers & Electronic Equipment
- Curriculum & Instructional Materials
- Distance Education
- Educational Software
- Emergency Equipment & First-Aid/Emergency Services
- Employee Benefits & Human Resources
- Facilities Maintenance
- Financial Services
- Flooring, Wall Covering & Roofing
- Food Service Equipment & Management
- Fundraising Programs & Services
- Furniture & Furnishings
- Heating, Ventilating & Air Conditioning
- Home School Services
- Insurance & Retirement Benefits
- Legal Services & Consulting
- Management & Consulting Services
- Medical & Dental Services
- Mobile Classrooms
- Music Equipment & Materials
- Office Supplies & Equipment Leasing
- Recognition & Awards
- Reports & Public Information
- School & Band Uniforms
- School Security & Student Safety
- Staff/Professional Development
- Strategic Planning
- Student Records & Information Systems
- Teaching Aids
- Technology – Informational
- Technology – Instructional
- Transportation
- U.S. Government Activities & Services
- Other: _____