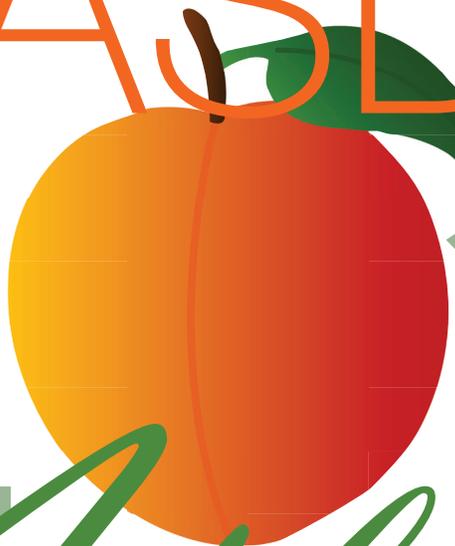


NASDSE'S 75TH ANNUAL CONFERENCE AND BUSINESS MEETING

**SPONSOR
PACKAGES** **2013**

NASDSE
2013
Atlanta



OCTOBER 6 - 8, 2013

HYATT REGENCY ATLANTA



National Association of State Directors of Special Education, Inc.

225 Reinekers Lane, Suite 420, Alexandria, VA 22314

Tel: 703/519-3800 • Fax: 703/519-3808 • www.nasdse.org

NASDSE's 75TH ANNUAL CONFERENCE AND BUSINESS MEETING

ATLANTA, GEORGIA • OCTOBER 6 – 8, 2013

2 0 1 3 S P O N S O R P A C K A G E S

The National Association of State Directors of Special Education (NASDSE) welcomes and appreciates your interest in sponsoring NASDSE's 75th Annual Conference and Business Meeting. The conference will take place October 6-8 at the Hyatt Regency Atlanta in the heart of downtown Atlanta.

Being in the heart of Atlanta is the perfect setting for state directors of special education and their colleagues to gather for thoughtful learning and the sharing of best practices. This year's conference theme, "Special Education in the New Age of Accountability for Results," will provide special education leaders the opportunity to learn from each other about addressing the critical issues they are facing with a focus on improving results. The NASDSE conference is an opportunity for leaders in the special education community to learn about cutting-edge successful strategies from their peers.

For those of you who are considering participating in the NASDSE conference for the first time, you are in for a real treat! We limit the number of sponsors in order to ensure that they have genuine face-to-face contact with the conference participants. Additionally, we encourage our sponsors to participate in all conference events in order to gain a real understanding of the conferees' needs and issues that they face on a daily basis. Remember that social time is also networking time!!

The attached materials contain all of the details for this year's sponsor packages. Included in the materials is a commitment form for you to complete and return to us along with your sponsor package preferences. The deadline for submitting your form is **June 15, 2013**.

Please note that if more than one company selects the same optional sponsor package, NASDSE will select the sponsor for that particular package at random from those who have submitted their forms by the due date.

Our conference planners, Linder & Associates, Inc., will be in touch with you on an individual basis to ensure you receive all of the paperwork that you need in a timely manner and the Linder staff is also available to answer any questions that you may have.

NASDSE truly appreciates your support. My hope is that we can continue to build on the good foundation we've created together and look forward to having you on board for what is going to be another great NASDSE conference. To those of you who are joining us for the first time, we welcome you to the NASDSE experience!

Sincerely,

Bill East, Ed.D.

NASDSE'S 75TH ANNUAL CONFERENCE AND BUSINESS MEETING

SPONSOR COMMITMENT FORM

Company Name _____

Contact Name _____

Title _____

Address _____

Office Phone _____ Cell Phone _____

Email _____

Please cc on all correspondence

Company Name *to appear in print*

Website to appear in print

Sponsorship Package <i>Please see Attachment for descriptions of sponsorship options.</i>	Amount
I wish to sponsor as follows (<i>check as appropriate</i>):	
<input type="checkbox"/> Basic Package At a minimum, all sponsors must select the Basic Package. The Sponsor Packages below are optional. If you are interested in also sponsoring one of the Events or Merchandise options below, please indicate your 1st and 2nd choices below.	\$5,000.00

Event Options		
<input type="checkbox"/>	Breakfast and Breaks – Sunday, October 6	\$1,500.00
<input type="checkbox"/>	New State Directors Reception – Sunday, October 6	\$2,000.00
<input type="checkbox"/>	Breakfast and Break – Monday, October 7	\$1,500.00
<input type="checkbox"/>	Breakfast and Breaks – Tuesday, October 8	\$1,500.00
<input type="checkbox"/>	President’s Reception – Tuesday, October 8	\$2,000.00

Merchandise Options		
<input type="checkbox"/>	Conference Bag	\$2,500.00
<input type="checkbox"/>	Lanyard	\$2,000.00
<input type="checkbox"/>	Notebook	\$2,000.00
<input type="checkbox"/>	Flashdrive	\$2,500.00
<input type="checkbox"/>	Touchscreen Stylus	\$2,500.00
<input type="checkbox"/>	Cable winder and holder	\$2,000.00
<input type="checkbox"/>	Earbuds	\$2,500.00





SPONSOR PACKAGE DESCRIPTIONS

BASIC SPONSOR PACKAGE

Benefits include:

- A hot link on NASDSE's website to your company's website.
- Complimentary conference registration for up to two company representatives provided that their registration forms are submitted before the advertised deadline. (Registrations received after this time will be charged at the conference rate effective at the date of submission. There are no exceptions to this policy because of hotel arrangements.) Any additional corporate representatives must register and pay for the conference at the preconference or standard rate effective at the date of submission.
- The reception honoring new state directors will be held on Sunday, October 6th from 5:00 – 6:30 p.m. This reception will take place in and around the sponsors' tabletop displays, thus providing an additional opportunity to meet with conference attendees.
- A tabletop display space from Sunday through Tuesday (October 6-8) in the area where the breakfasts and refreshment breaks will take place. (Setup can begin Saturday, October 5th.)
- Company advertisement as part of an electronic PowerPoint rolling display during breaks and lunches in the general session room.
- Special conference hotel room rate of \$154.00 single/double, plus tax, at the Hyatt Regency. Sponsors are responsible for all costs associated with their accommodations.
- An opportunity to donate 225 company favors for distribution in the conference bag. Please note items must not be similar in nature to the merchandise options in the sponsor packages listed on the sponsor commitment form.
- We encourage sponsors to consider donating an item to the NASDSE Silent Auction, which will provide more company name exposure as participants peruse the auction tables.
- Following the conference, all sponsors will receive a list of registered attendees in an Excel format that will include names, titles, affiliations, addresses, emails and phone numbers. No lists will be distributed prior to the conference. Please note that lists from previous conferences are no longer available. The 2013 list will be available until January 31, 2014.
- NASDSE cannot take responsibility for lost or stolen items from the tabletop display area so please do not leave valuables on your tabletop display unattended. Storage options for perishable items may be arranged in advance (at a cost to the sponsor).



ADDITIONAL SPONSOR PACKAGES

Event Options

1. Breakfast and Breaks

Sunday, October 6th

- The continental breakfast will take place from 7:45 - 8:30 a.m.
- The breaks take place from approximately 10:00 - 10:30 a.m. and 3:45 - 4:15 p.m.
- A text acknowledgement of the sponsor for these events will be included in the preconference announcement mailer (if the commitment form is received in time) and in other conference materials and slides (e.g., “Today’s breakfast and break are sponsored by _____”).
- There will be on-site signage at the events displaying the company logo (e.g., “Today’s breakfast and break are sponsored by _____”).
- The breakfast and breaks will be in and around the sponsor tabletop display area.
- NASDSE will source, design and produce the on-site signage with approval from the sponsor.
- The sponsor of the event will be acknowledged during the conference prior to the event.

2. New State Directors Reception

Sunday, October 6th

- The New State Directors Reception will take place from 5:00 - 6:30 p.m.
- The reception will include a bar and a selection of hot and cold hors d’oeuvres.
- A text acknowledgement of the sponsor will be included in the preconference announcement mailer (if the commitment form is received in time) and in other conference materials and slides (e.g., “The New State Directors Reception is sponsored by _____”).
- There will be on-site signage at the Reception displaying the company logo (e.g., “The New State Directors Reception is sponsored by _____”).
- The sponsor of the event will be acknowledged during the conference prior to the event.
- NASDSE will source, design and produce the on-site signage with approval from the sponsor.



3. Breakfast and Break

Monday, October 7th

- The hot breakfast will take place from 7:45 – 8:30 a.m.
- The break will take place from approximately 9:45 – 10:15 a.m.
- A text acknowledgement of the sponsor for these events will be included in the preconference announcement mailer (if the commitment form is received in time) and in other conference materials and slides (e.g., “Today’s breakfast and break are sponsored by _____”).
- There will be on-site signage at the events displaying the company logo and (e.g., “Today’s breakfast and break are sponsored by _____”).
- The breakfast and break will be held in and around the sponsor tabletop display area.
- NASDSE will source, design and produce the on-site signage with approval from the sponsor.
- The sponsor of the event will be acknowledged during the conference prior to the event.

4. Breakfast and Breaks

Tuesday, October 8th

- The continental breakfast takes place from 7:45 – 8:30 a.m.
- The breaks take place from approximately 10:00 – 10:30 a.m. and 2:45 – 3:15 p.m.
- A text acknowledgement of the sponsor for these events will be included in the preconference announcement mailer (if the commitment form is received in time) and in other conference materials and slides (e.g., “Today’s breakfast and breaks are sponsored by _____”).
- There will be on-site signage at the events displaying the company logo.
- The breakfast and breaks will be in and around the sponsor tabletop display area.
- NASDSE will source, design and produce the on-site signage with approval from the sponsor.
- The sponsor of the event will be acknowledged during the conference prior to the events.

5. President’s Reception

Tuesday, October 8th

- This event follows the Installation and Awards ceremony.
- The reception includes a cash bar and a selection of hot and cold hors d’oeuvres.
- A text acknowledgement of the sponsor for this event will be included in the preconference announcement mailer (if the commitment form is received in time) and in other conference materials and slides (e.g., “The President’s Reception is sponsored by _____”).
- There will be on-site signage at the event displaying the company logo.
- The sponsor of the event will be acknowledged during the conference prior to the event (e.g., at the conference closing session just prior to the reception).
- NASDSE will source, design and produce any on-site signage with approval from the sponsor.



Merchandise Options

- NASDSE will provide 225 of the merchandise featuring the NASDSE conference and company logos.
- The merchandise will be given to all conference attendees at the time of their on-site registration.
- NASDSE will source, design and produce the merchandise (a similar item to what is pictured) with approval from the sponsor on branding elements only.
- Only one merchandise item of this nature will be given to attendees at the conference.

Samples of the merchandise items available are shown below.

Conference Bag



Notebook



Touchscreen Stylus



Lanyard



Flashdrive

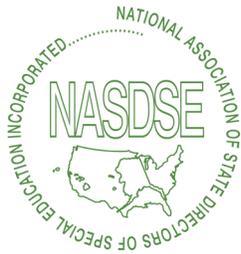


Cable Winder and Holder



Earbuds





Questions?

For further information, please contact **Ethel Dailey**
at **202-459-0860** or email nasdse@linderassociates.com

