

CASE and NASDSE Second Joint Fall
CONFERENCE AND BUSINESS MEETINGS

October 25-29, 2019

Galt House, Louisville, KY

2ND JOINT CONFERENCE

CASE/NASDSE

Louisville, Kentucky

Racing Together Toward
a Brighter Future

2019

October 27-29



**SPONSOR
PACKAGES
2019**



CASE and NASDSE's Second
JOINT CONFERENCE AND BUSINESS MEETINGS
Louisville, KY - October 25-29, 2019

2019 SPONSOR PACKAGES

The Council of Administrators of Special Education (CASE) and the National Association of State Directors of Special Education (NASDSE) welcomes and appreciates your interest in sponsoring at the second joint CASE and NASDSE Conference and Business Meeting. The conference will take place October 27-29 at the Galt House in downtown Louisville, Kentucky. The various Business meetings will be on October 25-27.

Louisville is a wonderful place for local and state directors of special education and their colleagues to gather for thoughtful learning and the sharing of best practices related to meeting the educational needs of all students -- in particular, students with disabilities. This year's conference theme, ***Racing Together Toward a Brighter Future***, will provide special education leaders the opportunity to learn from each other and other educational leaders about addressing the critical issues they face with a focus on improving results for all students. We will continue to focus on student outcomes while education policies at the federal, state and local levels are in flux due to the implementation of ESSA, the pending reauthorization of the Individuals with Disabilities Education Act, and other policy initiatives.

For those of you who are considering participating in the CASE NASDSE joint conference, you are in for a real treat! You will have the opportunity to reach two different audiences at one conference location! We encourage our sponsors and exhibitors to participate in all conference events in order to gain a real understanding of the conferees' needs and issues they face on a daily basis. We encourage conference attendees to network with our sponsors and exhibitors at every opportunity.

The attached materials contain all of the details for sponsor and exhibit opportunities at this year's conference. This year all sponsor and exhibit information will be through our Conference Online Program. You will be able to sign up, purchase, and enter in your information and even go back to edit your descriptions and other details. This information will automatically upload to our conference app. The deadline for submitting your form is July 30, 2019. (Please note that if more than one company selects the same optional sponsor package, we will select based on the one who first pays and we will do all we can to find a comparable option for the ones who did not get their payment in first.)

Ms. Robin Smith in the CASE office will be handling all the Sponsor/Exhibitor process and will be communicating with you as soon as your initial application is entered into the online application.

CASE and NASDSE truly appreciate your support. Our hope is that we can continue to build on the good foundation we've created together during our separate fall conferences and our first joint conference in Milwaukee, September 2016. We look forward to having you on board for what is going to be an amazing conference. To those of you who have never worked with either CASE or NASDSE, we welcome you and feel confident you will have an extraordinary and profitable return on your investment!

Sincerely,

Luann L. Purcell, Ed.D
CASE Executive Director

John Eisenberg, Ed.D.
NASDSE Executive Director

ABOUT THE CASE/NASDSE CONFERENCE

Q: Who are CASE and NASDSE?

A: CASE is a nonprofit organization which represents special education administrators. It is the largest division of the Council for Exceptional Children (CEC). The majority of the members are local directors of special education and other special education administrators at the local level.

NASDSE is the nonprofit organization that represents the state directors of special education in the states, the District of Columbia, the federal territories, the Department of Defense Education Agency and the Freely Associated States.

Q: Who attends the CASE and NASDSE conference?

A: We expect a combination of those who typically attend both conferences. This would include local special education directors and staff, university staff, regional cooperative staff members, state directors of special education, members of their key leadership teams, technical assistance providers and staff from the U.S. Department of Education.

Q: What type of vendors typically sponsor/exhibit at these conferences?

A: Vendors that provide special education services to both state and local education agencies. Many vendors return year after year.

Q: What makes this conference special and different for vendors?

A: We are so excited about this unique opportunity to have another joint conference. Three years ago, we had to cut registration off at 800 due to the size of the hotel ballroom. We selected the Galt House because it will easily accommodate up to 1200 attendees. Many of the same vendors participate in our fall conferences. By having a joint conference, vendors will be able to reach a broader, larger audience with only one travel time and one set up! This will truly be a joint conference and as such will not look like the CASE conference nor the NASDSE conference. We believe we are giving you great opportunities to participate, be recognized, and make a positive impact on the field through this event!

Special Notes: This will truly be a joint conference and as such will not look like the CASE conference nor the NASDSE conference vendor opportunities in the past. Please read all descriptors carefully and remember you are getting 2 conferences for one price! One major change will be there will be two levels of registration. Level 1 includes a State Night ticket while the Level 2 registration does not include a state night ticket though as in the past, you can always purchase additional tickets as long as they are available. Two things we will be keeping from the CASE and NASDSE past events and that we strongly encourage our vendors to participate in for additional exposure are:

1. CASE door prize drawings from the exhibit area; and
2. NASDSE's Silent Auction

PREMIUM PACKAGES

There are three (3) Premium Sponsor Packages and though the packages are not mandatory this year, you will get maximum return on your investment when selecting from them.

Premium Package	Description	Cost
Platinum	<ul style="list-style-type: none"> • Two Level 1 registrations • Banner Ad on App • Prior list of participants as well as updated electronic list after conference • One booth free-special placement (50% discount on 2nd booth if needed) • 50% discount on Sponsorships (\$5,000 for luncheons and breakfasts; \$2,500 Keynotes; \$2,000 for breaks) • Opportunity to place information/giveaway in conference bag • Hot link on both the CASE and NASDSE websites to your company until December 31, 2019* • Name/logo on Banner/Sign* • Electronic Powerpoint loop * 	\$10,000
Gold	<ul style="list-style-type: none"> • One Level 1 registration and one Level 2 registration • Prior list of participants as well as updated electronic list after conference • One booth for 30% discount (\$490) (can purchase a 2nd booth at the discount only if needed) • 30% discount on Sponsorships (\$7,000 for luncheons and breakfasts; \$3,500 Keynotes; \$2,800 for breaks) • Opportunity to place information/giveaway in conference bag • Hot link on both the CASE and NASDSE websites to your company until December 31, 2019* • Name/logo on Banner/sign* • Electronic Powerpoint loop* 	\$5,000
Silver	<ul style="list-style-type: none"> • One Level 1 registration • Prior list of participants as well as updated electronic list after conference • One booth for 20% discount (\$560); can purchase a 2nd booth at the discount if needed) • 20% discount on Sponsorships (\$8,000 for luncheons and breakfasts; \$4,000 Keynotes; \$3,200 for breaks) • Opportunity to place information/giveaway in conference bag • Hot link on both the CASE and NASDSE websites to your company until December 31, 2019* • Name/logo on Banner/sign* • Electronic Powerpoint loop* 	\$3,500

* There will be a noticeable differential on the Size and length of name/logo on banner and the powerpoint electronic ad based on the type of Package (Platinum will be the largest/longest, followed by Gold and then Silver).

OPTIONAL ADDITIONAL SPONSOR PACKAGES

ADDITIONAL OPPORTUNITIES	Description	Cost
Sponsorships	All sponsorships include: <ul style="list-style-type: none"> • Prior list of participants • Signage (banner for meals and keynotes/signs for breaks) • Recognition – on Conference App, on both CASE and NASDSE websites, in CASE quarterly newsletters and weekly updates 	
Luncheon Sunday 10/27	<ul style="list-style-type: none"> • Prior list of participants • Signage (banner for meals) • 5 min recognition just prior or after meal • Recognition – on Conference App, on both CASE and NASDSE websites, in CASE quarterly newsletters and weekly updates 	\$10,000
Keynote #1 Sunday 10/27	<ul style="list-style-type: none"> • Prior list of participants • Signage (banner for keynote) • 5 min recognition just prior to keynote • Recognition-- on Conference App, on both CASE and NASDSE websites, in CASE quarterly newsletters and weekly updates 	\$5,000
Break PM Sunday 10/27	<ul style="list-style-type: none"> • Prior list of participants • Signage during break • Recognition-- on Conference App, on both CASE and NASDSE websites, in CASE quarterly newsletters and weekly updates 	\$4,000
Breakfast Monday 10/28	<ul style="list-style-type: none"> • Prior list of participants • Signage (banner for meals) • 5 min recognition just prior or after meal • Recognition-- on Conference App, on both CASE and NASDSE websites, in CASE quarterly newsletters and weekly updates 	\$10,000
Keynote #2 Monday 10/28	<ul style="list-style-type: none"> • Prior list of participants • Signage (banner for keynote) • 5 min recognition just prior to keynote • Recognition-- on Conference App, on both CASE and NASDSE websites, in CASE quarterly newsletters and weekly updates 	\$5,000
Break AM Monday 10/28	<ul style="list-style-type: none"> • Prior list of participants • Signage during break • Recognition-- on Conference App, on both CASE and NASDSE websites, in CASE quarterly newsletters and weekly updates 	\$4,000
Luncheon Monday 10/28	<ul style="list-style-type: none"> • Prior list of participants • Signage (banner for meals) • 5 min recognition just prior or after meal • Recognition-- on Conference App, on both CASE and NASDSE websites, in CASE quarterly newsletters and weekly updates 	\$10,000
Keynote #3 Monday 10/28	<ul style="list-style-type: none"> • Prior list of participants • Signage (banner for keynote) • 5 min recognition just prior to keynote • Recognition-- on Conference App, on both CASE and NASDSE websites, in CASE quarterly newsletters and weekly updates 	\$5,000

Break PM Monday 10/28	<ul style="list-style-type: none"> • Prior list of participants • Signage during break • Recognition-- on Conference App, on both CASE and NASDSE websites, in CASE quarterly newsletters and weekly updates 	\$4,000
Keynote #4 Monday 10/28	<ul style="list-style-type: none"> • Prior list of participants • Signage (banner for keynote) • 5 min recognition just prior to keynote • Recognition-- on Conference App, on both CASE and NASDSE websites, in CASE quarterly newsletters and weekly updates 	\$5,000
Breakfast Tuesday 10/29	<ul style="list-style-type: none"> • Prior list of participants • Signage (banner for meals) • 5 min recognition just prior or after meal • Recognition-- on Conference App, on both CASE and NASDSE websites, in CASE quarterly newsletters and weekly updates 	\$10,000
Keynote #5 Tuesday 10/29	<ul style="list-style-type: none"> • Prior list of participants • Signage (banner for keynote) • 5 min recognition just prior to keynote • Recognition-- on Conference App, on both CASE and NASDSE websites, in CASE quarterly newsletters and weekly updates 	\$5,000
Break AM Tuesday 10/29	<ul style="list-style-type: none"> • Prior list of participants • Signage during break • Recognition-- on Conference App, on both CASE and NASDSE websites, in CASE quarterly newsletters and weekly updates 	\$4,000
Luncheon Tuesday 10/29	<ul style="list-style-type: none"> • Prior list of participants • Signage (banner for meals) • 5 min recognition just prior or after meal • Recognition-- on Conference App, on both CASE and NASDSE websites, in CASE quarterly newsletters and weekly updates 	\$10,000
Keynote #6 Tuesday 10/29	<ul style="list-style-type: none"> • Prior list of participants • Signage (banner for keynote) • 5 min recognition just prior to keynote • Recognition-- on Conference App, on both CASE and NASDSE websites, in CASE quarterly newsletters and weekly updates 	\$5,000

EXHIBITORS OPPORTUNITY

Exhibitors	Description	Cost
Booth	<ul style="list-style-type: none"> • Limited to 50 slots—priority given to Premium Package holders and Sponsors up to August 1 • Booth—6 ft table (must purchase 2 if you need more space than a 6ft table top!) • Set up Sunday a.m. Take Down Tuesday around lunch • Priority of location of booths will be given to those who purchase Premium package and sponsorships • Includes one basic registration-additional registrations may be purchased at a 15% discount • Electronic list of participants AFTER the conference 	\$700 for 1 \$1,400 for 2

MERCHANDISE OPTIONS

- CASE NASDSE will provide 1000+ of the merchandise featuring the CASE NASDSE conference and company logos.
- The merchandise will be given to all conference attendees at the time of their on-site registration.
- CASE and NASDSE will source, design and produce the merchandise with approval from the sponsor on branding elements only.
- Only one merchandise item of this nature will be given to attendees at the conference.

More Opportunities For Entire Conference <i>(no discounts apply to these)</i>	Description <i>(First pay, first serve)</i>	Cost
Conference Totes	Design will be by CASE/NASDSE but company name/logo will be on item	\$5,000
Name Badges	Design will be by CASE/NASDSE but company name/logo will be on item	\$3,000
Lanyards	Design will be by CASE/NASDSE but company name/logo will be on item	\$3,000
Portfolio for ipad	Design will be by CASE/NASDSE but company name/logo will be on item	\$6,000
Notebook	Design will be by CASE/NASDSE but company name/logo will be on item	\$5,000
App Banner	Design will be by company but to CASE/NASDSE specifications and approval—this is a rotating ad and will not be exclusive	\$5,000

More Opportunities For CASE Preconference Events Only	Description	Cost
CASE Board of Directors (BOD) Breakfast - Saturday 10/26	<ul style="list-style-type: none"> • 75-100 CASE state and provincial leaders- Prior list of participants • Signage (banner for meals) • 5 min recognition just prior or after meal • Recognition-- on Conference App, on both CASE and NASDSE websites, in CASE quarterly newsletters and weekly updates 	\$3,000
CASE BOD Luncheon Saturday 10/26	<ul style="list-style-type: none"> • 75-100 CASE state and provincial leaders Prior list of participants • Signage (banner for meals) • 5 min recognition just prior or after meal • Recognition-- on Conference App, on both CASE and NASDSE websites, in CASE quarterly newsletters and weekly updates 	\$3,000
CASE BOD Break- Saturday 10/26	<ul style="list-style-type: none"> • 75-100 CASE state and provincial leaders Prior list of participants • Signage during break • 5 min recognition just prior or after break • Recognition-- on Conference App, on both CASE and NASDSE websites, in CASE quarterly newsletters and weekly updates 	\$1,500
CASE BOD Social Saturday 10/26	<ul style="list-style-type: none"> • 75-100 CASE state and provincial leaders Prior list of participants • Signage (banner for meals) • 10-15 min recognition • Recognition-- on Conference App, on both CASE and NASDSE websites, in CASE quarterly newsletters and weekly updates 	TBD

CASE BOD Breakfast Sunday 10/27	<ul style="list-style-type: none"> • 75-100 CASE state and provincial leaders Prior list of participants • Signage (banner for meals) • 5 min recognition just prior or after meal • Recognition-- on Conference App, on both CASE and NASDSE websites, in CASE quarterly newsletters and weekly updates 	\$3,000
CASE BOD Gift	<ul style="list-style-type: none"> • 75-100 CASE state and provincial leaders Prior list of participants • Logo on the gift • 5 min recognition during the meeting • Recognition-- on Conference App, on both CASE and NASDSE websites, in CASE quarterly newsletters and weekly updates 	\$2,000

More Opportunities For NASDSE Preconference Events Only	Description	Cost
NASDSE BOD Breakfast Lunch-Friday 10/25	10 NASDSE Board Members	\$1,500
NASDSE Business Meeting Breakfast-Saturday 10/26	Up to 50 NASDSE State Directors or their designee	\$1,500
NASDSE Business Meeting Luncheon-Saturday 10/26	Up to 50 NASDSE State Directors or their designee	\$2,500
NASDSE Business Meeting Breakfast-Sunday 10/27	50 NASDSE State Directors or their designee	\$1,500
State Night Sunday 10/27 LEVEL 1	Signage and recognition* at this event for 300 people-4 tickets are included at this level *Signage and recognition will vary based on level of donation: Level 1 will have bigger signage and longer recognition than Level 2 which will have bigger signage and longer recognition than Level 3.	\$5,000
LEVEL 2	Signage and recognition* at this event for 300 people-2 tickets are included at this level *Signage and recognition will vary based on level of donation: Level 1 will have bigger signage and longer recognition than Level 2 which will have bigger signage and longer recognition than Level 3.	\$3,500
LEVEL 3	Signage and recognition* at this event for 300 people-1 tickets are included at this level *Signage and recognition will vary based on level of donation: Level 1 will have bigger signage and longer recognition than Level 2 which will have bigger signage and longer recognition than Level 3.	\$2,000
New Directors' Reception Monday 10/28	Signage and recognition at this event for 200 people	\$3,000

CASE/NASDSE JOINT CONFERENCE AND BUSINESS MEETINGS 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 _____

Premium Packages <i>Please see Attachment for description of sponsorship options.</i>		Amount
I wish to sponsor as follows (<i>check as appropriate</i>):		
<input type="checkbox"/>	Platinum Package	\$10,000
<input type="checkbox"/>	Gold Package	\$5,000
<input type="checkbox"/>	Silver Package	\$3,500

If you select a premium package, discounts will be added to the other items you select as specified in the attachments.

Additional Options		Amount
<input type="checkbox"/>	Luncheon – Sunday 10/27	\$10,000
<input type="checkbox"/>	Keynote #1 – Sunday 10/27	\$5,000
<input type="checkbox"/>	Break PM – Sunday 10/27	\$4,000
<input type="checkbox"/>	Breakfast – Monday 10/28	\$10,000
<input type="checkbox"/>	Keynote #2 – Monday 10/28	\$5,000
<input type="checkbox"/>	Break AM – Monday 10/28	\$4,000
<input type="checkbox"/>	Luncheon – Monday 10/28	\$10,000
<input type="checkbox"/>	Keynote #3 – Monday 10/28	\$5,000
<input type="checkbox"/>	Break PM – Monday 10/28	\$4,000
<input type="checkbox"/>	Keynote #4 – Monday 10/28	\$5,000
<input type="checkbox"/>	Breakfast – Tuesday 10/29	\$10,000
<input type="checkbox"/>	Keynote #5 – Tuesday 10/29	\$5,000
<input type="checkbox"/>	Break AM – Tuesday 10/29	\$4,000
<input type="checkbox"/>	Luncheon – Tuesday 10/29	\$10,000
<input type="checkbox"/>	Keynote #6 – Tuesday 10/29	\$5,000

Exhibitors		Amount
<input type="checkbox"/>	1 Table	\$700
<input type="checkbox"/>	2 Tables	\$1,400

Merchandise Options		Amount
<input type="checkbox"/>	Conference Tote	\$5,000
<input type="checkbox"/>	Name Badges	\$3,000
<input type="checkbox"/>	Lanyard	\$3,000
<input type="checkbox"/>	Notebook	\$5,000
<input type="checkbox"/>	Portfolio for iPad/Tablet	\$6,000
<input type="checkbox"/>	APP Banner	\$5,000
CASE Specific Options		Amount
<input type="checkbox"/>	CASE BOD Breakfast – Saturday 10/26	\$3,000
<input type="checkbox"/>	CASE BOD Lunch – Saturday 10/26	\$3,000
<input type="checkbox"/>	CASE BOD Break PM – Saturday 10/26	\$1,500
<input type="checkbox"/>	BOD Social – Saturday 10/26	TBA
<input type="checkbox"/>	BOD Gift	\$2,000
<input type="checkbox"/>	CASE BOD Breakfast – Sunday 10/27	\$3,000
NASDSE Specific Options		Amount
<input type="checkbox"/>	NASDSE BOD Breakfast/Lunch – Friday 10/25	\$1,500
<input type="checkbox"/>	NASDSE Business Meeting Breakfast – Saturday 10/26	\$1,500
<input type="checkbox"/>	NASDSE Business Meeting Lunch – Saturday 10/26	\$2,500
<input type="checkbox"/>	NASDSE Business Meeting Breakfast – Sunday 10/27	\$1,500
<input type="checkbox"/>	State Night Level 1 – Sunday 10/27	\$5,000
<input type="checkbox"/>	State Night Level 2 – Sunday 10/27	\$3,500
<input type="checkbox"/>	State Night Level 3 – Sunday 10/27	\$2,000
<input type="checkbox"/>	NASDSE New Directors Reception – Monday 10/28	\$3,000
<input type="checkbox"/>	NASDSE BOD Breakfast – Wednesday 10/30	\$1,000

Please complete and email this form to rsmith@casecec.org



QUESTIONS?

For further information, please contact Robin Smith at 478-333-6892 or email rsmith@casecec.org