



Association of Educational Therapists Conference

# Linking Assessment & Intervention: Collaborating In and Out of the Classroom



Sponsor, Exhibitor and  
Advertiser Prospectus

40<sup>th</sup> National Conference  
November 2-4, 2018  
Chicago Marriott Northwest  
Hoffman Estates, Illinois

# Welcome

It's my pleasure to provide you with this prospectus for the Association of Educational Therapists (AET) 40th National Conference being held at the Chicago Marriott Northwest in Hoffman Estates, Illinois from November 2-4, 2018.

We have a comprehensive approach to our sponsorship opportunities. It is our goal to make this a desirable conference, as well as an easy one to attend. The best part of our tiered approach is that there are numerous opportunities to build a package that suits your company's needs. Please take a look at the sponsorship opportunities on page 5.

The AET 40th National Conference will address issues and concerns that affect all educational therapists who care for students and their families. Education sessions will be designed to enhance knowledge, skills, and appreciation for the profession. As an exhibitor, you'll have the chance to meet and network with these professionals to discuss the opportunities your company has to offer. Participating at this event ensures you a receptive audience where you'll have a chance to turn new contacts into clients and reconnect with current clients.

AET appreciates the support its exhibitors, sponsors, and corporate members provide year after year. We realize

that you participate at other meetings and support many organizations throughout the year; we're working hard to ensure that this 2018 AET event exceeds your expectations.

We'd like to invite you to participate in AET's National Conference as an exhibitor, sponsor, and/or program book advertiser. You have the opportunity to make this conference work for you.

This prospectus should answer most, if not all, of your questions. If you need additional information about exhibiting, sponsorships or advertising, please contact me by e-mail or phone. I look forward to working with you.

**Becky Schlevensky**

Sponsorship and Sales Director,  
Association of Educational Therapists

b.schlevensky@AETonline.org  
P: 414-908-4949 Ext. 111  
F: 414-768-8001



## WHO ATTENDS?

The AET conference attracts professionals concerned with the educational needs of individuals with learning disabilities and other learning challenges: educational therapists, psychologists, speech-language professionals, clinical social workers, marriage and family therapists, occupational therapists, teachers, resource specialists, and administrators.

Professionals at the AET conference play a pivotal role in the selection of educational products for their clients in clinics, schools, and private practices. Educational settings rely on the recommendations of these professionals for the purchase of the most appropriate educational materials and resources.

**Opportunities Available:**

Exhibit Space .....	pages 4, 6
Sponsorship.....	pages 5, 6
Conference Program Advertisement Guide .....	6
Tote Bag Inserts .....	6

**Door Prize Donations:**

Contact Becky Schlevensky  
P: 414-908-4949 Ext. 111

# Conference Schedule\*



## THURSDAY, NOVEMBER 1

4:00 PM–7:00 PM.....Registration Only

## FRIDAY, NOVEMBER 2

6:00 AM–7:30 AM.....Exhibit Set-Up  
 7:00 AM.....Registration  
 7:30 AM–8:30 AM.....Continental Breakfast  
 7:30 AM–6:30 PM.....Exhibit Hall Open  
 8:30 AM–10:00 AM.....Concurrent Sessions  
 10:00 AM–10:30 AM.....Break  
 10:30 AM–12:00 PM.....Concurrent Sessions  
 12:00 PM–1:00 PM.....Lunch  
 1:00 PM–1:30 PM.....President’s Address  
 1:30 PM–5:00 PM.....Featured Speaker: Jan Chappuis  
 3:00 PM–3:30 PM.....Break  
 5:00 PM–6:30 PM.....Meet and Greet Reception  
 6:30 PM–8:00 PM.....Open Board Meeting ~ All Invited

## SATURDAY, NOVEMBER 3

7:30 AM–3:45 PM.....Exhibit Hall Open  
 7:30 AM.....Registration  
 7:30 AM–8:30 AM.....Continental Breakfast  
 8:30 AM–12:00 PM.....Featured Speaker: Carol Ann Tomlinson  
 10:00 AM–10:30 AM.....Break  
 12:00 PM–1:30 PM.....Lunch  
 1:30 PM–3:00 PM.....Concurrent Sessions  
 3:00 PM–3:30 PM.....Break  
 3:30 PM–5:00 PM.....Concurrent Sessions  
 3:45 PM–5:00 PM.....Exhibitor Tear-Down

**(Exhibitors must be out by 6:00 PM on Saturday)**

## SUNDAY NOVEMBER 4

7:30 AM–8:30 AM.....Continental Breakfast  
 8:30 AM–10:00 AM.....Concurrent Sessions  
 10:00 AM–10:30 AM.....Morning Break  
 10:30 AM–12:00 PM.....Concurrent Sessions

\*Agenda is subject to change. For scheduling updates, please refer to the exhibitor kit after you have signed up.

# Exhibit Details

## EXHIBIT INCLUDES

- One (1) 6' tabletop
- One (1) tabletop company name ID card
- Two (2) chairs
- One meal package for Friday and Saturday per exhibit table (Additional meal packages can be ordered and purchased in advance.)
- One conference registration (colored badge) to attend conference sessions and two exhibit badges. (Additional conference session badges may be purchased at a reduced exhibitor rate of \$250, maximum 2.)
- Exhibit listing in the official conference program guide if registered and paid by September 22, 2018 with 50 word description.

All badges will be at the exhibit table; one registration packet for each booth.

## EXHIBIT COSTS

3/6/2018 thru 7/6/2018.....	\$575
After 7/6/2018.....	\$650

## ELECTRICAL, INTERNET, TELEPHONE

The exhibitor is solely responsible for any electrical, internet and telephone line charges incurred in connection with a particular display. To add electrical, internet, or telephone to your exhibit, arrangements are made directly with the hotel A/V company. Please contact the A/V company at the Chicago Marriott Northwest, Hoffman Estates, IL. (847) 645-9500 for more information on these items.

## EXHIBIT INSTALLATION AND DISMANTLING

Exhibit setup is 6:00 AM to 7:30 AM on Friday, November 2, 2018. Exhibit tear down is 3:45 PM to 6:00 PM on Saturday, November 3, 2018.

## HOTEL ROOMS

Reservations for the conference should be made directly with:

Chicago Marriott Northwest  
4800 Hoffman Boulevard  
Hoffman Estates, IL 60192

### Phone Reservation:

(847) 645-9500

[www.marriott.com/hotels/travel/chinw-chicago-marriott-northwest](http://www.marriott.com/hotels/travel/chinw-chicago-marriott-northwest)

**Room Rates:** \$109, Single

**Mention Group Name:** Association of Educational Therapists

Reservations should be made on or before Thursday,

**September 28, 2018**, in order to receive the group room rate of \$109/night (plus tax).

## PRODUCT SALES

The exhibitor assumes responsibility for securing all appropriate licenses for the sale of merchandise and is solely responsible for the collection of all applicable state and local taxes.

## COMPLIANCE WITH SCHEDULE

An attendant must be in charge of and maintain each exhibit display during all open Exhibit Hall hours.

**Exhibit Dates:** November 2-3, 2018.

See Conference Schedule page for additional information.

## LIABILITY

The Association of Educational Therapists, its officers, employees, volunteers, and agents will not be responsible for any injury, loss, or damage that occurs to, or on account of the exhibitor or exhibitor's employees or property prior, during, or subsequent to the period covered by the exhibit contract. The exhibitor assumes all responsibility and agrees to indemnify, defend, and hold blameless AET, its officers, directors, employees, volunteers, and agents against any claim and any or all cost, loss, or expense thereof arising out of the use of the exhibition premises. The Association of Educational Therapists (AET) provides access to space, at a cost, to approved and registered exhibitors at AET's Annual Conference. Acceptance of an exhibit is not to be construed or promoted as an endorsement by AET.

# Sponsorship Level

	<b>PATRON SPONSOR \$1,500</b>	<b>BRONZE SPONSOR \$2,000</b>	<b>SILVER SPONSOR \$3,000</b>	<b>GOLD SPONSOR \$5,000</b>
Exhibit Table Spaces	One	One	One	Two
Includes Conference Registration	One	One	One	One
Verbal Recognition at Conference	X	X	X	X
Color ad in Conference Program Book (due no later than Aug. 31, 2018)	Quarter page	Quarter page	Half page	Full page
Listing on AET website with hyperlink and on AET conference app.	X	X	X	X
Listing in Conference Program Book	X	X	X	X
Acknowledgement of Sponsor in AET Journal (twice)	Twice	Twice	Twice	Twice
Use of Conference Attendee Mailing List				X
Choose from one of the following: Flashdrives with imprinted logo, Featured Speaker Sponsor, Friday Evening Reception Sponsor, Lunch Sponsor				X
Choose from one of the following: Lanyard Sponsor, Notepad and Pen Sponsor (must provide)			X	
Choose from one of the following: WIFI or Breakfast sponsor		X		

## EXHIBIT AND SPONSORSHIP DEADLINES

February 23, 2018 thru July 6, 2018 .....\$575  
 After July 6, 2018 .....\$650  
 September 28, 2018.....Hotel Reservation Deadline  
 October 5, 2018.....Exhibit Staff List Due

## ARTWORK GUIDELINES

Please have your graphic designer submit ALL ad artwork as full color, press-ready, high-resolution PDF files and logos as vector art or highest resolution file available. Due no later than August 31, 2018.

## AD SIZES

Full Page (7.5" W x 10" H)  
 Half Page (7" W x 4.5" H)  
 Quarter Page (3.4" W x 4.5" H)  
 Business Card (3.4" W x 2" H)

# Sponsorship and Exhibitor Contract

AET 40th National Conference

Completed forms may be emailed, faxed, or mailed to Becky Schlevensky at the address at the bottom of this form. (Reserve by August 31, 2018 to be included in the conference program book.)

Exact Company Name as it should appear in all listings: \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State/Prov. \_\_\_\_\_ Zip \_\_\_\_\_

Contact Name \_\_\_\_\_ Email \_\_\_\_\_

Phone \_\_\_\_\_ Company URL \_\_\_\_\_

## SPONSORSHIP OPPORTUNITIES

**Gold Sponsor (\$5,000)** Choose from one of the following \$ \_\_\_\_\_

- Flashdrive
- Featured Speaker
- Jan Chappuis
- Carol Ann Tomlinson
- Friday Evening Reception
- Friday Lunch  Saturday Lunch

**Silver Sponsor (\$3,000)** Choose from one of the following \$ \_\_\_\_\_

- Lanyard
- Notepad and Pens

**Bronze Sponsor (\$2,000)** Choose from one of the following \$ \_\_\_\_\_

- WIFI
- Friday Breakfast  Saturday Breakfast  Sunday Breakfast

**Patron Sponsor (\$1,500)** \$ \_\_\_\_\_

## EXHIBITORS

(Reserve by August 31, 2018 to be included in the conference program book.)

One Exhibit Table (\$575 2/23/18 thru 7/6/18; \$650 after 7/6/2018) \$ \_\_\_\_\_

## NAME BADGES

(Two per table included. Only one receives conference registration and meals.)

Name on Primary/Sessions Badge 1: \_\_\_\_\_

Name on Badge 2 (exhibit area only, no meals, no entrance to sessions): \_\_\_\_\_

Additional Conference Session Badge (\$250 x \_\_\_\_\_) two max. \$ \_\_\_\_\_

Name One: \_\_\_\_\_

Name Two: \_\_\_\_\_

## ADDITIONAL MEAL PACKAGE

(One included with each exhibit booth.)

Friday Additional Meal Package (\$100 x \_\_\_\_\_) \$ \_\_\_\_\_  
(Includes breakfast, lunch and reception.)

Saturday Additional Meal Package (\$75 x \_\_\_\_\_) \$ \_\_\_\_\_  
(Includes breakfast and lunch.)

**Total Exhibits** \$ \_\_\_\_\_

## CONFERENCE BAG INSERTS

Conference Bag Inserts (\$350 ea. x \_\_\_\_\_) \$ \_\_\_\_\_

AET is a 501(c)(3) organization, and contributions to AET are tax deductible to the full extent of the law.

**Cancellation Policy:** Any cancellations must be made in writing to AET (by mail to the above address, fax to 414-768-8001, or e-mail to b.schlevensky@AETonline.org). Cancellations received before **August 31, 2018** will be refunded less a \$100 processing fee. No refunds will be made for cancellations received after **August 31, 2018**. There are no refunds for advertisement cancellations.

## PAYMENT OPTIONS

Check enclosed or in mail (payable to AET)  
(There is a \$40 charge for returned checks.)

Invoice me

Visa  Mastercard  American Express

Card Number \_\_\_\_\_

Expiration Date \_\_\_\_\_

Authorizing Signature \_\_\_\_\_ Date \_\_\_\_\_

Print Name on Card \_\_\_\_\_

Billing Address (if different than above):  
\_\_\_\_\_  
\_\_\_\_\_

E-mail \_\_\_\_\_

An e-mailed receipt from authorize.net will be sent to the above e-mail address when a credit card is processed.

The personal information provided will not be used for any purposes other than those stated upon this form unless you provide your consent. Should you have any questions concerning your personal information please contact Sedrick Gray at 414-908-4949 Ext. 105 or sgray@associationeg.com. AET endeavors at all times to treat your personal information in accordance with all applicable laws.

We understand that all space must be paid for in full by **August 31, 2018**. If the assigned space is not paid in full by this date, it may be reassigned to another exhibitor at the discretion of AET.

Signature \_\_\_\_\_

Print Name \_\_\_\_\_

Date \_\_\_\_\_

**Make a copy for your records and send completed form with payment to:**

AET  
Attn.: Becky Schlevensky  
7044 S. 13th St.  
Oak Creek, WI 53154  
Phone: 414-908-4949 Ext. 111  
Fax: 414-768-8001  
b.schlevensky@AETonline.org

# Advertising Contract

## SHOW YOUR SUPPORT FOR AET!

If you are unable to join us as a sponsor/exhibitor but would like to support AET's endeavors, consider advertising in the conference program book.

Many sizes of advertisements are available to fit your needs and your budget. Study groups can advertise their support of AET by placing an ad. Individuals can also place business card-sized ads.

The conference program book is distributed on-site to all conference attendees.

## WHO ATTENDS?

The AET conference attracts professionals concerned with the educational needs of individuals with learning disabilities and other learning challenges, educational therapists, psychologists, speech language professionals, clinical social workers, marriage and family therapists, occupational therapists, teachers, resource specialists and administrators.

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Company Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State/Prov. \_\_\_\_\_ Zip \_\_\_\_\_

Contact Name \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

- Full Page (7.5" W x 10" H).....\$455
- Half Page (7" W x 4.5" H).....\$340
- Quarter Page (3.4" W x 4.5" H).....\$250
- Business Card (3.4" W x 2" H) color.....\$85
- Outside Back Cover (7.5" W x 10" H) color.....\$595
- Inside Front or  Inside Back Cover (7.5" W x 10" H) color.....\$510

**TOTAL ADVERTISING** \$ \_\_\_\_\_

## IMPORTANT ARTWORK GUIDELINES

August 31, 2018 – Contract Due  
August 31, 2018 – Payment Due  
August 31, 2018 – Artwork Due

Please have your graphic designer submit ALL ad artwork as full color, press-ready, high-resolution pdf files and logos as vector art or highest resolution file available.

We understand that all space must be paid for in full by **August 31, 2018**. If the assigned space is not paid in full by this date, it may be reassigned to another exhibitor at the discretion of AET.

Signature \_\_\_\_\_

Print Name \_\_\_\_\_

Date \_\_\_\_\_

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