

DYNAMIC LANDSCAPES

Empowered Learning for ALL



Presented by Vita-Learn and VSLA
Champlain College | Burlington, VT | May 18-19, 2020

JOIN US AS A SPONSOR OR EXHIBITOR!

On behalf of Vita-Learn and the Vermont School Library Association (VSLA), we invite you to participate as an exhibitor or sponsor at the 2020 Dynamic Landscapes Conference. This year's theme will be **Empowered Learning for ALL**. Please join us at Champlain College in Burlington, Vermont, May 18-19, 2020.



WHO YOU'LL SEE THERE

Dynamic Landscapes will bring together **more than 450 K-12 educators** from across the state of Vermont. Attendees include classroom teachers, librarians, and tech integration specialists – these are the people who use your products and services! They are the influencers, representing their schools and districts. We are also expecting 100+ students on Tuesday, May 19.



HIGHLIGHTS

Highlights of the event include two days of thought-provoking sessions, hands on learning opportunities, presentations by students, keynote speakers, social and networking events, and more! Our keynote speakers, breakout sessions, hands-on learning opportunities, and overall messaging will change from Day 1 to Day 2 to as we shift our focus from the educator, to the student.

Day 1 of the conference (Monday, May 18) will focus on **empowering educators**.

Day 2 of the conference (Tuesday, May 19) will focus on **empowering students**.

If students are not your primary focus and you're only interested in networking with the educators, we're giving our exhibitors and sponsors with exhibit booths the option leave after Day 1 for a slightly reduced rate. We understand busy schedules, and that there are more expenses to being at a tradeshow than just the registration expense (like lodging!), so we want to let you choose the option that best suits you and your needs.

WHY EXHIBIT OR SPONSOR

Dynamic Landscapes offers you the opportunity to make face-to-face **CONNECTIONS**. You'll have **ACCESS** to people who need your products and services. The **EXPOSURE** will reinforce your brand awareness and maximize visibility in the education field.

Please review the enclosed information and sign up today to support educators in Vermont at the 2020 Dynamic Landscapes Conference.

Visit dynamiclandscapes.vita-learn.org for program details and to sign up as an exhibitor or sponsor!

SPONSOR & EXHIBITOR ENTITLEMENT GRID

Sponsors will receive special recognition through a variety of channels as described below.

ENTITLEMENT	GOLD \$5,000	SILVER \$3,500	BRONZE \$2,000	EXHIBITOR Pricing Varies; See Below
Verbal Recognition of Your Sponsorship by a Board Member at Opening Session	Yes, Plus Opportunity to Share 2 Minute Video with Group	Yes	Yes	N/A
Exhibit Space <i>Space is limited!</i>	Two Full Booth Spaces	Two Full Booth Spaces	One Full Booth Space	Table Top in Lobby (\$500); Table Top in Main Exhibit Hall (\$600); or Full Booth in Main Exhibit Hall (\$700) Option: Tear down after Day 1 and save \$50! Use discount code MondayOnly in online registration
Session Presentation Timeslot <i>Space is limited!</i>	Three Timeslots	Two Timeslots	One Timeslot	+ \$400 per Timeslot (includes 1 comp. registration for presenter)
Conference Registrations Included (includes meals)	5	4	2	1
Recognition on Conference Website & On Vita-Learn Social Sites	Company Logo, Link and Description on Website. *Mention on Social Sites	Company Logo, Link and Description on Website. *Mention on Social Sites	Company Logo on Website	Name Listed on Website
Signage and Conference Branding	Company Logo	Company Logo	Company Logo	N/A
Final Program	Company Logo, Contact Info, and Description	Company Logo, Contact Info, and Description	Company Logo, Contact Info, and Description	Company Name and Contact Info
Final Program Ad	Full Page Ad	Half Page Ad	Additional Fee	Additional Fee
Attendee Roster w/ Email Addresses (Post Conference)	Yes	Yes	Yes	N/A
Door Prize Drawing & Elevator Pitch** <i>(required)</i>	Yes	Yes	Yes	Yes
Bag Insert (if we have a bag sponsor)	Yes	Yes	N/A	N/A

*Website listing will be up until promotion of 2020 Dynamic Landscapes conference begins.

**You are responsible for providing the door prize. Minimum value is 10% of your exhibit space or sponsorship.

Please Note: Information on how to register your company representatives will be sent after you register your business as an exhibitor or sponsor and closer to the conference date. Additional rep registrations may be purchased for \$25 per rep/per day.

SPECIAL OPPORTUNITY! Only 1 Available

Tuesday Keynote Presentation Sponsor - \$3,000 “Change The Story and the #EqualPay Soccer Team”

Recognition will include: logo on conference signage, company listing in the final program, 1 complimentary conference registration, 1 table-top exhibit space, attendee roster post-conference, participation in the door prize drawing and elevator pitch, recognition on Vita-Learn website (logo) and social sites, option to introduce the speakers.

Note: The conference does not profit off this presentation. The sponsorship funds will go in part directly to the keynote speakers to support their work, and in part to their fund at the Vermont Community Foundation. See details below!

“Following their viral #EqualPay jersey sensation, Change The Story and members of the Burlington High School girls’ varsity soccer team have collaborated with the Vermont Women’s Fund to open the first ever youth-led donor advised fund at the Vermont Community Foundation. The new #EqualPay Fund will increase access for girls to soccer programs and accelerate progress to close the wage gap in Vermont—where, on average, women earn 84 cents to every dollar earned by men. Through their ongoing engagement with the #EqualPay fund, the students will practice philanthropy to make a difference in the lives of girls, women, and gender-nonconforming youth and adults across the state of Vermont.” Learn more at <https://equalpayjerseys.com>.

Additional Opportunities for Exposure

Conference Lanyard - \$1,000 (plus the cost of the lanyards; you order and mail to conference)

Recognition will include: logo on conference lanyard, company listing in the final program, 1 complimentary conference registration.

Bag Sponsor - \$1,000 (plus the cost of the bags; you order and mail to conference)

Recognition will include: company listing in the final program, 1 complimentary conference registration, plus your logo on the sponsored item.

Final Program Advertisement: Ad space is available in the Conference Final Program. All ads are black and white.

Full Page \$400.00 (8"w x 10.5"h);

Half Page \$250.00 (8"w x 5"h);

Quarter Page \$150 (4"w x 5"h)

Exhibit Space Details

All exhibit space will be assigned on a first paid, first served basis, with preference given to sponsors. We will do our best to place competitors in different areas of the exhibit hall, but will not guarantee booth placements. All exhibit booths will be set up in a central location within the meeting space. Power at your booth and internet access are included with your registration.

Full Exhibit Booth in Main Exhibit Hall: \$700.00*

A full exhibit booth includes 6' deep x 8' wide booth with an 8' skirted table and chair. Location of booth is in the main exhibit hall, against a wall.

Table Top Display in Main Exhibit Hall: \$600.00*

A table top display will include an 8' skirted table and chair. Display materials are required to fit on top of the table. No hanging banners or materials will be allowed on the floor around the table. Location of the table will be in the main exhibit hall, with another exhibitor behind you (not against a wall).

Table Top Display in Lobby Outside of Exhibit Hall: \$500.00*

A table top display will include an 8' skirted table and chair. Display materials are required to fit on top of the table. No hanging banners or materials will be allowed on the floor around the table. Location of the table will be in the lobby outside of the main exhibit hall, against a wall.

Planning to exhibit on Day 1 (Monday, May 18) only? Receive \$50 off your booth fee by using the discount code **MondayOnly when you register your company online. Tear down time for Monday only exhibitors is after 5:00 p.m.*

Set-Up	Sunday, May 17 th : 4:00 PM – 6:00 PM Monday, May 18 th : 6:00 AM – 7:00 AM
Exhibit Hours**	Monday, May 18 th : 7:00 AM – 4:00 PM Tuesday, May 19 th : 7:00 AM – 2:00 PM
Tear-Down**	Tuesday, May 19 th : 2:00 PM

Door Prizes (required): Vendors will have the opportunity to give a brief elevator pitch to attendees, then draw a door prize winner from a box. You have the option to purchase the door prize on your own, or pay the suggested value to Vita-Learn and we'll pick up a prize for you to present. The suggested prize value is at least 10% of your total sponsorship or exhibitor fee. Prizes will be awarded throughout both days of the Conference. Vita-Learn will organize the raffle. *Note: if you are doing your own raffle at your booth, you are responsible for getting the item to the winner in your own time; we will not announce the winner. It is expected that you will still participate in our door prize drawings.*

Shipping: All exhibitors and sponsors are responsible for paying for their shipping expenses to and from the Conference.

Register Online Now to Participate!

Registration is online only, and first-come, first-serve. Space will sell out! If you would like to participate as an exhibitor or sponsor at the 2020 Dynamic Landscapes Conference, visit dynamiclandscapes.vita-learn.org to register. Please carefully review the entitlements of sponsorship to make sure the level you register for meets your needs. For additional event information, visit www.vita-learn.org. See you there!