

EXHIBIT AND SPONSORSHIP PROSPECTUS



CONVENTION & EXPO
APRIL 8-11 | SAN DIEGO, CA

SAN DIEGO
CONVENTION CENTER
WWW.CEC EXHIBITS.COM



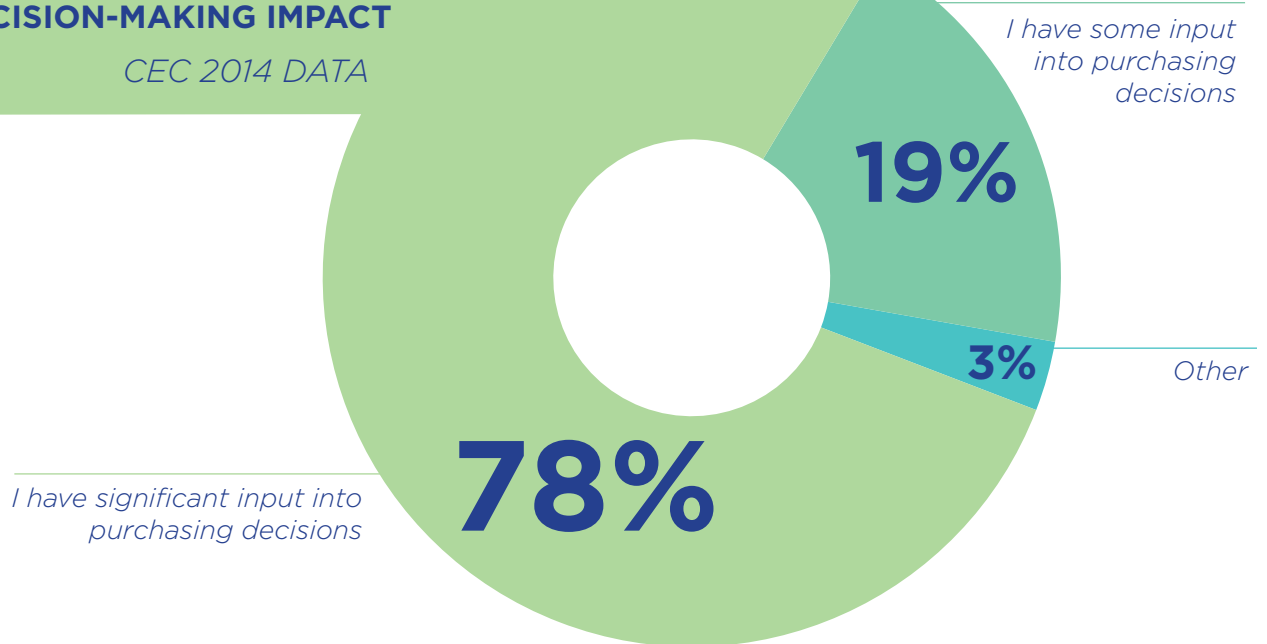
DISPLAY YOUR SOLUTIONS AT THE TOP TIER EVENT IN SPECIAL AND GIFTED EDUCATION:

Reach more than 5,000 special and gifted educators by becoming an exhibitor at the CEC 2015 Convention & Expo. An exhibit space provides a perfect opportunity to meet with current customers, create new ones, as well as provide on-site demonstrations of your latest products and solutions to an audience with buying power.

Join more than 200 companies, school systems and nonprofits with products and services specializing in autism spectrum disorders, early childhood, learning disabilities, response to intervention, technology, transition and many other areas of special and gifted education who exhibit at CEC.

CEC 2014 ATTENDEES' DECISION-MAKING IMPACT

CEC 2014 DATA



GREAT REASONS TO EXHIBIT AT CEC 2015:

- CEC delivers the decision-makers (97% of attendees are involved in purchase decisions).
- Your face-to-face exhibit time totals 18.5 hours including 7.5 exclusive hours.
- CEC offers money-saving bundles and sponsorship opportunities
- to stretch your marketing dollars and create more visibility for your organization.
- A focus on companies with services and products in technology.
- Exhibitors receive complimentary registrations to educational sessions.

The CEC Convention & Expo is the top-tier event in special and gifted education. Position your brand in front of over 5,000 influential special and gifted educators!

PRICING & BENEFITS:

CEC OFFERS VALUE FOR EXHIBITORS

EXHIBIT SPACE RATES

● BEFORE 11-28-2014 ▼ \$

● AFTER 11-28-2014 ▲ \$

INLINE BOOTH

SCHOOL SYSTEMS/ NONPROFIT

ISLAND SPACE (MINIMUM OF FOUR 10X10 BOOTHS)

CORNER FEES (PER CORNER)

\$1,655

\$1,500

\$1,870

\$215

\$1,700

\$1,580

\$1,915

\$215

(All booths are sold in 10' x 10' increments unless otherwise indicated.)

INCLUDED WITH YOUR EXHIBIT SPACE*:

- Complimentary convention registration (badges) per 10'x10' space – 4 per 10'x10'; 2 per school or non-profit booth space.
- Complimentary listing in the CEC 2015 Convention Program and the exhibits website.
- 8' draped back wall, 3' draped side wall and ID sign.
- Access to the exhibitor lounge.
- 24-hour security inside the exhibit hall.

**School systems and nonprofits receive a booth package.*



EXPAND YOUR REACH AT CEC 2015 AND BEYOND—BECOME A 2015 SPONSOR!

All sponsors receive the following in addition to valuable sponsorship specific benefits!

- Acknowledgment in the Convention issue of *TEACHING Exceptional Children* and the CEC 2015 Convention and Expo program.
- Acknowledgement on the exhibits and main CEC websites.
- Acknowledgement in CEC *SmartBrief* reaching more than 75,000 subscribers.
- Acknowledgement on the entrance unit signage outside the Expo Hall.
- Logo placement and recognition during the Opening General Session slideshow.

WIFI:

INVESTMENT: \$10,000; MULTIPLE OPPORTUNITIES AVAILABLE

Provide attendees with the opportunity to log-on to the web with a wireless password in the session rooms at the conference (*exhibit hall access excluded*). Your logo and wifi password will appear on the welcome screen in the general session room and in every session room. You will also receive a pre-show attendee mailing list and a tote bag insert at no additional charge to invite attendees to visit your booth during the conference.

YES I CAN AWARDS PROGRAM:

INVESTMENT: \$12,000

Each year, CEC honors 21 students with disabilities who excel. Since the program's inception in 1982, thousands of children and youth have been recognized for their achievements in academics, arts, athletics, school and community, self-advocacy, technology and transition. The Yes I Can! Awards Ceremony is an extremely moving and poignant event, and a highlight of the CEC Annual Convention & Expo.

MOBILE EVENT APP:

INVESTMENT: \$10,000

The Mobile Event App keeps conference attendees connected, engaged, and informed. This tool provides access to all conference details including exhibitor and sponsor directory, booth listing and exhibit hall map, social media, alerts, and much more!

FRIDAY AFTERNOON HAPPY HOUR:

INVESTMENT: \$7,500 EXCLUSIVE OR \$4,000 PARTNERED

Enjoy your Friday afternoon relaxing with attendees before the close of the exposition. Attendees will be happy to enjoy a Friday afternoon with reception fare and beverage stations. Your company will receive 100 (50 if partnered) drink tickets to distribute to attendees (*additional tickets may be purchased*). CEC will send a dedicated email invitation to attendees regarding the Happy Hour in the exhibit hall. Stations will feature your company logo.

OPENING GENERAL SESSION:

INVESTMENT: \$10,000

The Opening General Session is the kick-off event for CEC 2015. Make a lasting impression with attendees at the start of the convention. This is your unique opportunity to combine the benefits of sponsoring the keynote speaker with helping CEC recognize special educators who have advanced the field and improved the quality of special education service. Your company's 60 second commercial will be played as people come in to the session.

PRESIDENT'S WELCOME RECEPTION IN THE EXHIBIT HALL

INVESTMENT: \$12,000 EXCLUSIVE OR \$6,500 PARTNERED

This valuable opportunity allows your company prime visibility during the opening of the 2015 CEC Expo Hall. Attendees will enjoy cocktail fare and beverages while taking in some local San Diego roaming entertainment. Signage with your company logo will appear at all food stations. Your company will receive 150 (75 if partnered) drink tickets to distribute to attendees (*additional tickets may be purchased*).

OFFICIAL 2015 REGISTRATION SPONSOR:

INVESTMENT: \$8,500

This is your chance to showcase your brand at a location all attendees go during the convention. Your logo will be placed prominently on registration counters, in registration confirmation emails, on the registration website and on high-quality badge holders.

OFFICIAL 2015 BAG SPONSOR:

INVESTMENT: \$8,500

Have your company's name spread throughout the convention center on the CEC tote bag. *Production and shipping are the responsibility of the sponsor.*

HYDRATION STATIONS:

INVESTMENT: \$3,000

Water coolers with your company logo will be placed throughout the meeting room area and expo area during CEC 2015. Enhance this sponsorship by providing logo paper cups or small water bottles with your company's branding for attendees to carry with them. *Paper cups/water bottles are at the sponsor's discretion and are an additional cost.*

RE-CHARGING LOUNGE:

INVESTMENT: \$5,000

Located next to your exhibit space (space permitting) with your company branding, a mobile charging station and massage station with a certified massage therapist will allow convention attendees the opportunity to charge all of their mobile devices while recharging themselves with a seated massage in the exhibit hall. A prime placement next to your exhibit booth will ensure attendees are close by to visit with you while charging and recharging. Signage near the re-charging lounge will advertise your company's sponsorship of this luxurious service. Enhance this sponsorship by providing the therapists with company branded shirts to wear.

TOTE BAG INSERT SPONSOR:

INVESTMENT: \$500 FOR EXHIBITORS/\$1,500 FOR NON-EXHIBITORS

Place a flyer in the convention tote bag received by all attendees at the conference. This opportunity is limited to **10** participants, so act fast!

THOUGHT LEADERSHIP OPPORTUNITIES

EXHIBITOR SHOWCASE SESSION:

INVESTMENT: \$500 PER SESSION FOR EXHIBITORS/\$1,500 FOR NON-EXHIBITORS

These one-hour sessions provide an opportunity to demonstrate and showcase various products and services. Specific times are set aside for Exhibitor Showcase Sessions that focus on practical technology applications for the pre K-21 age range. Exhibitors can present core educational content in a room complete with podium, microphone, LCD projector, and in selected cases, wireless internet connection.

CEC "INCLUSION" PUBLICATION SPONSORSHIP:

INVESTMENT: \$28,000

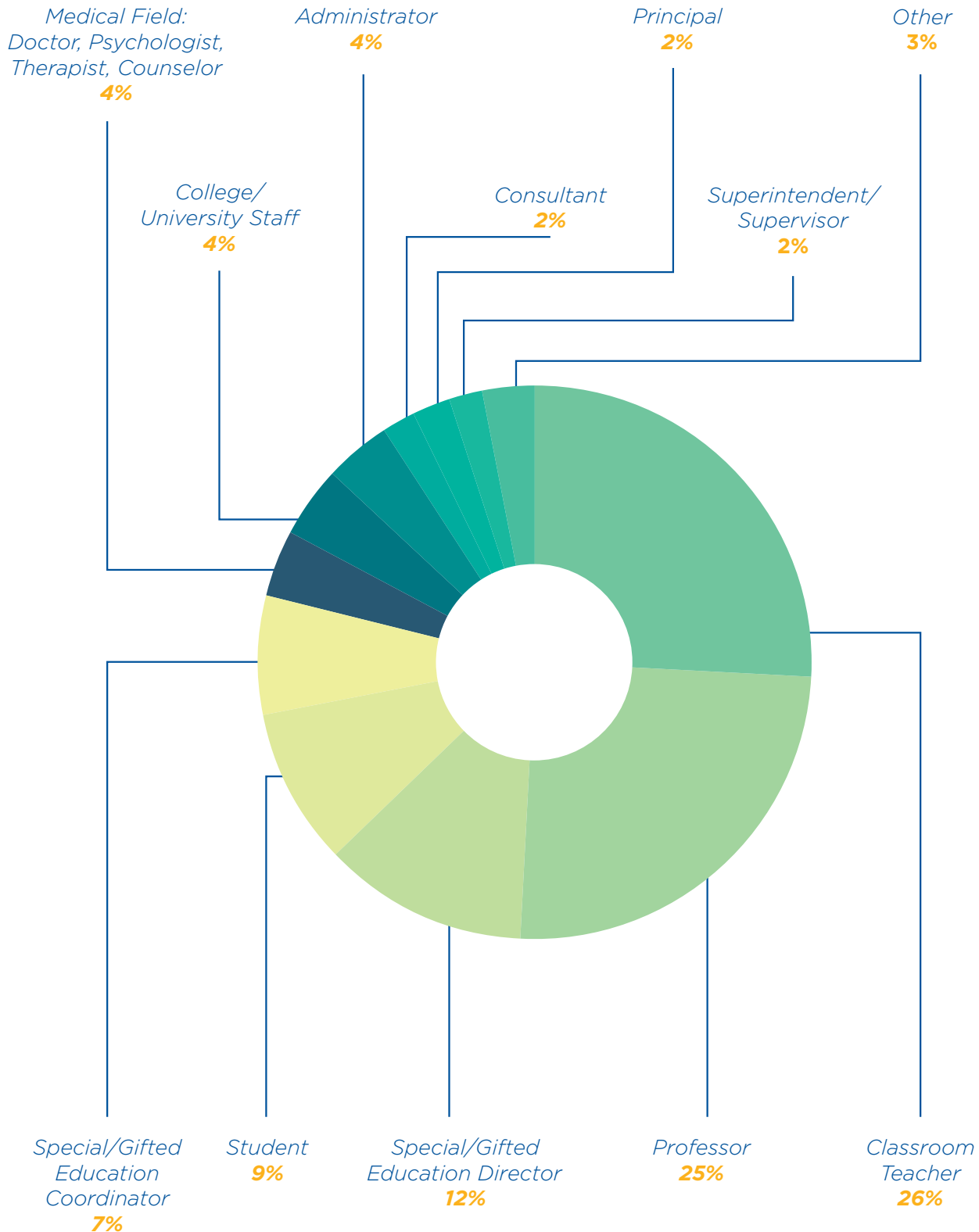
Sponsor the distribution to all convention registrants of a new CEC book about Inclusion, with articles from *Teaching Exceptional Children and Exceptional Children*. Sponsor will receive a 10'x20' booth as part of their sponsorship and will have the opportunity to distribute books to attendees. Each attendee will receive a ticket with sponsoring company's logo at registration and will bring the ticket to your booth to exchange for a book. It will also be available for sale in the CEC bookstore during the CEC and after the event for years to come. Sponsoring company's logo will appear on the book cover of distributed book. **Sponsor Deadline of December 10, 2014.** Don't miss this very unique opportunity!

I would like more information!

For more information or to become a sponsor, please contact Bradley Eubank at 703-995-2562 or bradley.eubank@jspargo.com

PROFESSIONAL ROLES OF CEC ATTENDEES:

CEC 2014 DATA





CEC ATTENDEES ARE LOOKING FOR PRODUCTS, SERVICES AND SOLUTIONS IN THE FOLLOWING AREAS:

- Assessment and Diagnostic Tools
- Association/Non-Profit
- Autism Spectrum Disorder
- Communicative Disabilities and/or Hearing Impairments
- Core Curriculum: Math, Language Arts, Phonics, Reading
- Cultural, Linguistic Diversity
- Developmental Disabilities
- Early Childhood/Intervention
- Emotional & Behavioral Disorders and/or Management
- English Language Learners
- Gifted & Talented
- Government Agency
- Hearing Impairments/Deafness
- Instructional Design, Strategies
- International Programs/Services
- Multiple/Severe Disabilities
- Online Learning: K-12, University, Certificate Programs
- Physical/Health Disabilities
- Professional Development
- Publications, Textbooks or Supplements (Digital or Print)
- Recruiting/Career Opportunities
- Related Service Provider: Occupational Therapy, Speech Therapy, Physical Therapy, Recreational Therapy, Music Therapy
- Response to Intervention (RTI)
- Special Education: ages 0-3, K-12, University, Public, Private, Charter
- Stimulation, Play Therapy/Recreational Therapy
- Teacher Education: College/University Graduate Programs, Certificate Programs
- Technology: Educational/Instructional, Assistive, Alternative and Augmentative (AAC)
- Transition: Life Skills, Work/Career, College/University
- Visual Impairments/Blindness



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