

**ALL EDUCATORS. ALL STUDENTS. NO LIMITS.**



**CEC  
2016**

**SPECIAL EDUCATION  
CONVENTION & EXPO  
ST. LOUIS | APRIL 13-16**

**Access 5,000 EDUCATORS—Exhibit at CEC 2016!**



## Showcase Your Products, Services, Solutions and Schools at the Largest Special Education Event of the Year!

Share your message and showcase your latest products and solutions at this once-a-year opportunity to a large audience with real buying power! With your exhibit space, you'll meet buyers and influencers and lots who want to take new materials back to school.

Join the approximately 200 companies, school systems, and nonprofits RETURNING to exhibit at CEC along with many new faces.

Our attendees want to see 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.



**Council for  
Exceptional  
Children**

**EXHIBIT &  
SPONSORSHIP  
OPPORTUNITIES**

[Secure Exhibit Space](#)

[Current Exhibitors](#)

[Floor Plan](#)

[Convention Website](#)

[Sponsorships](#)



## Great Reasons to Exhibit at CEC 2016

- Meet the 95% of attendees who visit the exhibit hall each year looking for your innovative ideas and solutions.
- 6 hours of face-to-face exhibit time.
- Network with administrators and educators in special education.
- Receive complimentary registrations to educational sessions.
- Create more visibility for your company with CEC's sponsorship opportunities, priced to fit any budget.

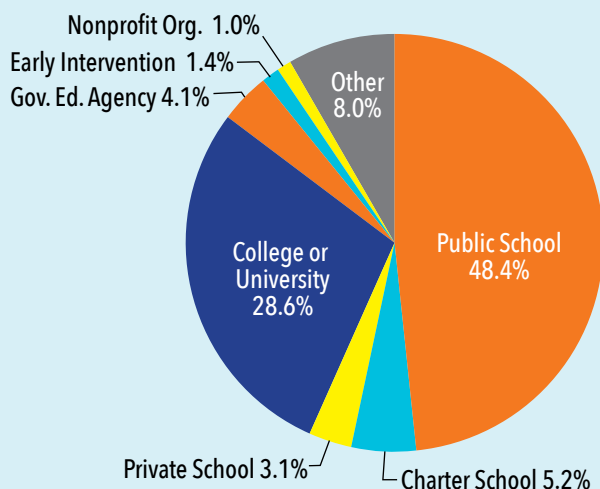
## Are you a good match for CEC attendees?

Our members are looking for solutions in the following areas:

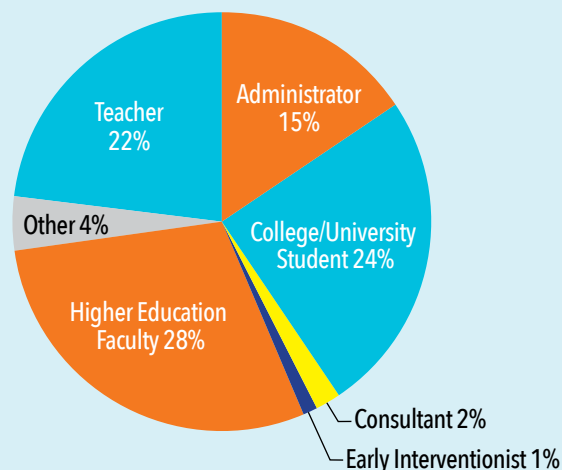
Assessment and Diagnostic Tools	Physical/Health Disabilities
Association/Non-Profit	Professional Development
Autism Spectrum Disorder	Publications, Textbooks or Supplements (Digital or Print)
Communicative Disabilities and/or Hearing Impairments	Recruiting/Career Opportunities
Core Curriculum: Math,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

## Attendee Demographics

**Where CEC Attendees Work**



**CEC Attendee Professions**

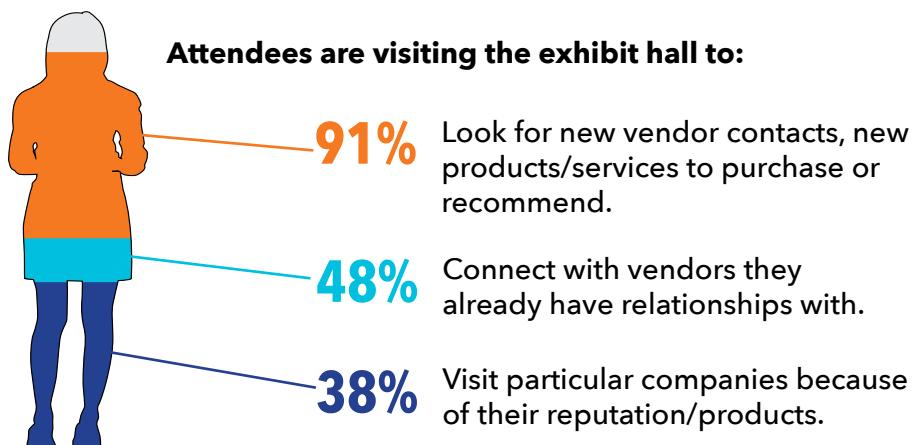






## Why do educators come to the CEC expo?

To meet you! Attendees hope to network with vendors and discover new products and services. They want to hear what you have to say!



## Secure Your Participation

	<b>Before November 11, 2015</b>	<b>After November 11, 2015</b>
Inline Booth	\$1,700	\$1,800
School System/Non-Profit*	\$1,500	\$1,600
Corner Fee (per corner)	\$200	\$200

### When you exhibit at CEC, you'll get:

- Complimentary full convention registration (badges): (4) per 10' x 10'; 2 per school or non-profit booth space; unlimited EXPO ONLY badges for booth personnel
- Complimentary listing in the CEC 2016 Convention Program
- Company logo and description on the expo website
- Product category listings (5)
- Booth space with an 8' draped back wall and two 3' draped side walls
- Access to the exhibitor lounge
- 24 hour security inside the exhibit hall
- \*Non-profits and school systems receive a booth package that includes: carpet, two chairs, one 6' draped table and a wastebasket.

### Exposition hours:

#### Wednesday, April 13

6:30-8:30 p.m. Grand Opening and Presidents Welcome

#### Thursday, April 14

9:00 a.m.-5:30 p.m. Exclusive Expo time 11:30 a.m. – 1:00 p.m.  
4:30 p.m. – 5:30 p.m.

#### Friday, April 15.

9:00 a.m. – 2:00 p.m. Exclusive Expo time 11:30 a.m. – 1:00 p.m.

## Ready to sign up?

Or just looking for more information? Please contact:

Bradley Eubank  
Sales Account Manager  
SPARGO, Inc.  
(Direct) 703-995-2562  
bradley.eubank@jspargo.com

# Expand Your Reach – Become a 2016 Sponsor!

We have lots of opportunities to become a sponsor at CEC 2016! From tote bag inserts to sponsorships for General Sessions, you can get involved and support special education in a range of ways.

We appreciate our sponsors and couldn't make the convention happen without you, so no matter what investment level you choose, we'll go out of our way to show you off.

Become a CEC 2016 sponsor and we'll acknowledge you in the following:

- The CEC 2016 Convention and Expo program.
- The Convention issue of *TEACHING Exceptional Children*
- The exhibits and main CEC websites.
- CEC Convention emails reaching more than 80,000.
- The entrance-unit signage outside the Expo Hall.
- The General Session slideshows where you'll get logo placement and recognition.

## Wednesday – President's Welcome Reception in the Expo Hall

Investment: \$12,000 exclusive OR  
\$6,500 partnered

This is a great opportunity for your company to get prime visibility during the opening of the CEC 2016 Expo Hall. Attendees will enjoy cocktail fare and beverages while enjoying the networking experience meeting vendors and lots of new friends/colleagues.

### Additional benefits:

- Signage with your company logo will appear at all food stations during this festive occasion.
- Your company will receive 150 (75 if partnered) drink tickets to distribute to attendees (additional tickets may be purchased).



## Friday –Yes I Can! Awards Program

Investment: \$12,000

Each year, CEC honors students with disabilities who excel in an area of strength of interest to them. 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 Convention & Expo.

### Additional benefits:

- Your company logo prominently placed on the CEC website, entrance unit to the expo, in the official convention program.
- Your company banner place on the CEC website beginning in March and running through April.

## Wednesday – Opening General Session

Investment: \$10,000

Be the first to make an impression at the kick-off event for CEC 2016! This is a unique opportunity to receive the benefits of sponsorship while helping CEC recognize special educators who have advanced the field and improved the quality of special education services.

### Additional benefits:

- Your company's 60 second commercial will be played as attendees arrive.
- A full-page black and white ad in the convention program, *TEACHING Exceptional Children* and *Exceptional Children*.
- Your company banner ad promoting your sponsorship will run on the CEC website starting in March through April 2016.

**Sold**

## 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 the exhibitor and sponsor list, the booth list, and exhibit hall map, social media, news alerts, and much more! Your company logo will be placed on the Mobile App so that each time a guest uses the app they know who sponsored it!

### Additional benefits:

- Signage in the registration area featuring your company logo

## Thursday Afternoon – Ice Cream Social Break

Investment: \$8,000 exclusive OR \$4,000 partnered

The Thursday Afternoon Ice Cream Social Break will bring attendees into the exhibit hall to enjoy a refreshing break and network with exhibitors. This is a great opportunity to leave a lasting impression as the expo winds down on Thursday, offering attendees the opportunity to explore the exhibit hall with a delicious treat, and rehash the events of the day. **This sponsorship also includes a tumbler placed in your booth for CEC's BIG Prize Giveaway.** Attendees will drop tickets received in the registration pack into the tumbler. Winner must be present to win!

### Additional benefits:

- Ice Cream stations will feature your company logo along with the entrance unit to the expo and on CEC's website.

- CEC will send a dedicated email invitation to this event to promote attendance.

## Friday – Desserts on Us!

Investment: \$8,000 exclusive OR \$4,000 partnered

Desserts on Us during exclusive lunch, 11:30 a.m.-1:00 p.m.. Attendees will enjoy a sweet treat before (our favorite) lunch or after lunch in the expo hall. Close CEC 2016 in a delicious way—Show closes at 2pm, leave the attendees thinking about your company! **This sponsorship also includes a tumbler placed in your booth CEC's Prize Giveaway.** Attendees will drop tickets received in the registration pack into the tumbler. Winner must be present to win!

### Additional benefits:

- Dessert stations will feature your company logo along with the entrance unit to the expo and on CEC's website.
- CEC will send a dedicated email invitation to this event to promote attendance.

## WIFI Sponsor

Investment: \$5,000; multiple opportunities available

Provide attendees with web access in conference session rooms (exhibit hall access excluded). Sponsors logo will rotate on the opening splash page and will be viewed by attendees in meeting rooms and online (if they use the wifi in the convention center).

### Additional benefits:

- You will also receive a pre-show attendee MAILING list at no

additional charge so you can invite attendees to visit your booth during the conference.

- Your company banner ad promoting your sponsorship will run on the CEC website starting in March through April 2016.

## Official 2016 Registration Sponsor

Investment: \$5,000, two opportunities available

This is your chance to showcase your brand at a convention hot spot—everybody must register!

### Additional benefits:

- Your company logo will be prominently placed on registration counters, in registration confirmation emails, on the registration page of the website, and on the 2016 badge holders.
- Your company banner ad promoting your sponsorship will run on the CEC website starting in March through April 2016.





## Lanyard Sponsor

Investment: \$5,000, exclusive

This high profile sponsorship ensures maximum visibility. Every attendee will receive a lanyard with your company logo.

**Deadline: February 2, 2016**

### Additional benefits:

- Your company banner ad promoting your sponsorship will run on the CEC website starting in March through April 2016.

## Official 2016 Bag Sponsor

Investment: \$3,000, three opportunities available

Work your company name into the convention center on the CEC tote bag! **Deadline: February 2, 2016**

### Additional Benefits:

- Your company banner ad promoting your sponsorship will run on the CEC website starting in March through April 2016.

## Tote Bag Insert Sponsor

Investment: \$500 Exhibitors/  
\$1,500 Non-Exhibitors

Place a flyer in the convention tote bag that all convention attendees will receive. ***This opportunity is limited to 15 participants***, so act fast!



## Reach the Next Generation of Educators!

### Student Forum Bag Sponsor

Investment: \$1,000, exclusive

CEC's Student Forum will bring together 300 teachers-in-training and pre-service teachers. Make sure this next generation of educators remembers your company by donating bags with your company logo on them, as well as placing a flyer or small giveaway in the gift bags they will receive at the Forum. Sponsor will provide 300 branded bags, prior CEC approval required.

### Student Forum Gift Bag Insert Sponsor

Investment: \$300

CEC's Student Forum will bring together 300 teachers-in-training and pre-service teachers. Make sure this next generation of educators remembers your company by placing a flyer or small giveaway in the gift bags they will receive at the Forum. **Only 4 spots available!**

## Thought Leadership Opportunities

### Exhibitor Showcase Session

Investment: \$500 per session for exhibitors

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

*For more information or to become a sponsor, please contact Bradley Eubank at 703-995-2562 or [Bradley.Eubank@jspargo.com](mailto:Bradley.Eubank@jspargo.com)*

## Ready to sign up?

Or just looking for more information? Please contact:

Bradley Eubank  
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SPARGO, Inc.  
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[bradley.eubank@jspargo.com](mailto:bradley.eubank@jspargo.com)