



Annual Conference
Equity for Diverse Learners

January 30-31, 2020

Portsmouth, VA

Sponsor & Exhibitor Prospectus



2019 Raffle Winners

**VESA is one of the top attended conferences in Virginia
for educators of ELs.**

<https://www.vesava.org/conference>



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VESA Conference registration has increased over the past three years, with over 500 attendees at the 2019 VESA Conference.

Attendees include teachers, school and division administrators, college representatives and students, as well as VDOE staff.

Over 80 school divisions across Virginia sent staff to the 2019 VESA Conference.



2019 Conference Stats

- Over 120 presentation sessions
- Over 200 presenters
- 27 exhibitors, including 10 new to the VESA Conference



About the Virginia EL Supervisors' Association Conference

The Virginia EL Supervisors' Association (VESA) is an educational organization that promotes the academic achievement of English Learners (EL) in grades PK-12 from throughout the Commonwealth. Membership includes administrators, supervisors, and program coordinators.

VESA's main goals are to promote and support the teaching of ELs, enhance and support the learning opportunities of ELs, exchange ideas among members that support ELs in our schools and communities, recognize and publicize excellence in EL teaching and communities, advocate on behalf of ELs and their families, provide an annual conference for educators of ELs, and offer scholarships for post-secondary education to ELs.

The VESA conference has been held for over 30 years at various venues in Virginia, including Richmond, Williamsburg, and Portsmouth. In 2020, the annual VESA Conference will be returning to the beautiful Renaissance Portsmouth-Norfolk Waterfront Hotel for the third year.

VESA offers companies several ways to participate in the conference.

1. **Exhibitor booth** – vendors can purchase a booth to display their products to conference attendees. A booth purchase also includes a company logo in the printed program. Vendors also have the option of purchasing an advertisement in the printed program.
2. **Conference sponsorship** – vendors have the option of purchasing various levels of conference sponsorship that include a booth and an advertisement in the printed program.
3. **VESA Scholarship donations** – vendors have the option of donating to the VESA scholarship fund to support EL students in their secondary education.

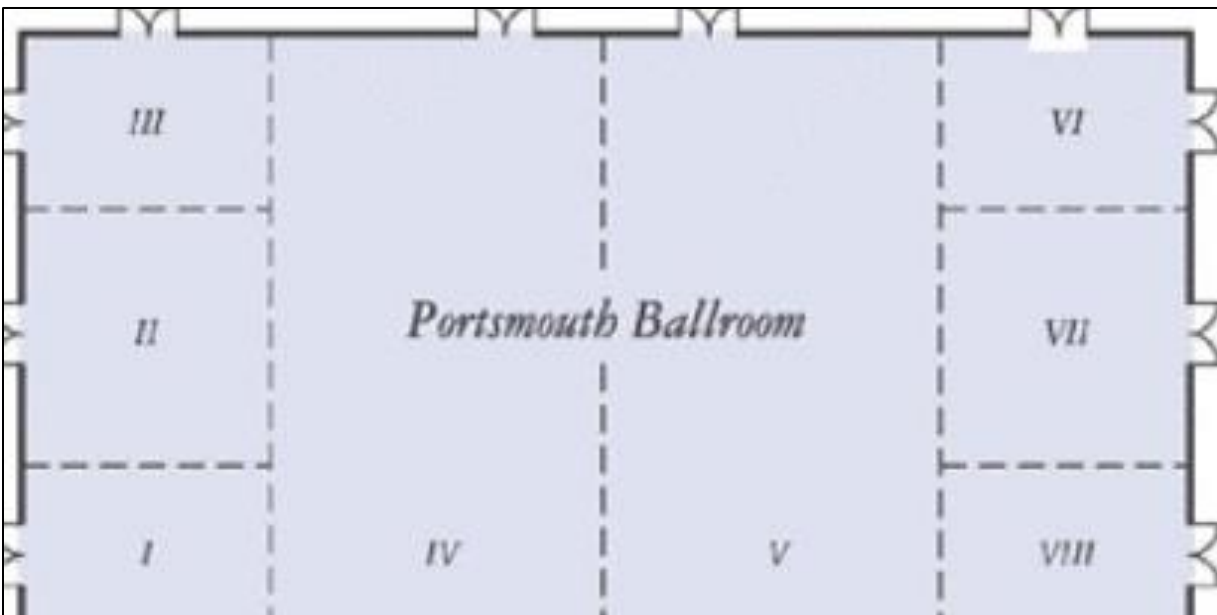
The Venue



R
RENAISSANCE[®]
PORTSMOUTH-NORFOLK
WATERFRONT HOTEL

The Exhibit Hall

Last year we showcased a new vendor layout at the VESA conference, vendors lined up along the perimeter of the main Portsmouth Ballroom. This offered vendors increased interaction with conference attendees. They were able to hear the Key Note speakers as well as communicate more easily with conference attendees during breakout sessions and meal breaks. Based on positive feedback from our vendors, we will continue this set up for the 2020 conference.





Booth Information

An exhibit booth at the 2020 VESA Annual Conference provides exhibitors with access to as many as 500 conference attendees in the highly visible Portsmouth Ballroom.

- VESA Exhibitor - \$350 per booth area
 - Non-profit and educational institutions reduced rate for booth - \$75. Does not include registration/meals.
- Each carpeted 8' x 10' booth area includes:
 - one draped 6' x 2' table
 - two chairs
 - booth ID sign
 - one electrical outlet
 - two conference registrations (includes meals and access to conference sessions)
 - waste basket
 - WiFi
- Thursday evening conference reception sponsored by VESA and participating companies
- Company logo in the conference program
- Exhibitors also have the option of purchasing an ad for the printed program
 - Quarter page ad – \$50
 - Half page ad – \$70
 - Full page ad – \$100



Sample logos from the 2019 Program



Sponsorship

In addition to purchasing booth space, companies also have the opportunity to reach out to attendees in other ways. Sponsors receive advertising in the printed program and on the VESA Conference website as well as additional sponsorship options listed below. All conference sponsors will have their company logos featured on the scrolling TV monitors throughout the conference.

- **Platinum sponsor** - \$2,500

Includes the gold package, your company listed on the *Thank You Platinum Sponsor* sign at the registration table, your company logo on the attendee name tag, listed as a sponsor of the evening reception, and one three-minute presentation either before the conference welcome or Key Note speakers.

- **Gold sponsor** - \$1,100

Includes the bronze package, plus a full page ad in the printed program, recognition via social media platforms – VESA Facebook page and the Twitter account, listed as a sponsor of the evening reception, your name and logo printed on 100 cocktail napkins at the evening reception, and opportunity to place company fliers on the tables during lunch on the 31st.

- **Silver Sponsor** - \$750

Includes all of bronze, plus half page ad in the printed program, recognition via social media platforms – VESA Facebook page and the VESA2020 Twitter account.

- **Bronze Sponsor** - \$500

Includes a booth, a quarter page ad in the printed program, on-line ad on the VESA website.

Additional conference passes may be purchased for a discounted price of \$75 each.



Exhibitor Contract

Please make checks payable to: **VESA**

Mail your **check and a copy** of this page with total amount due to:

Michael Tetreault, Botetourt County Public Schools,
143 Poor Farm Road, Fincastle, VA 24090

Company/Organization Name:	Contact Name and Title:
Address (include City, State and Zip):	Primary Number:
	Email Address:
	Exhibitor Email:
On-Site Representative Name Tags:	

I will provide a Door Prize(s) Item: _____

Specify Number	Item	Amount
Indicate number of booths desired	Booths: \$350 each	
Check your sponsorship level	Conference sponsor: <input type="checkbox"/> Platinum - \$2,500 <input type="checkbox"/> Gold - \$1,100 <input type="checkbox"/> Silver - \$750 <input type="checkbox"/> Bronze - \$500	
Include scholarship amount	Scholarship Donation: \$50+	
Advertisement purchase	<input type="checkbox"/> Full page - \$100 <input type="checkbox"/> Half page - \$70 <input type="checkbox"/> Quarter page - \$50	
Additional conference registrations	Number _____ x \$75	
TOTAL AMOUNT:		

By submitting this form you confirm that you have read the **Exhibitor Overview** (found below) and agree to the terms.

No refunds will be given due to cancellation of the conference, acts of nature, weather conditions, booth location or any unforeseen circumstances.

You may submit this form and Program Ad art electronically to:
vesaconferencecoordinator@gmail.com



Reminders

Please make the checks payable to: **VESA**

Mail your **check and a copy of the exhibitor contract page**
with total amount due to:

Michael Tetreault
Botetourt County Public Schools,
143 Poor Farm Road
Fincastle, VA 24090

Email **this form and Program Ad art** electronically to:

Megan Moore - Exhibitor Coordinator, 571-377-6073

vesaconferencecoordinator@gmail.com or mmoore@mcpsva.org

VESA Website

www.VESAva.org



Exhibitor Overview

Exhibit Schedule

January 29, 2020: Set up beginning after 3:00 PM
January 30, 2020: Exhibits open 10:00 AM - 6:00 PM
January 31, 2020: Exhibits open 8:00 AM - 3:00 PM

Exhibit Space Reservations: The deadline for exhibit space orders is **Friday January 4, 2020**.

Advertise in the Conference Program: Draw the attention of our 500+ attendees to your products and services.

Door Prizes: Back by popular demand, there will be door prizes raffled during the evening reception. Be sure to let us know if you will be participating by checking the box on the Exhibitor Contract.

Hotel Reservations: A block of rooms has been reserved for conference participants at a discounted rate. Other room categories are available; please contact the hotel directly for rates. It is the responsibility of exhibitors to make their own room reservations and travel arrangements. For reservations, please call the hotel directly at 1-888-839-1775 and mention that you will be attending the 2020 VESA - VA ESL conference to get the special room rate.

Contract Policy and Payment: Total amount must accompany exhibit order. If the exhibitor is forced to withdraw from participation prior to **Friday January 4, 2020**, we will issue a refund, less a service charge of \$125.

No refunds will be given due to cancellation of the conference, acts of nature, weather conditions, booth location or any unforeseen circumstances.

Hotel's Responsibility Clause: The exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of the exhibitor's activities on the hotel premises and will indemnify, defend and hold harmless the hotel, its agents, and employees from any and all such losses, damages and claims.

Exhibits must be designed and erected in such a manner as to avoid blocking the view of adjacent exhibits. All demonstrations or other sales activities in the exhibit area must be confined to the limits of an exhibitor's own tables. Exhibits that include the operation of audiovisual equipment may not operate in a manner that will disturb other exhibitors or meeting sessions.