



NCCEP/GEAR UP **in NYC** Capacity-Building Workshop 2012

Join Us in the Big Apple! • Hilton New York • Feb. 12–15, 2012



The National Council for Community and Education Partnerships (NCCEP) offers a full range of sponsorship opportunities at the 2012 NCCEP/GEAR UP Capacity-Building Workshop to be held in New York City on February 12–15, 2012.

SPONSORSHIP AND EXHIBITOR PROSPECTUS

NCCEP offers you the opportunity to showcase your organization's products and services before more than 800 GEAR UP college access professionals at the NCCEP/GEAR UP Capacity-Building Workshop in New York City, February 12–15, 2012. Attendees are on the lookout for partnering opportunities as well as cutting edge technologies in the areas of assessment, program data collection, reporting and evaluation, instructional technologies, and program management services in the areas of education planning, career planning, workforce development, and other services. NCCEP offers value-add opportunities including logo placement on select marketing pieces, advertising, electronic and print signage, website promotion and more.

NCCEP offers two ways to maximize your exposure to the GEAR UP community — sponsorships and exhibiting. We invite you to choose one or both options as you consider the best way to reach GEAR UP programs with your branding and product messages. We can also work with your business to create a custom package to showcase your company to attendees.

OPTION ONE: BECOME A SPONSOR!

NCCEP has a limited number of Capacity-Building sponsorships available to help you meet your marketing and brand awareness goals before the GEAR UP community. With each of the sponsorships outlined below, you receive the following exposure:

- Your hyperlinked logo showcased on NCCEP's Capacity-Building Workshop website;
- Your company's logo included on "conference sponsors" screen in ballroom;
- Your company's name highlighted as a sponsor in the Workshop notebooks; and
- Other benefits that may be unique to the sponsor opportunity and outlined below.

General Conference Sponsorships

■ Premier Conference Sponsor: \$10,000

Your company will be recognized prominently at one of the general sessions, with your logo looping on the ballroom screen for all attendees to see. You will also have an opportunity for a company representative to introduce a key speaker or subject matter. At this level, your company's full page ad will become the back cover of every workshop binder at the conference.

■ **Badge Lanyards: \$3,000**

Make a statement with your company name at the forefront of everyone's mind by sponsoring the official Workshop badge lanyard.

■ **ID Wristbands: \$2,000**

Combine your company name with the GEAR UP name on the popular rubber wristbands that have become a staple giveaway of the GEAR UP conferences.

Event Sponsorships

■ **Opening Reception: \$5,000**

Make a first and lasting impression on attendees while your company hosts the opening reception. Prominent signage and recognition from the podium by a welcome speaker will provide further branding opportunity. Your company name will be included as the opening reception sponsor on our "At-A-Glance" Workshop agenda.

■ **Networking Lunches (2): \$3,500 each**

During the 1.25 hour lunch buffet, your logo will loop on the ballroom screen for all attendees to see. Your company name will be included as the lunch sponsor on our "At-A-Glance" Workshop agenda, and your company will be recognized publicly during the afternoon general session. You are also invited to place table tents at all the luncheon tables.

■ **Morning Breakfasts (2): \$2,500 each**

During the 1.5 hour buffet breakfast, your logo will loop on the ballroom screen for all attendees to see. Your company name will be included as the breakfast sponsor on our "At-A-Glance" Workshop agenda, and your company will be recognized publicly during the morning general session. You are also invited to place table tents at all the breakfast tables.

■ **Networking Break (4): \$1,500**

While attendees take a well-deserved break from learning, your company name and logo is featured on table top signs at the beverage stations, as well as one 2' x 3' sign in a prominent location. Your company name will be included as the break sponsor on our "At-A-Glance" Workshop agenda.

OPTION TWO: BECOME AN EXHIBITOR!

Exhibiting at the NCCEP/GEAR UP Capacity-Building Workshop is a great way for you to talk directly with GEAR UP attendees about your product and services. This year's Capacity-Building Workshop offers an informal setting for sharing your product information, with tabletop space available on a first-come, first-served basis to a limited number of exhibitors. All displays will be in a public, high-traffic area.

Exhibit Fee: \$500

Dates of Exhibit: Sunday 5:00–7:00 pm • Monday & Tuesday 7:30 am–5:00 pm

Exhibit Fee Covers:

- One (1) workshop registration (additional registrations may be purchased using the workshop online registration www.edpartnerships.org prior to the start of the workshop);
- One tabletop display: each table will be 6' x 30" and will be skirted;
- Two chairs;
- A sign displaying your company's name;
- One time e-mail use of the list of pre-registered conference attendees as of January 15, 2012; and
- A listing in the "Resource Directory" section of the workshop materials including your organization's name and contact information.

Rules of Exhibiting

- Items to be displayed or demonstrated must fit on the tabletop provided.
- No solicitations, interviews and/or distribution of literature can be done outside the confines of the exhibitor's individual tabletop area.
- Hanging banners, signage, or three-dimensional objects will not be permitted.
- Audio presentations of speech or music are prohibited.
- Nothing shall be posted on, or tacked, nailed or screwed or otherwise attached to columns, walls, floors, or other parts of the building, furniture.

Insurance and Liability

Insurance, if desired by tabletop exhibitors, must be obtained at their own cost and expense. NCCEP and their agents and employees assume no risk, and by the acceptance of this agreement the Exhibitor expressly releases them of and from any and all liability for any damage, injury or loss to any person or goods, from any cause whatsoever. All property shipped to and from the hotel by the exhibitor for display is the sole responsibility of the exhibitor. It is recommended that exhibitors obtain adequate insurance coverage, at their own expense, for property loss or damage and liability for personal injury

Shipping Information

- Packages should be shipped in order to arrive on Thursday, February 9.
- We suggest you use a carrier that can track your shipments. NCCEP is not responsible for delivery or tracking of shipments.

Boxes should be labeled as follows: HOLD FOR NCCEP EXHIBITS 2-12-2012
<First/Last Name of Exhibitor, Company Name>

Additional Information

If you have any questions about sponsorship/exhibiting at the 2012 Capacity-Building Workshop, please contact Amy Sheldon at Amy_Sheldon@edpartnerships.org.

Welcome to the Hilton New York!

Hotel Reservations

We have made arrangements for discounted hotel rooms at the meeting hotel. Reserve your room today! Click on the following link:

[**Hilton New York – Gear Up – Capacity-Building Workshop 2012**](#)

Hilton New York
1335 Avenue of the Americas
New York, NY 10019
1-212-586-7000 (tel) • 212-315-1374 (fax)
Check-in: 3:00 pm
Check-out: Noon

Hotel Rates:

Single Occupancy — \$235.00 per night, plus tax
Double Occupancy — \$245.00 per night, plus tax

Room Block Code:

GEAR UP – Capacity-Building Workshop 2012





NCCEP/GEAR UP *in* NYC City Capacity-Building Workshop 2012

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2 EASY WAYS TO REGISTER: **MAIL** — NCCEP • 1400 20th Street, NW • Suite G-1 • Washington, DC 20036
FAX — 202/530-0809

Please read this form completely and type or print all information clearly.
The information for your workshop badge will be taken directly from this form.

SPONSOR/EXHIBITOR CONTACT INFORMATION

Primary Sponsor/Exhibitor Contact: _____

Title: _____

Company: _____

Mailing Address: _____

City: _____

Phone: _____ Fax: _____

Fax: _____

E-mail Address: _____

PAYMENT INFORMATION

Sponsorship (indicate choice: _____) \$ _____

Exhibitor (\$500) \$ _____

Total Payment \$ _____

Check payable to NCCEP (Federal ID #31-1669930) in U.S. Funds.

Mail to: NCCEP

1400 20th Street, NW • Suite G-1

Washington, DC 20036

Attn: Amy Sheldon

Credit card: ___ MasterCard ___ Visa

Credit card number: _____

Exp. Date (required): _____

Name as it appears on card: _____

Signature: _____

Card holder's name & address (if different than registrant): _____

Billing address: _____

City: _____ State: _____ Zip: _____

Your registration must be accompanied by payment in order to be processed.