



## Cultivating Student Success

*Promotional Opportunities for  
Sponsors, Exhibitors and Advertisers*

**National Council for Community  
and Education Partnerships  
Annual Conference 2004**

Washington, DC  July 25–28, 2004



A NATIONAL MEETING OF GEAR UP PRACTITIONERS, BUSINESS AND COMMUNITY PARTNERS

NCCEP ANNUAL CONFERENCE 2004  
*Cultivating Student Success*

**Greetings on behalf of the National Council for Community and Education Partnerships (NCCEP)!**

The purpose of this letter is to invite you to join us at the **NCCEP Annual Conference in Washington, DC, July 25–28, 2004**. This national conference of GEAR UP practitioners is jointly coordinated by the U.S. Department of Education and the National Council for Community and Education Partnerships. An estimated 2,000 K–16 educators, students, administrators, business and foundation leaders, policy makers, and others who wish to learn more about creating and sustaining collaboratives that can spur system(s) change in education will be attending.

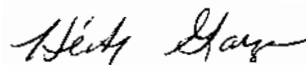
More than 2,000 organizations in 47 states, the District of Columbia, Guam, Micronesia, and Puerto Rico currently participate in GEAR UP partnerships. These include nearly 600 colleges and universities as well as community-based organizations, foundations, corporations, libraries, professional associations, and local chambers of commerce. GEAR UP programs currently serve 1.2 million low-income students nationwide.

**The NCCEP Annual Conference provides a unique opportunity for you to reach a large, diverse audience of educational leaders and decision-makers from around the country.** Throughout this conference, you will have a number of opportunities to meet with faculty and administrators from schools, colleges, and universities; members of community-based organizations; state and local education agency staff; business, industry, association professionals; and personnel from various philanthropic organizations. Events held in the Exhibit Hall during premier hours will attract participants and speakers to your exhibits, and the program schedule provides dedicated times for conference participants to visit the exhibit hall. In addition to setting up booths in the exhibit hall, you also can advertise in the conference program and/or co-sponsor a major program event. This year, NCCEP is launching a **Product Demonstration and Field Testing Clinic Initiative**. We will invite corporate partners and corporate conference sponsors to help us launch this new event. The clinics will provide corporations and non-profit organizations a venue to demonstrate their products/services and receive input from GEAR UP practitioners. These clinics will help NCCEP determine the utility and benefits of the products to our goal of improving student achievement.

Participants in the NCCEP Annual Conference come to get ideas and to access materials, products, and services they can use in their federally-funded programs. But they need to become familiar with you and your products in order to take advantage of what you have to offer. **By co-sponsoring an event or setting up an exhibit booth, you build the foundation for a long-term relationship with the ever-growing GEAR UP community and with NCCEP, the organization that represents GEAR UP in Washington, DC.**

Please review the enclosed *Promotional Opportunities for Sponsors, Exhibitors and Advertisers* and then contact me or my staff to discuss ways you can support the conference, maximize opportunities to showcase your program and services, and network with education leaders from around the country. We look forward to working with you to help low-income children and their families pursue their hopes of preparing for and achieving a college education. Also, please feel free to contact Ms. Susan Shimko at (202) 530-1135 for more information and/or to make arrangements for joining us at our conference.

Sincerely,



Hector Garza, *President*  
NCCEP

## ABOUT THE NATIONAL COUNCIL FOR COMMUNITY AND EDUCATION PARTNERSHIPS

The mission of the National Council for Community and Education Partnerships (NCCEP) is to develop and strengthen broad-based partnerships throughout the education continuum, from early childhood through postsecondary education. By creating education/community partnerships, linking schools and communities, developing new initiatives, supporting proven programs, and using research findings to create successful frameworks for action, NCCEP aims to invigorate the principle of equal educational opportunity for all and in the process to help improve K–16 education in the United States.



Specifically, NCCEP seeks to expand access and opportunity in higher education for low-income students and their families and to ensure that anyone who wants to be the first in his or her family to attend college will have an equal chance to fulfill that dream. To accomplish this goal, NCCEP brings together colleges and universities with local K–12 schools, parent groups, business leaders, government agencies, foundations, corporations, and community-based organizations in collaborative efforts to improve education at all levels, to expand opportunities, and to assist students in becoming college eligible and academically successful in higher education.

## ABOUT THE CONFERENCE

This national convening of approximately 2,000 GEAR UP project directors and business and community partners is coordinated by the National Council for Community and Education Partnerships (NCCEP) and is planned in conjunction with the U.S. Department of Education. The purpose of this conference is to highlight the importance of K–16 education/community partnerships and the accomplishments of the Gaining Early Awareness and Readiness for Undergraduate Programs (GEAR UP). The conference also serves to facilitate the forging of new alliances among K–16 faculty; to foster learning about other federal and foundation-sponsored college awareness efforts as well as other academic and student support programs; and to promote the discovery of new ways to engage local communities, businesses, and professional associations in the work of GEAR UP partnerships. The conference is particularly relevant to education practitioners, business leaders, and policy makers who seek to learn more about creating and sustaining K–16 education collaboratives that can help improve public education and promote students' academic achievement.

## CONFERENCE TRACKS

The national meeting's seven conference tracks will make use of a variety of teaching and learning formats, including concurrent sessions, conference workshops, and strategy sessions. Individual sessions will focus on an array of topics related to the work of promoting student achievement and expanding low-income students' access to higher education. The seven tracks are:

1. GEAR UP Strategies that Focus on Academics and Student Achievement
2. Improving School Culture to Enhance Student Learning and Academic Outcomes
3. Increasing Parent, Family, and Community Engagement to Support Student Success
4. Aligning Business Involvement with GEAR UP Partnership Activities
5. Integrating Technology into the Teaching and Learning Functions
6. Improving Teacher and Staff Development
7. Promoting Student Leadership

# exhibit

## EXHIBITOR OPPORTUNITIES

Events held in the Exhibit Hall during premier hours will attract participants and speakers to your exhibit. This conference also provides dedicated times for conference participants to visit the exhibit hall. Exhibitors will have several exclusive opportunities to meet with faculty and administrators from schools, colleges, and universities; members of community-based organizations; parents; state and local education agency staff; business, industry, and association professionals; and personnel from various philanthropic organizations.

### EXHIBIT BOOTH (\$850)

- 10' x 10' booth (includes 6' table, 2 chairs, wastebasket, and a booth identification sign)  
*Note: Electricity, phone lines, and T-1 lines are available for an additional fee.*
- Two exhibitor registrations
- Organizational listing on the conference website
- Fifty (50)-word organizational profile, including contact information, included in the conference program

### EXHIBIT HALL DATE AND HOURS

#### Sunday, July 25, 2004

4:00 pm – 9:00 pm      Exhibitor Set-up

#### Monday, July 26, 2004

10:00 am – 5:00 pm      Exhibit Hall Open

6:30 pm – 8:00 pm      Exhibit Hall Open

#### Tuesday, July 27, 2004

8:00 am – 3:00 pm      Exhibit Hall Open

3:00 pm – 6:00 pm      Exhibitor Tear-down

### CONFERENCE SPONSORSHIP OPPORTUNITIES

# sponsor

#### **Increase your exposure at the National Council for Community and Education Partnerships Annual Conference by serving as a Conference Sponsor.**

Corporate and foundation sponsors play an important role in helping to sustain the GEAR UP movement. The support of education by business has become increasingly important and is not unnoticed by federal policy makers and administration officials.

Sponsors benefit from special signage at events, a listing in the conference program, special on-site recognition, a company profile on the NCCEP website, and special placement of promotional materials at meal functions, receptions, cultural activities, and awards programs. Supporters may participate through large or small financial contributions for several conference expenses or through in-kind support. By affixing your company logo to an item or by sponsoring an event, you will demonstrate your corporate support for GEAR UP and community/education partnerships while marketing your products and services. Sponsoring one of the listed events and/or promotional items at the conference is just one way you can highlight the work of your company. Recognizing that each company is unique and has its own preferences about how to support NCCEP and its conference program, we invite you to call us to discuss your involvement at the conference.



## SPONSORSHIP OPPORTUNITIES

Youth Leadership Programs	Conference Program
Student Performances	Conference Poster
College Scholarships for GEAR UP Students	Conference T-shirt
Opening Reception	Tote Bag
Cyber Cafe	Lanyard with Name Badge Holder
Conference Meals	108th Congressional Directory
The Best of GEAR UP Strategies Awards Program	GEAR UP Director's Photo Album/ Project Directory
Gallery Walk Reception	Event Transportation
Networking Refreshment Breaks	Entertainment
Capitol Hill Reception	Registration Booth

## CORPORATE-SPONSORED AWARDS AND RECOGNITION PROGRAMS

Awards and recognition programs are effective ways for companies to support and highlight the important work of local communities. They are also a positive way to communicate the business priorities and expertise of individual organizations. If your company seeks a venue in which to present recognition awards in the field of education, business, community engagement, or to highlight the work of locally elected members of Congress, consider the NCCEP/GEAR UP conference as the setting that will have the greatest impact. Evaluate your needs and talk to us about how you can become involved in paying tribute to an important social movement, professional sector, or community effort.

## STRATEGIC ALLIANCES

NCCEP is continually exploring corporate strategic alliances that are mutually beneficial to the education and private sectors. By aligning with a strong coalition of private-sector representatives who support and benefit from a healthy education system, we believe that we can have a tremendous impact on students and this nation as a whole, and that together we can assure a limitless future for our youth. Through these alliances we hope to:

- Promote the importance of business involvement in the education partnership movement on both the national and local levels;
- Provide a forum in which the corporate, education, and community sectors can gather and share information on the benefits of creating and sustaining K-16 education/community partnerships;
- Explore issues that affect minority and low-income children throughout the educational continuum as a pathway to obtaining a higher education; and
- Share with public policy officials and educators the corporate community's priorities regarding youth development and education.

For additional information, please contact Ranjit Sidhu, Vice President, NCCEP Corporate and Community Relations at (202) 530-1135 or by email at [ranjit\\_sidhu@edpartnerships.org](mailto:ranjit_sidhu@edpartnerships.org).

*support*



# NCCEP Annual Conference Exhibitor Advertiser, and Sponsor Application

NCCEP ANNUAL CONFERENCE 2004  
Washington Hilton and Towers Hotel  
Washington, DC • July 25–28, 2004



## COMPANY INFORMATION

Space confirmation, invoices, Exhibit Services Manual, and other information should be mailed to:

\_\_\_\_\_  
CONTACT NAME TITLE

\_\_\_\_\_  
COMPANY/AGENCY NAME

\_\_\_\_\_  
ADDRESS

\_\_\_\_\_  
CITY STATE ZIP+4

\_\_\_\_\_  
PHONE FAX

\_\_\_\_\_  
E-MAIL ADDRESS WEB SITE

## BOOTH SELECTION

Choice of space location (please refer to exhibit floor plan on back cover that lists all booth numbers).  
Full payment must accompany all contracts.

10' x 10' DRAPED BOOTH (\$850) 1st Choice \_\_\_\_\_ 2nd Choice \_\_\_\_\_ 3rd Choice \_\_\_\_\_

NCCEP will assign space according to the order in which applications are received and will make every effort to accommodate your first choice. No space assignment will be confirmed without payment.

In 25 or fewer words, please describe the products/services being displayed:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Please list the persons to be registered as exhibit staff. Booth exhibitors receive two exhibitor registrations. (Additional exhibitor registrations are available for \$150 per person.)

1) Name \_\_\_\_\_ 2) Name \_\_\_\_\_  
Title \_\_\_\_\_ Title \_\_\_\_\_  
E-mail \_\_\_\_\_ E-mail \_\_\_\_\_

### Authorization:

The Undersigned hereby authorizes the National Council for Community and Education Partnerships (NCCEP) to reserve exhibit space at the Washington Hilton and Towers Hotel, Washington, DC, for use by the above company/agency during the NCCEP Annual Conference, scheduled for July 25–28, 2004. The organization requesting an exhibit booth has noted the precise dates and times for setting up the exhibit. The undersigned hereby acknowledges receipt of and agrees to abide by the Exhibit Rules and Regulations and to all conditions under which exhibit space assignments shall be made, unless NCCEP is notified in writing by stated cancellation deadlines. The undersigned specifies that the products or services listed on this contract are those to be exhibited.

\_\_\_\_\_  
AUTHORIZED SIGNATURE DATE NAME (PRINT OR TYPE)

**PRODUCT DEMONSTRATION AND FIELD TESTING CLINIC** (For more information on Clinics, please click title.)

Yes! I would like to have my company's products and services considered for presentation/demonstration at the Product Demonstration and Field Testing Clinic. I will send a review copy and/or arrange for a product demonstration for NCCEP staff. *For additional information regarding the Product Demonstration and Field Testing Clinic, contact Susan Shimko at Susan\_Shimko@edpartnerships.org.*

**CONFERENCE PROGRAM ADVERTISEMENT**

Cover 4, Full-page, \$900       Full-page, \$600       Half-page, \$300



**Advertising Specifications**

All advertising is black and white and must be submitted camera-ready. Resolution must be at least 300 dpi. Advertisements will be accepted in the following electronic formats: eps, jpg, Adobe Illustrator file (versions 9 or 10), or Adobe Photoshop file (versions 6.5 or 7). PDF files will not be accepted. For additional information, contact Candy\_Rogers@edpartnerships.org.

**Terms and Conditions**

All ads must be prepaid; artwork and payment must be received by June 14, 2004. Ads that are not camera-ready will be returned. All advertisements are subject to approval by NCCEP on the basis of content, format, and date of receipt. Advertisers must complete this Application Agreement, which, when accepted by NCCEP, becomes a contract. All advertisements are subject to review by NCCEP before the contract is finalized. Any copy deemed unsuitable by NCCEP will be returned, whether or not a contract is in effect.

**TOTAL PAYMENT: \$ \_\_\_\_\_**

**Make check payable to: NCCEP (Federal ID# 31-1669930)**

No cancellation of this agreement will be accepted or any refund made after June 14, 2004. This application becomes valid only after being signed by a representative of NCCEP and after confirmation of space has been issued and receipt of deposit acknowledged by NCCEP. NCCEP reserves the right to reject any application.

**Address all communications regarding sponsorship, exhibits and advertising to:**

Susan Shimko, Associate Director, Conference and Training Programs  
National Council for Community and Education Partnerships  
1400 20th Street, NW • Suite G-1 • Washington, DC 20036  
Telephone: (202) 530-1135 • Fax: (202) 530-0809  
Susan\_Shimko@edpartnerships.org

**Make checks payable to NCCEP (Federal ID# 31-1669930)**

**Submit completed form and payment to:**

**NCCEP Annual Conference**

**Attn: Susan Shimko, Associate Director, Conference and Training Programs  
1400 20th Street, NW • Suite G1 • Washington, DC 20036**

*(Please keep a copy of this form for your records.)*

**FOR NCCEP USE ONLY**

Space Assigned: \_\_\_\_\_ Approved by: \_\_\_\_\_ Payment Received: \_\_\_\_\_

Check #: \_\_\_\_\_ Balance Due: \_\_\_\_\_



# National Council for Community and Education Partnerships Annual Conference 2004

Washington Hilton and Towers Hotel  
Washington, DC • July 25–28, 2004



## Washington Hilton and Towers Floor Plan 58 – 10'x10' Booths

