



Sponsor/Exhibitor
PROSPECTUS

13th Annual
Georgia Charter Schools Conference
Marriott Century Center, Atlanta
February 3 – 5, 2016

▪ **For More Information
Contact**

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About Georgia Charter Schools

1993

Year in which Georgia's charter school laws were enacted

117

Number of start-up and conversion charter schools

80,500

Number of Georgia charter school students in start-up and conversion charter schools

9,100

Number of Georgia charter school students on waiting lists for a spot in a start-up charter school

14

Percent of students in APS in start-up charter schools

15

Number of charter schools authorized by the State Charter Schools Commission

The Charter Schools Movement

Charter Schools stand at the center of our nation's growing effort to reform and improve public schools and provide wider options to every family. Like the traditional neighborhood school, charters are public and are open to all students regardless of wealth, gender, race, or religion. Unlike traditional public schools, charters can waive many burdensome rules and regulations, so teachers, principals, parents, and students can focus on learning. In exchange for this freedom, charters sign a contract, promising to achieve specific academic goals for their students. Most importantly, charters are held accountable for their results. Approximately 3 million students now attend over 6,700 charter schools in 42 states and the District of Columbia.

About Georgia Charter Schools Association

The Georgia Charter Schools Association (GCSA) is the non-profit membership organization for Georgia's charter school operators and petitioners. The mission of GCSA is to improve student achievement and promote educational choice by serving and advancing Georgia's charter school sector.

This involves:

- Supporting legislation to strengthen charter schools in Georgia
- Advancing public awareness of charter schools and their missions
- Increasing public awareness that charter schools are public schools
- Communicating charter school needs to state and local officials
- Facilitating opportunities for networking and collaboration among charter schools in Georgia and with other charter schools throughout the country
- Developing and implementing programs and services to effectively meet the needs of all of Georgia's charter schools in order to help those schools attain high levels of student achievement, accountability, and success

Sponsorship Opportunities

Gain greater visibility and demonstrate your support for Georgia charter schools by becoming a sponsor of the 2016 Georgia Charter Schools Conference.

Sponsorship Opportunities

Choose from one of the sponsorship opportunities below or suggest something new/unique. Your organization's sponsorship can be customized by Dana McNally who may be reached at dmcnally@gacharters.org.

Sponsorship Level	Amount
Diamond Sponsor (2)	\$10,000
Gold Sponsor (2)	\$7,500
Scholarship Sponsor (2)	\$5,000
Lunch Sponsor (2)	\$5,000
Keynote Speaker Sponsor (2)	\$4,000
Welcome Reception Sponsor (2)	\$4,000
Lanyard Sponsor (1)	\$3,500
Leader of the Year Award Sponsor (1)	\$3,000
Teacher of the Year Award Sponsor (1)	\$3,000
Program Guide Printing Sponsor (1)	\$3,000
Conference Wi-Fi Sponsor (1)	\$2,500
Coffee Break Sponsor (2)	\$2,000
Online Registration Sponsor (1)	\$1,500

In-Kind Sponsorships

Various in-kind sponsorships are also available – only to offset costs that would otherwise be incurred by the conference – e.g. projectors, tote bags, badge holders, posters, printing.

Exhibitors

Exhibitors

Early Bird Through 11/15/14	Regular After 11/16 – 01/15/15	At The Door 01/16/15-door
\$750	\$850	\$1,000

Sponsorship Opportunities and Benefits

DIAMOND SPONSOR (\$10,000) (1 Sold, 1 Available)

- Two six foot draped tables in prominent area of exhibitor hall
 - Full-page complimentary ad in conference program
 - Pre and Post registration lists
 - Logo on the home page of the conference web site with company profile and link to your website
 - Opportunity to introduce speakers
 - Verbal recognition at general sessions/key receptions
 - One flyer inserted into attendee tote bags
 - Logo on cover of the event program guide if time permits
 - Highlighted company profile in alphabetical organization descriptions section of the event program guide
 - One breakout session on a topic to be approved by GCSA (if submitted by October 15th)
 - Six full conference badges
-

GOLD SPONSOR (\$7,500) 2 Available

- Six foot draped table in prominent area of exhibitor hall
 - Full-page complimentary ad in conference program
 - Pre and Post registration lists
 - Logo on the home page of the conference web site with company profile and link to your website
 - Opportunity to introduce speakers
 - Verbal recognition at general sessions/key receptions
 - One flyer inserted into attendee tote bags
 - Highlighted company profile in alphabetical organization descriptions section of the event program guide
 - Five full conference badges
-

SCHOLARSHIP SPONSOR (\$5,000) :: SOLD OUT

- Six foot draped table in prominent area of exhibitor hall
 - Full-page complimentary ad in conference program
 - Pre and Post registration lists
 - Logo on the home page of the conference web site with company profile and link to your website
 - Logo recognition on general conference signage
 - Opportunity to introduce speakers
 - Verbal recognition at general sessions/key receptions
 - One flyer inserted into attendee tote bags
 - Highlighted company profile in alphabetical organization descriptions section of the event program guide
 - Three full conference badges
-

LUNCH SPONSOR (\$5,000) (1 Sold, 1 Available)

- Six foot draped table in prominent area of exhibitor hall
- Full-page complimentary ad in conference program
- Pre and Post registration lists
- Logo on the home page of the conference web site with company profile and link to your website
- Logo recognition on general conference signage
- Opportunity to introduce speakers
- Verbal recognition at general sessions/key receptions
- One flyer inserted into attendee tote bags
- Highlighted company profile in alphabetical organization descriptions section of the event program guide
- Three full conference badges

KEYNOTE SPEAKER SPONSOR (\$4,000) (1 Sold, 1 Available)

- Six foot draped table in prominent area of exhibitor hall
- Half-page complimentary ad in conference program
- Pre and Post registration lists
- Logo on the home page of the conference web site with company profile and link to your website
- Logo recognition on general conference signage
- Opportunity to introduce speakers
- Verbal recognition at general sessions/key receptions
- One flyer inserted into attendee tote bags
- Highlighted company profile in alphabetical organization descriptions section of the event program guide
- Three full conference badges

WELCOME RECEPTION SPONSOR (\$4,000) 2 Available

- Six foot draped table in prominent area of exhibitor hall
- Half-page complimentary ad in conference program
- Pre and Post registration lists
- Logo on the home page of the conference web site with company profile and link to your website
- Logo recognition on general conference signage
- Opportunity to welcome guests to reception
- Verbal recognition at general sessions/key receptions
- One flyer inserted into attendee tote bags
- Highlighted company profile in alphabetical organization descriptions section of the event program guide
- Three full conference badges

LANYARD SPONSOR (\$3,500) :: SOLD OUT

- Six foot draped table in prominent area of exhibitor hall
- Half-page complimentary ad in conference program
- Pre and Post registration lists
- Logo on the home page of the conference web site with company profile and link to your website
- Logo recognition on general conference signage
- Verbal recognition at general sessions/key receptions
- One flyer inserted into attendee tote bags
- Highlighted company profile in alphabetical organization descriptions section of the event program guide
- Two full conference badges

SHOOT FOR THE MOON, LEADER OF THE YEAR AWARD SPONSOR (\$3,000) :: SOLD OUT

- Six foot draped table in prominent area of exhibitor hall
 - Quarter-page complimentary ad in the conference event program
 - Pre and Post registration lists
 - Logo in sponsor area on the conference web site with company profile and link to your web site
 - Logo recognition on general conference signage
 - Opportunity to introduce one award winner
 - Logo on sponsor page of the event program guide
 - Highlighted company profile in alphabetical organization descriptions section of the event program guide
 - Two full conference badges
-

REACH FOR THE STARS, TEACHER OF THE YEAR AWARD SPONSOR (\$3,000) :: SOLD OUT

- Six foot draped table in prominent area of exhibitor hall
 - Quarter-page complimentary ad in the conference event program
 - Pre and Post registration lists
 - Logo in sponsor area on the conference web site with company profile and link to your web site
 - Logo recognition on general conference signage
 - Opportunity to introduce one award winner
 - Logo on sponsor page of the event program guide
 - Highlighted company profile in alphabetical organization descriptions section of the event program guide
 - Two full conference badges
-

CONFERENCE WiFi SPONSOR (\$2,500) :: SOLD OUT

- Six foot draped table in prominent area of exhibitor hall
 - Half-page complimentary ad in conference program
 - Pre and Post registration lists
 - Logo on the home page of the conference web site with company profile and link to your website
 - Logo recognition on general conference signage
 - Verbal recognition at general sessions/key receptions
 - One flyer inserted into attendee tote bags
 - Highlighted company profile in alphabetical organization descriptions section of the event program guide
 - Three full conference badges
-

PROGRAM GUIDE SPONSOR (\$3,000) :: SOLD OUT

- Six foot draped table in prominent area of exhibitor hall
 - Quarter-page complimentary ad in the conference event program
 - Pre and Post registration lists
 - Logo in sponsor area on the conference web site with company profile and link to your web site
 - Logo recognition on general conference signage
 - Logo on sponsor page of the event program guide
 - Highlighted company profile in alphabetical organization descriptions section of the event program guide
 - Two full conference badges
-

COFFEE BREAK SPONSOR (\$2,000) :: SOLD OUT

- Six foot draped table in prominent area of exhibitor hall
 - Pre and Post registration lists
 - Logo in sponsor area on the conference web site with company profile and link to your web site
 - Logo recognition on general conference signage
 - Logo on sponsor page of the event program guide
 - Highlighted company profile in alphabetical organization descriptions section of the event program guide
 - Two full conference badges
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ONLINE REGISTRATION SPONSOR (\$1,500):: SOLD OUT

- Six foot draped table in prominent area of exhibitor hall
 - Pre and Post registration lists
 - Logo in sponsor area on the conference web site with company profile and link to your web site
 - Logo recognition on general conference signage
 - Logo on sponsor page of the event program guide
 - Highlighted company profile in alphabetical organization descriptions section of the event program guide
 - Two full conference badges
-

EXHIBITOR REGISTRATION (\$750, \$850, \$1,000) (21 Sold, 19 Available)

- Six foot draped table in exhibitor hall
- 50-word alphabetical listing in conference program
- 50-word alphabetical listing on conference website
- Company listings by product or service category in program
- One complimentary full conference badge per exhibit table purchase

Electricity is available for purchase. Details will be forwarded.

Optional Exhibitor Opportunities

Conference Program Guide Advertisements

All ads are color unless otherwise specified. Final ad copy due by November 1, 2015. Ad specs and submission instructions provided upon payment.

Size	Exhibitor Rate	Non-Exhibitor Rate
Full Page	\$ 500	\$ 650
½ Page	\$ 250	\$ 400
¼ Page	\$ 125	\$ 200
Inside Front or Back Cover (color)	\$ 850	\$ 1,000
Back Outside Cover (color)	\$ 1,000	\$ 1,150

Flyers in Attendee Totebags

Provide one 8.5 x 11 flyer, to be distributed to all conference attendees at both conferences. No catalogs accepted.

- Exhibitor Rate - \$200
- Non-Exhibitor Rate - \$300

Must be submitted by January 15, 2016

Pre-Conference and Post Conference Registration List Mailing Labels

Conference pre-registration and post registration mailing lists are available for purchase for one time use each by exhibitors for \$200. Lists will be provided in electronic format. A sample of your proposed mailing may be required in advance. Only exhibitors are eligible to purchase attendee registration lists.

Exhibitor Registration

- Complete Page 8 and 9
- Email 500 character description for GCSA website and conference website to dmcnally@gacharters.org
- Email your company logo (JPEG) to dmcnally@gacharters.org
- Make your payment via check or credit card
- You will receive a vendor code from GCSA to be used to register your conference attendee(s)



Your advocate for better schools.

CONFERENCE REGISTRATION

1. SPONSOR INFORMATION

Primary Contact: _____ Title: _____
 Organization: _____
 Address: _____
 City: _____ State: _____ Zip: _____
 Daytime Phone: () _____ Website: _____
 Email: _____

2. SPONSORSHIP LEVELS

	School Leadership Conference
Diamond Sponsor (2)	\$10,000
Gold Sponsor (2)	\$7,500
Scholarship Sponsor (2)	\$5,000
Lunch Sponsor (2)	\$5,000
Keynote Speaker Sponsor (2)	\$4,000
Welcome Reception Sponsor (2)	\$4,000
Lanyard Sponsor (1)	\$3,500
Awards Recognition (2)	\$3,000
Program Guide Sponsor (1)	\$3,000
Conference WiFi Sponsor (1)	\$2,500
Coffee Break Sponsor (4)	\$2,000
Online Registration Sponsor (1)	\$1,500

3. SPONSORSHIP OPPORTUNITIES

Annual Conference Exhibitor \$750 and above (40) \$ _____
 • Additional Attendee \$100 \$ _____
 • Pre and Post Registration List \$200 \$ _____
 • Tote Bag Inserts See page 8 \$ _____
 Annual Conference Sponsor \$1,500 and Above \$ _____
 TOTAL \$ _____

4. METHOD OF PAYMENT

- **Make check payable to:** **Georgia Charter Schools Association**
 211 Perimeter Center Pkwy – Suite 1000, Atlanta, GA 30346
 Attn: Rena Youngblood
- **Email invoice to:** _____
- **Credit Card**
 Card No.: _____ Exp: ____/____
 Name on Card: _____
 Amount: _____
 Billing Address: _____
 City: _____ State: _____ Zip: _____
 Phone: () _____ E-mail: _____

5. AUTHORIZING SIGNATURE

Signed: _____ Date: _____

6. WEBSITE LISTING

Please email a 50-word description of your company's services, and a company logo (JPEG) to Dana McNally at dmcnally@gacharters.org with a subject line of "Vendor Guide Description".

For more information please contact Rena Youngblood at 404.835.8900 or dmcnally@gacharters.org.

Georgia Charter Schools Association reserves the right to dismiss a vendor from the guide, with payment prorated, if we find the vendor is no longer serving the interests of Georgia's Charter School Community.

Please check up to 4 categories below for your organization's products or services category listings.

- | | |
|---|--|
| <input type="checkbox"/> Administrative Software & Products | <input type="checkbox"/> Facility Financing |
| <input type="checkbox"/> Architecture/Facilities Design & Construction Management | <input type="checkbox"/> Facilities and Maintenance |
| <input type="checkbox"/> Arts Organizations | <input type="checkbox"/> Fundraising Programs & Services |
| <input type="checkbox"/> At-Risk Student Services | <input type="checkbox"/> Furniture & Furnishings |
| <input type="checkbox"/> Audio-Visual Materials & Equipment | <input type="checkbox"/> Insurance & Retirement Benefits |
| <input type="checkbox"/> Audit, Tax and Other Financial Services | <input type="checkbox"/> Investment Banks |
| <input type="checkbox"/> Auditorium/Stadium Seating, Lockers, Signs & Scoreboards | <input type="checkbox"/> K-2 Reading Program |
| <input type="checkbox"/> Books, Magazines & Printed Materials | <input type="checkbox"/> Mobile Classrooms |
| <input type="checkbox"/> Building Maintenance & Grounds Equipment | <input type="checkbox"/> Office Supplies & Equipment Leasing |
| <input type="checkbox"/> Charter School Uniforms | <input type="checkbox"/> Partitions and Folding |
| <input type="checkbox"/> College & Universities | <input type="checkbox"/> Professional Teachers Organization |
| <input type="checkbox"/> Commercial General Contractors | <input type="checkbox"/> Science Equipment and supplies |
| <input type="checkbox"/> Computers & Electronic Equipment | <input type="checkbox"/> School Security & Student Safety |
| <input type="checkbox"/> Curriculum & Instructional Materials | <input type="checkbox"/> Staff/Professional Development |
| <input type="checkbox"/> Distance Education | <input type="checkbox"/> Student Records & Information Systems |
| <input type="checkbox"/> Education Policy & Advocacy | <input type="checkbox"/> Teaching Aids |
| <input type="checkbox"/> Educational Software | <input type="checkbox"/> Technology – Informational |
| <input type="checkbox"/> Energy Management & Engineering | <input type="checkbox"/> Technology – Instructional |
| | <input type="checkbox"/> Other: _____ |