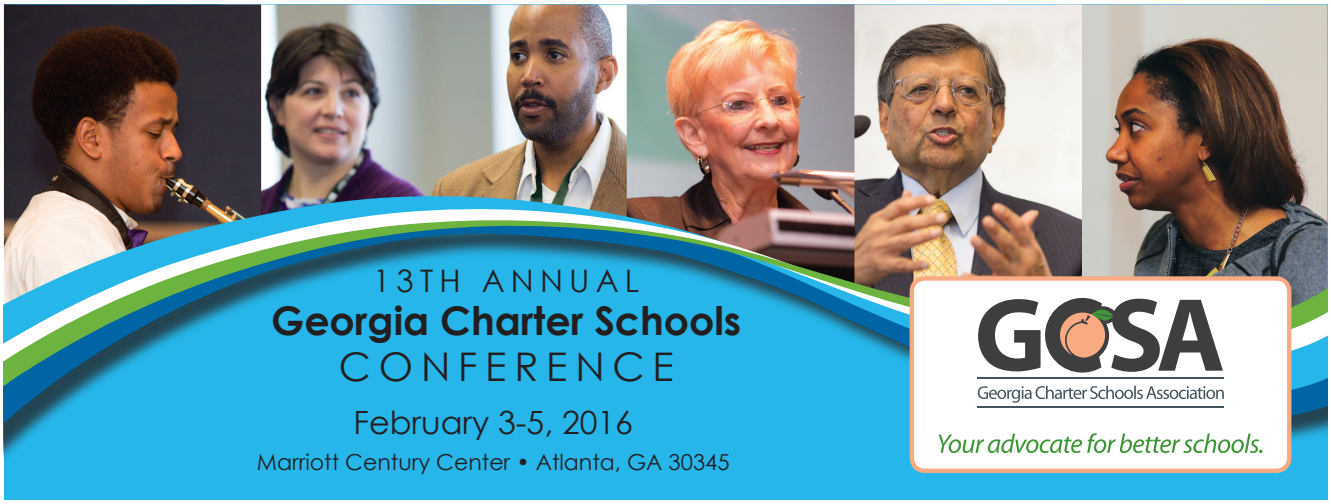

Sponsor/Exhibitor

PROSPECTUS

13th Annual

Georgia Charter Schools Conference

Marriott Century Center, Atlanta

February 3 – 5, 2016

For More Information Contact

Rena Youngblood
Director Membership & Member Services
ryoungblood@gacharters.org
404.835.8915

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 Rena Youngblood who may be reached at ryoungblood@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) 2 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) 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
- 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) 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
- 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) 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 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) 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
- 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) 1 Available

- 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) 1 Available

- 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) 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
- 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) 1 Available

- 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) 2 Available

- 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

ONLINE REGISTRATION SPONSOR ($1,500) 1 Available

- 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) 40 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 August 1, 2013. 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 50-word description for GCSA website and conference website to ryoungblood@gacharters.org
- Email your company logo (JPEG) to ryoungblood@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)

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 Rena Youngblood at ryoungblood@gacharters.org with a subject line of "Vendor Guide Description".

For more information please contact Rena Youngblood at 404.835.8915 or ryoungblood@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.

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