



Association *of* EDUCATIONAL THERAPISTS

March 22, 2010

Dear Colleague:

The Association of Educational Therapists is excited to host their 32nd Annual Conference at the Doubletree Hotel and Executive Center in Berkeley, CA, October 22-24, 2010. The Association of Educational Therapists (AET) is the national professional organization dedicated to defining the professional practice of educational therapy, setting standards for ethical practice, and promoting state-of-the-art service delivery through on-going professional development and training programs. Educational therapists and other professionals who assist individuals in overcoming learning disabilities and other challenges recognize the National Conference as the premiere event for their field.

We invite you to participate in this conference as a sponsor or exhibitor and share your products or services with this important community of professionals. Attendees have come to rely on this meeting for networking opportunities and a one-stop source for learning about new resources from companies in their field.

AET has two primary options for participating at the conference: A sponsorship or an exhibit. As a sponsor, you receive key visibility both before and during the conference in addition to the many other benefits that correspond to each sponsor level, including an ad in the conference's final program. Additional marketing opportunities offer your company great exposure at the meeting, such as the lanyard sponsorship and many others that are outlined in the enclosed Sponsor Benefits package,

If sponsorship is not a viable option for your company at this time, you are still welcome to exhibit and host a table in our exhibit hall, which offers key one-on-one time to interact with the conference attendees. As your partner for success, AET will help promote attendee activity in the exhibit hall by serving breakfasts and breaks in the hall. Enclosed, please find information for both sponsorship and exhibit opportunities. We encourage you to secure your sponsorship and exhibit space early as prime locations are reserved quickly.

It is our sincere hope that you will join us this October for the AET 32nd Annual Conference. Should you have any questions, please contact Kelly Honecker, kelly@aetonline.org, with regard to exhibits, or Jill Smith, jill@aetonline.org, with regard to sponsorship. Both may be reached at (310) 909-1490. Thank you for your time and consideration. I look forward to working with you!

Sincerely,

Marcie Habell Leisure, MA, ET/P
Program Co-Chair

Kate McNeil
Program Co-Chair



Association of EDUCATIONAL THERAPISTS

32nd Annual Conference

Gold Sponsor – \$5,000

- ❖ Prominent acknowledgment in all promotional meeting materials as a Gold Sponsor
- ❖ Two exhibitor tables with choice of exhibit placement (*important with limited space)
- ❖ Prominent logo placement at conference site as Gold Sponsor
- ❖ One full-page ad in the conference program book
- ❖ Acknowledgment or logo on Exhibit Passport
- ❖ Announcement of Gold sponsorship at Opening Session, breaks, and lunches
- ❖ Recognition as sponsor of the Welcome Reception
- ❖ Inclusion of company catalogues or literature in registration tote bags
- ❖ One free use of the registration mailing list
- ❖ Acknowledgment of conference support in *The Educational Therapist*, official journal of AET
- ❖ Recognition and hyperlink on the AET website from confirmation of sponsorship until May 1, 2011.
- ❖ Recognition in all press and media communications

Silver Sponsor - \$3,000

- ❖ Prominent acknowledgment in all promotional meeting materials as a Silver Sponsor
- ❖ One exhibitor table, with choice of placement (*important with limited space)
- ❖ Prominent logo placement at conference site as Silver Sponsor
- ❖ One full-page ad in the conference program book
- ❖ Announcement of Silver sponsorship during Opening Session, breaks, and lunches
- ❖ Inclusion of company catalogues or literature in registration tote bags
- ❖ Acknowledgment of conference support in *The Educational Therapist*, official journal of AET
- ❖ Recognition and hyperlink on the AET website from confirmation of sponsorship until May 1, 2011.

Bronze Sponsor - \$1,000

- ❖ Prominent acknowledgment in all promotional meeting materials as a Bronze Sponsor
- ❖ Prominent logo placement at conference site as Bronze Sponsor
- ❖ One half-page ad in the conference program book
- ❖ Announcement of Bronze sponsorship during Opening Session, breaks and lunches
- ❖ Inclusion of company catalogs or literature in registration tote bags
- ❖ Acknowledgment of conference support in *The Educational Therapist*, official journal of AET
- ❖ Recognition and hyperlink on the AET website from confirmation of sponsorship until May 1, 2011.

Other Visibility Opportunities

Keynote Speaker Sponsor - \$5,000

- ❖ Acknowledgment as the Keynote Speaker Sponsor in all promotional meeting materials
- ❖ Two exhibitor tables
- ❖ Recognition and signage at conference site as Keynote Speaker Sponsor
- ❖ One full-page, outside cover ad in the conference program book
- ❖ Announcement of sponsorship at Keynote Address
- ❖ Inclusion of company catalogues or literature in registration tote bags
- ❖ Acknowledgment of conference support in *The Educational Therapist*, official journal of AET
- ❖ Recognition and hyperlink on the AET website from confirmation of sponsorship until four months after completion of the Annual Conference

Notepads and Pens* - \$2,000

- ❖ Sole logo placement or booth number on all notepads and pens, which will be placed in meeting registration bags
- ❖ One exhibitor table
- ❖ Recognition at conference site as Notes and Pens Sponsor
- ❖ One half-page ad in the conference program book
- ❖ Inclusion of company catalogues or literature in registration tote bags
- ❖ Acknowledgment of conference support in *The Educational Therapist*, official journal of AET
- ❖ Recognition and hyperlink on the AET website from confirmation of sponsorship until May 1, 2011.

**Please note: Sponsor is responsible for supplying all logo items.*

Post-it Flag Dispenser* - \$2,000

- ❖ Sole logo placement on post it flag dispensers, which will be placed in meeting registration bags
- ❖ One exhibitor table
- ❖ Recognition at conference site as Post-it Flag Dispenser sponsor
- ❖ One half-page ad in the conference program book
- ❖ Inclusion of company catalogues or literature in registration tote bags
- ❖ Acknowledgment of conference support in *The Educational Therapist*, official journal of AET
- ❖ Recognition and hyperlink on the AET website from confirmation of sponsorship until May 1st, 2011.

**Please note: Sponsor is responsible for supplying all logo items.*

Lanyard Sponsor* - \$2,000

- ❖ One exhibitor table
- ❖ Recognition at conference site as Lanyard Sponsor
- ❖ One half-page ad in the conference program book
- ❖ Sole logo placement on lanyards
- ❖ Inclusion of company catalogues or literature in registration tote bags
- ❖ Acknowledgment of conference support in *The Educational Therapist*, official journal of AET
- ❖ Recognition and hyperlink on the AET website from confirmation of sponsorship until May 1st, 2011.

**Please note: Sponsor is responsible for supplying all logo items.*

Other Visibility Opportunities

Virtual Ads - \$800

Have your company logo or corporate message looped as a digital image played on a monitor in the general session room. These ads will play throughout the two-day conference on the main stage screen before all general session workshops, between break periods, and during breakfast each morning. Your company will be able to create a PowerPoint slide to represent your virtual ad.

In addition to the virtual ad, this fee includes a one half-page color ad in the conference program book.



Association of EDUCATIONAL THERAPISTS

2010 Annual Conference

Sponsor Confirmation

Friday, October 22 – Sunday, October 24, 2010
Doubletree Hotel, 200 Marina Boulevard, Berkeley, CA 94710

Name/Title _____

Company _____

Address _____

City, State, Zip _____

Phone _____ Fax _____

Email Address _____

Please indicate your support as follows:

_____ **Gold Sponsor (\$5,000)** _____ **Keynote Sponsor (\$5,000)**

_____ **Silver Sponsor (\$3,000)** _____ **Notepads and Pens (\$2,000)**

_____ **Bronze Sponsor (\$1,000)** _____ **Post-It Flag Dispenser (\$2,000)**

_____ **Virtual Ad (\$800)** _____ **Lanyard Sponsor (\$2,000)**

Total: \$ _____

_____ Check Enclosed (please make checks payable to Association of Educational Therapists)

_____ American Express _____ MasterCard _____ Visa

Card Number _____ Exp. Date _____

Name as it appears on card _____

Signature of cardholder _____

Association of Educational Therapists is a 501(c)(3) nonprofit corporation
Federal Tax I.D. # 95-3371119

**Please return your completed form to Jill Smith, Development Manager,
via fax 310-437-0585, email jill@aetonline.org or post to Association of Educational Therapists,
11300 West Olympic Blvd., Ste. #600, Los Angeles, CA 90064**