



3066 Zelda Road Box 215 ♦ Montgomery, Alabama 36106

January 2020

Dear Prospective ALET Sponsor,

Thank you for your interest in sponsoring ALET, Alabama's premier educational technology organization. We believe that collaboration between technology purveyors and EdTech leaders is key to the effective implementation of technology in schools. In short, we need information *from* you about new and improved products and we have information *for* you about trends in teaching, data needs, and school operations. Your sponsorship makes this exchange possible.

**ALET has nearly 500 members from across Alabama.  
These include district-level technology directors and their staff, key decision-makers and influencers.  
We are seeking sponsors who sell products and services that relate to the mission of ALET --  
Promoting the positive impact of technology in education.**

### 2020 Conferences

**Fall Symposium** - Perdido Beach Resort, Orange Beach, AL. Sept. 20-23, 2020. This event is our largest. Attendees include 300+ decision-makers. A full exhibit hall and two social mixers allow for extended time for collaboration between sponsors and attendees. Sponsors may also partner with ALET members if they wish to present case studies or other educational sessions. (Limit 2 sessions per vendor.)

**Winter Conference** - Renaissance Hotel, Montgomery, AL. February 25, 2020. Attended by 100+ technology directors. The focus of this event is state-level advocacy, i.e. better funding and supportive policies for EdTech. Over the years our members have developed excellent relationships with key lawmakers and are often called upon to discuss EdTech funding and objectives.

**Summer Conference** - ~~Spain Park High School, Hoover, AL. June 9, 2020.~~ Virtual June 22 - 26. The conference will include breakout sessions and dedicated *vendor-time*. Over 150+ decision-makers and their immediate staff are expected.

**Regional Conferences** - Sponsors who participate in any of the three major ALET events may also be invited by [Region Board members](#) to sponsor a regional event. Presentation opportunities at these events are determined by the Regional Board member on an event-by-event basis.

### Registering as an ALET Sponsor

Each January ALET posts an online form where interested vendors may register for each event at the level of their choice. Diamond and Platinum sponsors from the previous year have the first opportunity to continue at those levels or advance if there is an opening. Once all available sponsorships are filled, a waiting list is formed. Waiting list vendors who do not register in time for a booth space may be able to register as a virtual vendor or pay for Bag-Drop items.

## Sponsorship Levels

Sponsorship pricing and packages differ depending on the event. Please read the following guide carefully before selecting your sponsorship preferences. If you have any questions, please email [vendorrelationsvp@go-alet.org](mailto:vendorrelationsvp@go-alet.org) to reach Wayne Young, ALET Vice President for Vendor Relations. *Note that registrations by vendors with unpaid balances will not be honored until the account is brought up to date.*

### All-Event Packages

Diamond	Platinum
\$27,000	\$20,000
Up to 2 sponsors per year. Prior year Diamond sponsors in good standing have first choice to renew.	Up to 4 sponsors per year. Prior year Platinum sponsors in good standing have first choice to renew.
<b>Winter Conference - Montgomery</b>	
<ul style="list-style-type: none"> <li>● 2 booth spaces (see details below)</li> <li>● No meal tickets included</li> <li>● May use ALET hotel group pricing code</li> <li>● List of attendees/email addresses</li> </ul>	<ul style="list-style-type: none"> <li>● 2 booth spaces (see details below)</li> <li>● No meal tickets included</li> <li>● May use ALET hotel group pricing code</li> <li>● List of attendees/email addresses</li> </ul>
<b>Summer Conference - Hoover</b>	
<ul style="list-style-type: none"> <li>● 2 booth spaces (see details below)</li> <li>● No meal tickets included</li> <li>● May use ALET hotel group pricing code, if applicable</li> <li>● List of attendees/email addresses</li> </ul>	<ul style="list-style-type: none"> <li>● 2 booth spaces (see details below)</li> <li>● No meal tickets included</li> <li>● May use ALET hotel group pricing code, if applicable</li> <li>● List of attendees/email addresses</li> </ul>
<b>Fall Conference, Perdido Beach Resort</b>	
<b><i>New in 2020!</i></b>	<b><i>New in 2020!</i></b>
<ul style="list-style-type: none"> <li>● <b>1 Executive Level Suite for 3 nights (Sun-Tues) at Perdido Beach Resort*</b></li> <li>● <b>Wifi at booth space included</b></li> </ul>	<ul style="list-style-type: none"> <li>● <b>1 Courtyard Suite for 3 nights (Sun-Tues) at Perdido Beach Resort*</b></li> <li>● <b>Wifi at booth space included</b></li> </ul>
<ul style="list-style-type: none"> <li>● 4 booth spaces</li> <li>● 4 meal tickets for ballroom seating at each meal</li> <li>● 8 drink tickets to President's Reception</li> <li>● 4 tickets to Luau (Extra Luau Tickets \$100 each)</li> <li>● 10 minutes presentation time during breakfast or lunch to speak to the membership</li> <li>● Break Sponsorship</li> <li>● Company logo on inflatable Balloon at President's Reception and refreshment stands</li> <li>● Company name on conference materials, including T-shirt and app</li> <li>● Company promotional materials in attendee bags, if provided in advance by sponsor</li> <li>● List of attendees with email addresses</li> <li>● Company name on ALET website</li> <li>● No up-charge for additional company vendor or manufacturer representative in booth</li> </ul>	<ul style="list-style-type: none"> <li>● 2 booth spaces</li> <li>● 3 meal tickets for ballroom seating at each meal</li> <li>● 6 drink tickets to President's reception</li> <li>● 3 tickets to Luau (Extra Luau Tickets \$100 each)</li> <li>● 10 minutes presentation time during breakfast or lunch to speak to the membership</li> <li>● Break Sponsorship</li> <li>● Company logo on inflatable Balloon at President's Reception, refreshment stands</li> <li>● Company name on conference materials, including: T-Shirt and app</li> <li>● Company promotional materials in attendee bags, if provided in advance by sponsor</li> <li>● List of attendees with email addresses</li> <li>● Company name on ALET website</li> <li>● No up-charge for additional company vendor or manufacturer representative in booth</li> </ul>
<p>* Certain hotel rules apply to entertaining in suites, including food and beverage purchases from hotel  **Payment must be received by time of booth selection in order to get first choice</p>	

## Individual Event Packages

Winter and Summer Conferences	
Gold	Silver
\$2,500 per conference	\$750 per conference
<ul style="list-style-type: none"> <li>● Limited Number of Gold sponsors per event (Based on space)</li> <li>● 5 minute speaking time during lunch</li> <li>● 1 booth space</li> <li>● No meal tickets included</li> <li>● Use of ALET hotel group pricing, if applicable</li> <li>● Company name on ALET website</li> <li>● List of attendees/email addresses</li> </ul>	<ul style="list-style-type: none"> <li>● Number of sponsors depends on venue</li> <li>● No speaking time at lunch</li> <li>● 1 booth space</li> <li>● No meal tickets included</li> <li>● Use of ALET hotel group pricing, if applicable</li> <li>● Company name on ALET website</li> <li>● List of attendees/email addresses</li> </ul>

Fall Conference (Booth staff must be from the sponsoring company)		
Gold	Silver	Bronze
\$6,600	\$4,600	\$4,000
Approximately 10 sponsors per year, previous year's sponsors in good standing have first choice to renew.	Approximately 17 sponsors per year.	Approximately 40 sponsors per year.

### New in 2020!

<ul style="list-style-type: none"> <li>● <b>2 standard hotel rooms, for 3 nights (Sun-Tues)</b></li> <li>● <b>WiFi included at booth</b></li> </ul>	<ul style="list-style-type: none"> <li>● <b>1 standard hotel room, for 3 nights (Sun-Tues)</b></li> <li>● <b>Wifi included at booth</b></li> </ul>	<ul style="list-style-type: none"> <li>● <b>1 standard hotel room, for 3 nights (Sun-Tues)</b></li> <li>● <b>Wifi Included at booth</b></li> </ul>
<ul style="list-style-type: none"> <li>● 2 booth spaces</li> <li>● 2 meal tickets for ballroom seating at each meal</li> <li>● President's Reception entry</li> <li>● 2 Luau tickets*</li> <li>● Company name on ALET website and in conference app</li> <li>● Company promotional materials in attendee bags, if provided in advance by sponsor</li> <li>● List of attendees with email</li> <li>● Company name on website</li> </ul>	<ul style="list-style-type: none"> <li>● 1 booth space</li> <li>● 2 meal tickets for ballroom seating at each meal</li> <li>● President's Reception entry</li> <li>● 2 Luau tickets*</li> <li>● Company name on ALET website and in conference app</li> <li>● Company promotional materials in attendee bags, if provided in advance by sponsor</li> <li>● List of attendees with email</li> <li>● Company name on website</li> </ul>	<ul style="list-style-type: none"> <li>● 1 booth space</li> <li>● 1 meal ticket for ballroom seating at each meal</li> <li>● President's Reception entry</li> <li>● 1 Luau ticket*</li> <li>● Company name on ALET website and in conference app</li> <li>● Company promotional materials in attendee bags, if provided in advance by sponsor</li> <li>● List of attendees with email</li> <li>● Company name on website</li> </ul>

### Fall - Added Vendor in Booth

Once ALL booth spaces are filled, Gold thru Bronze sponsors may choose to pay an additional fee of \$500 per company to permit staff from other vendors to be in their booth. This fee will include 1 Luau ticket per added sponsor.

### Fall - Bag Drop Only

**All promotional materials must be mailed to the venue by the deadline set. Two bag-drop items per order.**

- \$150 for other educational non-profits and colleges
- \$500 for non-attending vendors

\*Extra Luau Tickets \$100 each and must be requested 1 week in advance of event and paid prior to event

## Fall Booth Selection

Fall Booth selection takes place in September. We know that location is important to you. Selection of booths is governed by this criteria:

1. Diamond level sponsors
2. Platinum level sponsors\*
3. Gold - in order of date registered\*
4. Silver - in order of date registered\*
5. Bronze - in order of date registered\*
6. Gold, Silver, Bronze - not yet paid, in order of registration

We do our best to make sure the space is as advertised. However, there are some spaces that may include some type of support structure for the building. This is beyond our control. \*Booth selection order will be offered to paid vendors first.

## Important Information and Add-Ons

- [All Events] Booth Size: Approximately 8'x10'. Includes: 1 table, 2 chairs, 1 tablecloth, 1 power outlet
- [All Events] Internet Access: Internet is provided as part of the Summer 2020 and Fall 2020 packages only. Wifi is not included in the fee for the Winter 2020 event.
- [All Events] Door Prizes: Sponsors are invited, but not required, to provide door prizes for our members.
- [Winter & Summer] Meal tickets, not included.
- [Fall] Hotel Rooms: Sponsors will be responsible for all expenses except for the 3-night lodging fee and tax.
- [Fall] Meal Tickets: These are issued to the Sponsor who registers based on sponsorship level. The registering sponsor is responsible for explaining this to those who will be working their booth and for distributing meal tickets to their staff. Our events are always full, so additional ballroom meal tickets cannot be purchased.
- [Fall] Extra Luau Tickets: These must be purchased and paid for 1 week prior to the event so that we have a good meal count. Each extra Luau ticket is \$100 and includes only 1 drink ticket.
- [Fall] Presentations: Sponsors may also partner with ALET members if they wish to present case studies or other educational sessions. Limit 2 sessions. The application to present must be submitted by the ALET member.
- [Fall] Upcharge for including employees of other companies in booth or event-related activities - \$500 per additional company represented. Only available once all available booth spaces are full. (Does not apply to Diamond or Platinum level Sponsors.)

## Sponsor Rules

1. Sponsors may only attend an event if they registered with ALET and their invoice is paid. Vendors who are not ALET sponsors for a particular event may not book a room at the hotel and entertain members.
2. Sponsors may not set up in any other location other than in their booth space.
3. Sponsors should be familiar with Alabama Ethics Law as they pertain to public employees and abide by them.
4. When sponsors booths are in the same room as attendee activities, sponsors are expected to be respectful of ongoing presenters and activities. Please take phone calls and visit with other vendors outside of the main room.
5. Only those individuals registered for the event by the paying Sponsor may participate in that Sponsor's booth space and in other event-related activities conducted by the Sponsor.

## Contact Information

We know from past experience that company personnel may change between the time a company registers and subsequent ALET events. IT IS THE RESPONSIBILITY OF THE SPONSOR TO KEEP US INFORMED ABOUT PERSONNEL CHANGES. We require to have a name, job title, email, and phone number that we can rely upon to contact each sponsor at all times. Failure of the sponsor to keep ALET informed about personnel changes may result in critical missed communications such as booth space selection, invoice reminders, added-vendor opportunities, etc. Any changes to Sponsor primary contact or billing contacts should be emailed to both [vendorrelationsvp@go-alet.org](mailto:vendorrelationsvp@go-alet.org) and [info@go-alet.org](mailto:info@go-alet.org).

## Payment Due Dates

Diamond and Platinum annual sponsors must pay the full amount due prior to the summer conference. All other sponsors are expected to pay according to the following schedule:

Winter Conference - Gold & Silver	Feb 8, 2020
Summer Conference - Gold & Silver and Diamond, Platinum	<b>June 12, 2020*</b>
Fall Conference - Gold - Bronze	July 20, 2020

\*corrected

Failure to pay by the deadline may be interpreted as a cancellation. Invoice reminders will be sent out monthly via email until the invoice is paid. These may come from an Intuit/Quickbooks email server and vendors should make sure these do not end up in spam or junk inboxes.

## Payment Methods and Processing Fees

Sponsors may pay by check or bank transfer with no additional fee. Upon request, sponsors may pay by credit card, but a 2.9% upcharge will be added to the invoice. Sponsors who wish to split payments between themselves and others participating in the booth space must notify ALET in advance and will be charged an additional \$25 per invoice issued..

## Cancellation Policy, Refunds, and Changes

- Sponsors must notify ALET 60 days prior to each conference of their wish to cancel in order to request a refund. This will allow us to attempt to fill the booth with another vendor.
- Failure to pay by the deadline may be interpreted as a cancellation. ALET will attempt to notify the sponsor via email or phone call that their sponsorship is being cancelled.
- No refunds will be given for vendors who fail to attend or are unable to attend, unless ALET can secure a replacement sponsor.
- All refunds will be paid by check only to the company which paid the invoice. A service charge of \$25 will be deducted from any refund.
- If circumstances require it, ALET reserves the right to change the terms presented in this package. We hope not to have to do so, but some things will be in the control of our hotels. If the terms do change, we will let you know promptly.

## Contact Information

Please note that email is the best way to communicate with us.

Vendor Relations Vice President: Wayne Young [vendorrelationsvp@go-alet.org](mailto:vendorrelationsvp@go-alet.org)

Executive Director: Susan Poling [Susan.Poling@go-alet.org](mailto:Susan.Poling@go-alet.org) Phone: 334-721-4115

Website: [www.go-alet.org](http://www.go-alet.org)