



Pennsylvania - Delaware Chapter
Association for the Education and Rehabilitation
of the Blind and Visually Impaired
www.penn-delaer.org

Exhibitor Contract Information

2020 Penn-Del AER Conference
Vision 20/20: Focus on Partnerships
April 22 - 24, 2020
Best Western Premier Central Hotel
Harrisburg, PA



The Penn-Del AER Conference is looking for innovative exhibitors to be a part of our conference in 2020! The theme of this year's conference is "Vision 20/20: Focus on Partnerships."

We hope you will share your products and expertise with our attendees.

Exhibitors may opt to participate in the conference in one or more of the following ways:

- Attend as an exhibitor with table space to display/sell your products
- Advertise in the conference program
- Donate a product or products for our silent auction
- Provide information for a literature display in the event that you are unable to attend

Due to limited exhibitor space and increased interest over the past few years, we encourage you to submit your contract as soon as possible. Payment can be submitted later but must be postmarked by **February 15, 2020** or we will not be able to guarantee inclusion of your company ad in our program.

Instructions for Submitting Contract

Submit your exhibitor / advertiser contract through a web-based process using the link below. Each submission must be completed in full and entered into the online form in one "sitting." Please have all your information ready before you click the link to begin the online form.

You will need to provide the following information:

The Pennsylvania-Delaware Chapter of the Association for the Education and Rehabilitation of the Blind and Visually Impaired (AER) supports professionals who provide education & rehabilitation services to people with visual impairments.

Company information: This includes the company name, address, phone number, and website entered exactly as you would like this information to appear in the conference program.

Primary company contact person: This is the name, phone number, and email address of the person Penn-Del AER should contact if we have questions about your contract, payment, ads, etc.

Choice of exhibitor package: Choose from the packages detailed below.

Additional conference options: This section includes additional options such as extra lunch and banquet tickets or requests for extra tables in the Exhibitor Hall as detailed below.

Contact information for each person attending the conference: This includes the name, email address, and phone number of each person who will represent your company at the conference. You may choose whether this information will be included in the conference program. For conference management purposes, you must indicate if your representative(s) plans to attend one or more conference sessions.

Meal choice for each person attending the banquet: This year, banquet attendees may choose from roast turkey, prime rib au jus, vegetable stir fry (vegan), gluten free roast turkey, or gluten free prime rib au jus.

Size of ad to be included in the conference program: If you plan to provide an ad for the conference program, please indicate full-page ad (7 1/2" x 9 5/16") or half-page horizontal ad (7 1/2" x 4 1/2").

Total amount of payment to be submitted: Keep track of the total amount due based on your selections and enter this amount into the form where indicated.

[Link to the 2020 Exhibitor/Advertiser Contract Form](#)

The link is:

<https://www.surveymonkey.com/r/PennDelAERexhibitors2020>

Contract Options and Fees

When completing the online contract, select from the following options:

Exhibitor Packages

- Gold Level Package: Includes two tables in exhibit hall, full page Ad, two lunch tickets, PLUS a predominantly displayed poster with your company logo, announcement of your participation as a sponsor in our general session with you logo displayed on the big screen, AND a five-minute time slot for you to promote your business or services to our general session attendees (\$750.00).
- Silver Level Package: Includes two tables in exhibit hall, full page Ad, two lunch tickets, PLUS a predominantly displayed poster with your company logo, and announcement of

your participation as a sponsor in our general session with your logo displayed on the big screen (\$500.00)

- Exhibitor Full Page Ad Package: Includes table in exhibit hall, full-page Ad, and one lunch ticket (\$315.00)
- Exhibitor Half Page Ad Package: Includes table in exhibit hall, half-page Ad, and one lunch ticket (\$290.00)
- Full Page Ad Only, no table (\$190.00)
- Half Page Ad Only, no table (\$160.00)
- Literature Display Only, no ad and no table (\$50.00)

Additional Conference Options

- Silent auction donation
- Additional lunch tickets may be purchased for \$24.00 per person. (Two lunch tickets are included in the Gold and Silver Packages and only one lunch ticket is included in the Exhibitor Full and Half Page Ad Packages).
- Awards banquet tickets may be purchased for \$35.00 per person.
- Additional tables are available for \$50.00 per table. (Gold and Silver Packages include two eight-foot tables and Full and Half Page Ad Packages include one eight-foot table.)
- Wednesday, Thursday, and/or Friday Conference Sessions (no additional cost)
- Special requests for those with exhibitor tables such as electricity at exhibitor table and additional exhibitor tables

Fee Worksheet

Please be prepared to enter the Exhibitor Package and Additional Conference Options into the electronic form. Do not enter dollar signs or decimals.

| OPTION | QUANTITY | AMOUNT |
|--|----------|--------|
| Exhibitor Package Selection: Gold Level Package \$750 Silver Level Package \$500 Full Page Ad Package \$315 Half Page Ad Package \$290 Full Page Ad Only (no table) \$190 Half Page Ad Only (no table) \$160 Literature Table Only (no ad, no table) \$50 | | |
| Additional table (\$50.00 per table) | | |

| | | |
|--|--|--|
| Additional lunch ticket (\$24.00 per person) | | |
| Awards banquet ticket (\$35.00 per person) | | |
| Donate a product for the silent auction | | |
| TOTAL: | | |

Full and Half Page Advertisements for Conference Program

All advertisements **must** be in PDF file format and must be in the same size as the ad that you are requesting. We will not accept any ads that are not ready to be put directly into the program.

Please note that all ads are included in both the hardcopy and digital versions of the conference program. Please either:

- 1) Include the alternative text (alt text) description of your ad in the properties of the ad image or
- 2) Send the description of your ad in a separate Microsoft Word or text file so that we can insert the alt text into the image.

Alt text descriptions should be concise, include the company name, and describe essential content in the ad image. The alt text should not include company contact information since this is provided elsewhere in the program. We recommend that alt text be no longer than 255 characters including space characters, less if possible. The alt text provided will also appear in braille copies of the program.

Please note full page ads should be 7 1/2" x 9 5/16" and half page ads should be 7 1/2" x 4 1/2".

Exhibitor Hall Details

The Exhibitor Hall is open on Thursday, April 23, 2020. Attendees may visit throughout the day, but a session after lunch is reserved exclusively for exhibitor hall visitation.

All exhibitors are assigned an eight-foot table with a tablecloth and skirt.

Set-up times, shipping information, and other pertinent details relating to the exhibitor hall will be provided prior to the conference.

Hotel Information

The Central Hotel and Conference Center at the Best Western Premier
 800 E Park Drive, Harrisburg, PA 17111-2807
 Phone: 717-561-2800

The conference hotel room rate is \$120.95 plus 11% occupancy tax (\$134.25 with taxes). The cutoff date to make reservations is March 24, 2020.

Here is the link:

https://www.bestwestern.com/en_US/book/hotel-rooms.39125.html?groupId=8B4LV1T0

One can also go to www.bestwestern.com, go to the bottom of the page, click on group reservations, enter the code: 8B4LV1T0.

If you prefer to book your room via phone, call the hotel directly at 717-561-2800, choose option #4 and then option #1.

Payment and Ad Submission Information

Payments for all contracts and advertisement submissions must be received no later than February 15, 2020. Advertisements received after that date **will not** appear in the conference program but you will be charged the full contract fee regardless of whether or not the advertisement is included in the program.

Make checks payable to: Penn-Del AER
Mail to: Gayle Aquino, 2698 Romig Road, Gilbertsville, PA 19525
Send electronic copy of ad to: PDAERvendors@gmail.com

If you have questions about this process, contact Gayle Aquino, Penn-Del AER Conference Exhibitor Chair, email PDAERvendors@gmail.com.

Contacts

Gayle D. Aquino, Penn-Del AER Conference Exhibit Chair, PDAERvendors@gmail.com

Dr. Rebecca Renshaw, Penn-Del AER Chapter Conference Chair, Penn-Del AER Conference Exhibit Co-Chair and Penn-Del AER Chapter Past-President, rebeccarensaw@yahoo.com

Holly Russell, Penn-Del AER Chapter Conference Assistant Chair, President-Elect, russell.hm@comcast.net

Angela Humbertson, Penn-Del AER Chapter President, humbertson94@rcn.com

Thank you

On behalf of the 2020 Penn-Del AER Conference Planning Committee, we thank you for your continued support. We are grateful for your commitment to our conference and to our field.