



2015 Business Partner Program

The Ohio Association for Career and Technical Education (Ohio ACTE) is pleased to introduce our newly designed business partner program – providing more opportunity to promote your business to career-technical education providers in Ohio while demonstrating your support of the industry. A win-win!

Our business partner program offers a range of great opportunities to include online and print advertising, webinar sponsorship, sponsor and exhibitor opportunities at the Ohio ACTE Connections to Education Conference, and Business Membership.

We invite you to choose the opportunities that meet with your promotional plan.

As an additional incentives to participate –

- 1) Businesses that invest in total the amounts listed below will be recognized as a Business Partner throughout the entire year. Business Partners receive logo recognition benefits at no additional cost that include your company's logo and link to your website.
- 2) In addition, partners at any level will receive one free job posting on Ohio ACTE Career Center.
- 3) And the more you spend, the more you save!
Partners at these levels will have their logo linked on the website and in various communications to members and receive a discount on your total amount. For example, if you sign up for a one-year website banner ad, exhibit space, and a quarter page newsletter advertisement, your total would be \$1,600. Because it falls within the Platinum Partner level of total amount due, you would be recognized as a Platinum Partner all year long, AND get a 10% discount on this purchase, which means your actual total amount due would be \$1,440. That is a \$160 savings!

Partner with
Ohio ACTE

Diamond

Partner

\$2,000 plus spent

15% DISCOUNT OFF TOTAL AMOUNT DUE

Platinum

Partner

\$1,500 plus spent

10% DISCOUNT OFF TOTAL AMOUNT DUE

Gold

Partner

\$1,000 plus spent

5% DISCOUNT OFF TOTAL AMOUNT DUE

Questions? Please contact Ohio ACTE at ohioacte@ohioacte.org or (614) 890-2283.



Advertise | Sponsor | Exhibit

Today's Education, Tomorrow's Career Newsletter

Today's Education, Tomorrow's Career, the official publication of Ohio ACTE, is published twice a year and distributed to members, participating institutions, and others in the field. *Today's Education*, Each issue is also archived and accessible via the members-only section of the Ohio ACTE website.

Advertisement

Today's Education, Tomorrow's Career display advertisement showcases your company's graphic strategically placed throughout both the printed and electronic publication. The Spring Issue includes our special promotion of the Connections to Education Conference.

Placement	Due Date	Publish Date
Spring Issue	February 15	March
Fall Issue	September 15	October

Display Advertisement Specifications

Placement	Full Page Ad	1/2 Page Ad	1/4 Page Ad	1/6 Page Ad
Spring Issue	\$495	\$345	\$225	\$170
Fall Issue	\$455	\$305	\$185	\$130

Editorial Content

Author an information article on a topic related to our association membership for one of the issues of *Today's Education, Tomorrow's Career*.

Editorial Content \$500 Per Issue

Edition Sponsor

Now is your opportunity to be the distinguished sponsor of the printed and electronic edition of *Today's Education, Tomorrow's Career*. Both the Spring and Fall issues are eligible for this sponsorship.

Today's Education, Tomorrow's Career
Edition Sponsor \$2,500 Per Issue

(Opportunity is limited to two issues per year. Available on a first-come, first-served basis.)

EDITION SPONSOR BENEFITS

- ✓ Special 4-color advertorial insert that can be separated and used for a promotional piece with articles related to your company that could include history of the company, biographies on executives, special services, testimonials from clients, special company charity projects, etc.
- ✓ Acknowledgment of sponsorship on cover of the issue.
- ✓ Option to purchase separate 4-color advertorial insert at significantly discounted prices for your company to use as future promotions.
- ✓ At publication, the electronic version placed on the Ohio ACTE website and emailed directly to subscribers.
- ✓ Separate link along with the issue posted online to link directly to your insert.
- ✓ Spotlight article to feature someone from your company.



Website – www.ohioacte.org

Display Advertisement

With Link to Your Website

Whether you choose a full size or standard banner ad, it will increase your company's exposure to potential clientele and enhance the value of your advertising. These rotational advertising opportunities are brand new so it will definitely draw attention. Ohio ACTE determines the ad placement and rotation for all website advertising.

<p>Full Banner Maximum Size 700 x 100 Pixels—40K Max</p>

One Year	\$750
Six Months	\$375

<p>Standard Ad Maximum Size 250 x 120 Pixels— 20K Max</p>
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One Year	\$500
Six Months	\$250

Business Directory

The Ohio ACTE Business Directory provides is a link to members across Ohio. Each listing includes business name, contact person, logo, and website URL.

Online Business Directory - 1 Year Listing \$250

Website – www.careertechedjobs.com

Display Advertisement

With Link to Your Website

Standard Ad	
One Year	\$500
Six Months	\$250

E-News

Ohio ACTE provides its members with monthly email updates. As a sponsor of an E-News of your choosing, your company's logo and link to your website will be placed prominently.

E-News \$95 Per Issue, Limit 2 (Opportunity is limited to twelve issues per year. Available on a first-come, first-served basis.)

Success Series

The Ohio ACTE Success Series is a professional development program for career-technical teachers and instructors. It is delivered by teachers, for teachers at schools that offer to host the program.

Exhibit at the upcoming Success Series program of your choosing (Space is limited. Available on a first-come, first-served basis.)

Sponsor a Success Series program and have the opportunity to be in front of the audience for a 3 to 5 minute info-commercial. This also includes an exhibit table at no additional cost.

Tabletop Exhibit \$95 Per Program

Exclusive Sponsorship \$500 Per Program

Questions? Please contact Ohio ACTE at ohioacte@ohioacte.org or (614) 890-2283.



Connections to Education

The 2015 Connections to Education Conference of the Ohio ACTE will be held July 27-29, 2015 at the Hilton - Easton, Columbus. Your company is extremely important to the profession and you are invited to take this opportunity to build and maintain customer relations, enhance your image, and test new products and services. This year's conference offers you an excellent opportunity to make sales, widen your exposure, and stimulate repeat business to approximately 700 participants!



Exhibit Space

The exhibit space is an area for you to display and/or demonstrate your company's products and services and is located near the general session and breakout meeting rooms for high visibility. Drayage services, including receiving, storage, and handling fees, are at your expense and arranged directly with our vendor. Your investment includes:

- ∠ Booth space rental
- ∠ Pipe and Drape
- ∠ One Six-Foot Table and Two Chairs
- ∠ Two complimentary registrations to all Conference educational sessions and food functions
- ∠ Participation in the "Play to Win" game, where participants are encouraged to visit all exhibit booths for a chance to win an exciting gift
- ∠ Listing on Ohio ACTE website
- ∠ Inclusion in the Exhibitor Directory
- ∠ Hard-copy participants list

Exhibit Space \$625

Program Advertisement

Advertise in the Conference Program distributed to approximately 700 participants.

Advertisement \$100

CTE Social

Sponsor the CTE Social – the most interactive event at the Conference! Sponsor benefits include signage at social and opportunity to place materials on service tables. Sponsor the event by agreeing to pay for the food costs (beverages excluded).

***Price Subject to Food Costs

Education Sessions

Businesses have the opportunity to lead educational sessions about their company and services to the conference participants. These sessions are for informational purposes ONLY, and not a sales pitch. Limited number of these sessions are available and company must be a current exhibitor at the conference.

Education Session \$500

Keynote Speaker

Sponsorship fees are subject to change depending on speakers. Sponsor benefits include signage on stage during address, VIP seating at session, opportunity for corporate VIP to be recognized personally on stage, and sponsor logo will appear on video screens.

***Price Subject to Speaker Fees

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Donate a Prize

Ohio ACTE provides various forums for participants to win raffle prizes. If you would like to donate a raffle prize for Ohio ACTE to provide to our participants, then we will recognize the value of the prize towards your total amount paid so that you are eligible for a greater discount on your total purchase.

***Amount Subject to Cost of Prize

Sponsorship Opportunities

Sponsorship includes high visibility signage and acknowledgments in sessions and breaks, and in the participants' Conference Program. Exclusive recognition is limited and thus accepted on a first-come, first-served basis.

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| <ul style="list-style-type: none"> <p>∠ Registration Table Sponsor \$1,500
 Help us greet our participants in style! As a Registration Table Sponsor you get exclusive signage, representatives available to mingle with registrants, make available beverages for everyone to enjoy.</p> <p>∠ Breakfast or Breaks (4 available) \$750
 Assure that our participants eat well while at the conference. By sponsoring a breakfast or break your company will get exclusive signage throughout the area and place literature on various cocktail rounds and tabletops.</p> <p>∠ Tote Bags \$1,250
 What to help the participants keep everything in one place? Then provide each one with a tote bag that they can use for the entire conference and beyond.</p> <p>∠ Conference Padfolio \$1,500
 Being "old school" is a bad thing. In fact, assist our participants embrace this by providing them a padfolio so that they can take notes in each session.</p> | <ul style="list-style-type: none"> <p>∠ Lanyards/Neck Wallet \$1,500
 Everyone needs a lanyard or neck wallet to be officially recognized as part of the conference. This means that everyone will be looking at your company's name at the same time.</p> <p>∠ Schedule Card \$250
 Help the participants find their way. These pocket-size cards will provide a schedule at a glance for participants and include session titles, times, and room locations.</p> <p>∠ Tabletop Promotional Flyer \$150
 Place your company's information in the registration for all for to see and takeaway! This one-page flyer that you supply can be up to 8 1/2 x 11 in size.</p> <p>∠ "Play to Win" Card Sponsor \$100
 One way participants can earn prizes is to visit the exhibitors and have their card filled out. You can show your support of this game by sponsoring the actual card that everyone uses when visiting each exhibitor.</p> <p>∠ Participants "Take-Away" \$2000
 Co-Sponsor a technology-related gadget for each participants to receive at the registration table. Item will include both the Ohio ACTE and your logo.</p> |
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Naming Rights to Reward

The purpose of Ohio ACTE's Outstanding Educator Awards are to recognize leaders in the industry. You have the opportunity for naming rights of one of the Outstanding Educator Awards. These naming rights include personally recognizing winner from podium, recognition in the awards program, company name on award, permission to mention award and winner in your company's printed marketing materials (wording approved in advance by Ohio ACTE). This sponsor is also expected to provide a personal gift to the award recipient as well. It is a wonderful opportunity to reward those outstanding in the profession.

- Ohio ACTE & INSERT YOUR NAME Ambassador Award
- Ohio ACTE & INSERT YOUR NAME Teacher of the Year Award
- Ohio ACTE & INSERT YOUR NAME Postsecondary Teacher of the Year Award
- Ohio ACTE & INSERT YOUR NAME Administrator of the Year Award
- Ohio ACTE & INSERT YOUR NAME Outstanding New Career and Technical Teacher Award
- Ohio ACTE & INSERT YOUR NAME Outstanding CTAE Professional in Community Service Award
- Ohio ACTE & INSERT YOUR NAME Career Guidance Award
- Ohio ACTE & INSERT YOUR NAME Outstanding School Board Member(s) Award
- Ohio ACTE & INSERT YOUR NAME Image Award

Outstanding Educator Award \$500 Per Award Per Year **3-Year Minimum Commitment

Make a Donation

Support a Division

Ohio ACTE Divisions provide members more specialized information in their area of concentration. With many areas of CT education represented, division membership is your opportunity to focus on issues, challenges and best practices in your specific area of responsibility. Your company is very involved in one or more of these areas of concentration? Consider supporting the division by making a donation.

- | | | |
|---------------------------------------|---------------------------------------|---|
| ∠ Administration | ∠ Family & Consumer Sciences | ∠ Public Relations/ Communicators Academy |
| ∠ Agricultural Education | ∠ Health Science Technology Education | ∠ Special Needs |
| ∠ Affiliation of Tech Prep. Academics | ∠ Marketing Education | ∠ Student Services |
| ∠ Business Information Technology | ∠ PACE | ∠ Trade & Industrial |
| ∠ Career Based Intervention | | |

Division Support \$50 \$100 \$150 \$200 Other _____

Student Scholarship

Support a student by making a donation. A one-time monetary scholarship will be sent to the recipient's program of high education to be used toward tuition/fees.

Scholarship Donation \$50 \$100 \$150 \$200 Other _____

Join Ohio ACTE And Save

Businesses who serve career-technical and adult educators can join Ohio ACTE as Business Partner Members. Each business can have up to four individual members who receive full membership benefits besides voting rights. (See attached application.)

Business Membership \$250

2015 ORDER FORM

AGREEMENT

Our company understands that upon submitting this form, we agree to act as a partner at the indicated level. We also understand that no refunds will be given prior to or after these services have been completed.

 AUTHORIZED REPRESENTATIVE

 DATE

Contact & Payment Information

 NAME

 COMPANY

 ADDRESS

 CITY/STATE/ZIP

 PHONE

 FAX

 EMAIL

Credit Card Information

 CARD NUMBER

 CARD SECURITY CODE

 CARD EXP. DATE

 SIGNATURE

SUBTOTAL: _____
 (Add all items selected)

DISCOUNT: 5% 10% 15%

MINUS DISCOUNT: _____
 (Subtotal X the discount percentage)

AMOUNT DUE: _____

Mail this form to:

Ohio ACTE
 38 Commerce Parkway, Ste D
 Westerville, OH 43082

Today's Education, Tomorrow's Career Newsletter

- | | | | |
|--|-------------------------|---------------------------------|--------------------------------|
| <input type="checkbox"/> Editorial Content | \$500 Per Issue | <input type="checkbox"/> Spring | <input type="checkbox"/> Fall |
| <input type="checkbox"/> Edition Sponsor | \$2,500 Per Issue | <input type="checkbox"/> Spring | <input type="checkbox"/> Fall |
| <input type="checkbox"/> Advertisement | Full Page Ad | 1/2 Page Ad | 1/4 Page Ad |
| | Spring Issue | <input type="checkbox"/> \$495 | <input type="checkbox"/> \$225 |
| | Fall Issue | <input type="checkbox"/> \$455 | <input type="checkbox"/> \$185 |
| | | <input type="checkbox"/> \$305 | <input type="checkbox"/> \$130 |

Website – www.ohioacte.org

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|--|-------|--|-------|
| <input type="checkbox"/> One Year – Box Ad | \$500 | <input type="checkbox"/> One Year – Banner Ad | \$750 |
| <input type="checkbox"/> Six Months – Box Ad | \$250 | <input type="checkbox"/> Six Months – Banner Ad | \$375 |
| | | <input type="checkbox"/> Online Business Directory | \$250 |

Website – www.careertechedjobs.com

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|--|-------|
| <input type="checkbox"/> One Year – Box Ad | \$500 |
| <input type="checkbox"/> Six Months – Box Ad | \$250 |

E-News

- E-News \$95 Per Issue, Limit 2
 First come, first serve regarding months. If not available, next closest will be selected.
- | | | |
|-----------------------------------|---------------------------------|------------------------------------|
| <input type="checkbox"/> January | <input type="checkbox"/> May | <input type="checkbox"/> September |
| <input type="checkbox"/> February | <input type="checkbox"/> June | <input type="checkbox"/> October |
| <input type="checkbox"/> March | <input type="checkbox"/> July | <input type="checkbox"/> November |
| <input type="checkbox"/> April | <input type="checkbox"/> August | <input type="checkbox"/> December |

Success Series

- | | |
|--|--|
| <input type="checkbox"/> Tabletop Exhibit | \$95 Per Program X No of Programs _____ |
| <input type="checkbox"/> Exclusive Sponsorship | \$500 Per Program X No of Programs _____ |

Connections to Education Conference

- | | | | |
|---|---------|---|---------|
| <input type="checkbox"/> Exhibit Space | \$625 | <input type="checkbox"/> Participant "Take Away" | \$2,000 |
| <input type="checkbox"/> Program Advertisement | \$100 | <input type="checkbox"/> Tabletop Promotional Flyer | \$150 |
| <input type="checkbox"/> Registration Table Sponsor | \$1,500 | <input type="checkbox"/> "Play to Win" Card Sponsor | \$100 |
| <input type="checkbox"/> Breakfast or Breaks (4) | \$750 | <input type="checkbox"/> Education Session | \$500 |
| <input type="checkbox"/> Tote Bags | \$1,250 | | |
| <input type="checkbox"/> Conference Padfolio | \$1,500 | <input type="checkbox"/> CTE Social | _____ |
| <input type="checkbox"/> Lanyards/Neck Wallet | \$1,500 | <input type="checkbox"/> Keynote Speaker | _____ |
| <input type="checkbox"/> Schedule Card | \$250 | <input type="checkbox"/> Donate a Prize | _____ |

Naming Rights

- | | | |
|---|---|---|
| <input type="checkbox"/> Outstanding Educator Award | \$500 Per Award Per Year X No of Awards _____ | <input type="checkbox"/> Outstanding CTAE Professional in Community Service Award |
| <input type="checkbox"/> Ambassador Award | | <input type="checkbox"/> Career Guidance Award |
| <input type="checkbox"/> Teacher of the Year Award | | <input type="checkbox"/> Outstanding School Board Member(s) Award |
| <input type="checkbox"/> Postsecondary Teacher of the Year Award | | <input type="checkbox"/> Image Award |
| <input type="checkbox"/> Administrator of the Year Award | | |
| <input type="checkbox"/> Outstanding New Career and Technical Teacher Award | | |

Support a Division

- | | |
|--|--|
| <input type="checkbox"/> \$50 X No of Divisions _____ | <input type="checkbox"/> \$200 X No of Divisions _____ |
| <input type="checkbox"/> \$100 X No of Divisions _____ | <input type="checkbox"/> \$250 X No of Divisions _____ |
| <input type="checkbox"/> \$150 X No of Divisions _____ | <input type="checkbox"/> Other _____ |

- | | | |
|--|--|---|
| <input type="checkbox"/> Administration | <input type="checkbox"/> Career Based Intervention | <input type="checkbox"/> PACE |
| <input type="checkbox"/> Agricultural Education | <input type="checkbox"/> Family & Consumer Sciences | <input type="checkbox"/> Public Relations/Communicators Academy |
| <input type="checkbox"/> Affiliation of Tech Prep. Academics | <input type="checkbox"/> Health Science Technology Education | <input type="checkbox"/> Special Needs Student Services |
| <input type="checkbox"/> Business Information Technology | <input type="checkbox"/> Marketing Education | <input type="checkbox"/> Trade & Industrial |

Student Scholarship

- | | | |
|--------------------------------|--------------------------------|--------------------------------------|
| <input type="checkbox"/> \$50 | <input type="checkbox"/> \$150 | <input type="checkbox"/> \$250 |
| <input type="checkbox"/> \$100 | <input type="checkbox"/> \$200 | <input type="checkbox"/> Other _____ |

Business Membership

- \$250