

Sponsorship Catalogue



2015 KADE CONFERENCE

BRIDGING ACHIEVEMENT GAPS

THURSDAY AND FRIDAY, NOVEMBER 5 – 6, 2015

LOUISVILLE, KENTUCKY

Hosted by: Jefferson Community and Technical College

The Planning Committee is pleased to invite you to sponsor and/or exhibit at the 2015 Kentucky Association for Developmental Education (KADE) Conference.

2015 KADE CONFERENCE

BRIDGING ACHIEVEMENT GAPS

About the 2015 KADE Conference

The 2015 KADE Conference is a unique opportunity for your organization to connect with up to 200 professionals including college and university faculty, academic and student services personnel, as well as students, representing community and/or technical colleges and universities across the state of Kentucky.

The conference is organized around the theme of “bridging achievement gaps,” the disparity between groups of students in their academic performance. Participants in the 2015 KADE Conference will celebrate student success stories, engage in dialogue about the challenges of overcoming achievement gaps, experience and learn from dynamic speakers and professionals in the field, interact with sponsors and vendors, attend premier social events, and leave with a renewed sense of purpose and direction for action.

Sponsors and exhibitors will have significant engagement with KADE members and guests throughout the conference, and will receive acknowledgement prior to, during, and after the conference via the conference materials and the KADE website,

We look forward to your participation in this exciting conference, and to welcoming you to Louisville in November for the 2015 KADE Conference.

About KADE

The Kentucky Association for Developmental Education (KADE) is an organization devoted to the promotion and support of developmental education at the post-secondary level. The KADE motto reflects that of our national organization (NADE) and our own commitment to student success: “helping underprepared students prepare, prepared students advance, and advanced students excel.”

CONFERENCE PLANNING COMMITTEE

Reneau Waggoner
(*Chair*), Stacy Taylor
(*Program Committee
Chair*), Marlisa
Austin and Sharon
Sparrow (*On-Site
Committee Co-
Chairs*), Maria
Galyon (*Treasurer*),
Maureen Gibson
(*Registration Chair*),
Amanda Daley, Lisa
Eichholtz, Jennifer
Englert-Copeland,
Rhonda Gummer,
Kaye Lafferty, Linda
Lohman, Liz Lueke,
Troy Rice, Telly
Sellars



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The Program*

Thursday, November 5, 2015

12:00 p.m.	Registration / Exhibitions Open	<i>Galt House</i>
1:00 p.m.	Welcome / Pre-Conference Institute	<i>Galt House</i>
	Debriefing by Discipline / Modified SPINs	
	<i>Exhibitions</i>	
5:00 p.m.	Pre-Conference Institute Concludes	
5:30 p.m.	New Members Welcome	<i>Kentucky Science Center</i>
6:30 p.m.	Awards Banquet / Reception	<i>Kentucky Science Center</i>
	<i>(Dinner and Entertainment)</i>	

Friday, November 6, 2015

Health Sciences Hall, Jefferson Community & Technical College

7:00 a.m.	Registration Opens / Exhibitions Begin
7:30 a.m.	Welcome Breakfast
8:00 a.m.	KADE Business Meeting
	Conference Sessions - 8:30, 9:45, 11
12:15 p.m.	Keynote Luncheon
1:30 p.m.	Conference Session
2:30 p.m.	Wrap-up (Call to Action, Door Prizes)
3:30 p.m.	Conference Concludes

**Program times are subject to change*

www.the-kade.net



Conference Program

Advertising (unlimited)

From \$50

Organizations are invited to purchase a full, half or quarter of an A4 page (portrait) in the 2015 KADE Conference Program.

The program advertising rates are:

- Back Cover - \$300
- Full Page - \$150
- Half Page - \$75
- Quarter Page - \$50



WHY SPONSOR?



The 2015 KADE Conference Sponsorship model allows you to capture delegates' attention in a variety of ways, depending on the specific needs of your business.

The 2015 KADE Conference has several sponsorship packages available, providing sponsors with a choice of exposure related to financial commitment.

Participating as a sponsor/exhibitor at the KADE 2015 Conference demonstrates your level of support and commitment to developmental education.

The Sponsorship Packages section outlines the types, costs, and benefits of sponsorship opportunities.

Sponsorships that include a number designation (i.e. only three available, etc.) are filled on a first-come, first-served basis.

For more information, please contact:

Reneau Waggoner

502.213.2620

reneau.waggoner@kctcs.edu

Sponsorship Packages

KENNEDY BRIDGE SPONSOR (only five available): **\$5,000**

This platinum-level sponsorship designation is named in honor of the I-65 bridge which crosses over the Ohio River from Louisville, KY to southern Indiana, and provides *support for the national speakers* during the pre-conference institute or keynote luncheon; or support for one of the following portions of the *awards banquet / reception: ceremony, entertainment, or cocktail bar*. This sponsorship is inclusive of the following benefits:

- *Exclusive* corporate partner sponsor of designated event with setup in area of high exposure
- An opportunity to address KADE members in a 5-7 minute presentation
- One exhibition table provided for entire event
- One (1) full-page, portrait, color company advertisement in the conference program / handbook
- Acknowledgement as Kennedy Bridge Conference Partner Sponsor on audio visual display and by KADE President, and on printed conference documents, including program and promotional flyers (if confirmed prior to print) and prominently displayed on KADE website
- Two (2) complimentary conference registrations, including attendance at all sessions
- Full membership list with name, organization and e-mail (subject to permission of KADE members)

MINTON BRIDGE SPONSOR (only one available): **\$2,500**

This gold-level sponsorship designation is named in honor of the I-64 "double-decker" bridge which crosses from Louisville, KY to Jeffersonville, IN, and provides *support for the Welcome Breakfast meal*, and is inclusive of the following benefits:

- Sponsor of Welcome Breakfast with setup in area of high exposure
- Acknowledgement as Sherman Minton Bridge Partner Sponsor in printed program and by KADE President
- An opportunity to address KADE members at the designated meal (2-minute "elevator speech")
- One exhibition table provided for entire event
- One (1) complimentary conference registration, including attendance at all sessions
- One (1) half-page, portrait, color company advertisement in the conference program / handbook

OHIO RIVER BRIDGE SPONSOR (only one available):

\$1,000

This bronze-level sponsorship designation is named in honor of the new bridge construction along “Spaghetti Junction” and provides *support for transportation* to/from hotel and conference events, and is inclusive of the following benefits:

- Signage rights on the mode of transportation
- Acknowledgement as Ohio River Bridge Partner Sponsor in printed program and by KADE President
- One (1) quarter-page, portrait, color company advertisement in the conference program / handbook

EXHIBITION TABLE PACKAGES (only 10 available):

\$350

- One trestle table and two chairs
- If exhibiting, an Exhibition Kit (information regarding booth location, artwork for logos and advertisements, specifications and delivery details for signage and satchel inserts) will be sent at a later date.

Terms and Conditions of Sponsorship and Exhibition

- Company advertisements and logos are subject to approval from the KADE Conference Planning Committee.
- Payment terms – 50% deposit required prior to confirmation of sponsorship; 50% final installment required by September 15, 2015. A tax invoice will be sent.
- Sponsorships requests with limited designations will be filled on a first-come, first-served basis.
- Allocation of packages and booths is at the discretion of the KADE Planning Committee.
- Terms and conditions are on the conference website: www.the-kade.net

To Confirm Sponsorship

- If you wish to confirm sponsorship, return the Sponsorship Acceptance Form (on the last page of this packet) to

Maria Galyon, 2015 KADE Conference Treasurer
Telephone: 502.213.2216 / E-mail: maria.galyon@kctcs.edu

Detailed Requirements and Due Dates

- The 2015 KADE Conference Planning Committee requirements for artwork on logos and advertisements; specifications and delivery details for signage; arrangements for static display; delivery of satchel inserts or other arrangements will be sent to you in a confirmation letter following confirmation of sponsorship and will include relevant due dates.
- In the event that materials, information or artwork required by the 2015 KADE Conference Planning Committee are not received by the designated due date, their use for their intended purpose cannot be guaranteed. The values of these entitlements will not be refunded if this is the case.
- Logos will be requested in PDF and .jpg format, at least high resolution 300pi. Should an alternative format be received, the 2015 KADE Conference Planning Committee cannot be held responsible for the quality of the logos displayed in any of the promotional material.

Cancellation Policy

- Once an Acceptance Form has been received, any cancellation must be advised in writing to the 2015 KADE Conference Planning Committee. If the cancellation is received up to two (2) months before the event an administration fee of 25% of the total price is retained. If the cancellation is received less than two (2) months prior, no refund is applicable.

Exceptional Circumstances

- The 2015 KADE Conference Planning Committee reserves the right to change the venue and the duration if exceptional circumstances demand. In the event of change/exhibitor is informed at least one month before the planned conference. Please note that the planning committee endeavors to remedy the impact of exceptional circumstances.

Exhibitor Display Rules

- The 2015 KADE Conference Planning Committee shall determine the hours during which the exhibition shall be conducted and as to hours of access for exhibitors including variations of such times as shall be necessary.
- The exhibition booth is to be fully manned and operational and removal or change any of the areas will not commence, until after the exhibition closes on November, 6th, 2015.
- No advertising material, such as banners, are allowed outside the designated areas.
- Excessive noise that inconveniences other exhibitors or the conference will not be allowed. The 2015 KADE Conference Planning Committee will make this determination and notify vendor.
- No obstruction of any form will be allowed in the aisles or walkways.
- While sponsors/vendors are encouraged to pursue novel methods of attracting KADE members, practices disadvantaging other companies or detracting from the exhibition will be discouraged.

Liability / Insurance

The 2015 KADE Conference Planning Committee cannot accept responsibility for any financial or other losses incurred by sponsors or their delegates in the event of natural disasters, industrial disruption, personal injury, damage to property or other losses.

- Attendees are encouraged to choose a travel insurance policy that includes loss of fees/deposits through cancellation of the 2015 KADE Conference itself.
- The sponsor/exhibitor is responsible for all personal injury, damage to property or other losses, liabilities or claims arising in connection with the sponsor's/exhibitors participation at the 2015 KADE Conference. The sponsor/exhibitor will indemnify the Organizers in respect of any losses, liabilities or claims in respect thereof.
- KADE, the Galt House, All Occasions Group and the Organizing Committee will take all reasonable precautions, to ensure the building is secure. To assist us, all persons attending the 2015 KADE convention must wear the official 2015 KADE conference name badge at all times.



2015 KADE CONFERENCE SPONSORSHIP FORM

Should you wish to confirm sponsorship and/or discuss options for payment, please return this form to Maria Galyon (2015 KADE Conference Treasurer) via e-mail (maria.galyon@kctcs.edu) or call 502.213.2216.

Contact Person *(all correspondence from KADE will be directed to this person)*

Please type or print legibly:

Name _____

Position _____

Organization _____

Address _____

City/State/Zip _____

Phone _____

Fax _____

E-mail _____

By signing below, your signature serves as authorized consent of the sponsorship entitlement, as well as terms and conditions, as outlined in the Sponsorship Catalogue and on the conference website: www.the-kade.net.

Signed/Signature

Date

Level of Sponsorship

- Kennedy Bridge Sponsor \$5,000
 - Pre-Conference Institute Address Speaker
 - Awards Banquet Speaker
 - Awards Banquet Ceremony
 - Awards Banquet Entertainment
 - Awards Banquet Cocktail Bar
- Minton Bridge Sponsor \$2,500
- Ohio River Bridge Sponsor \$1,000

Exhibition Table Package

- Exhibition Table \$350

Conference Program Advertising

- Back Cover (one only) \$300
- Full Page \$150
- Half Page \$75
- Quarter Page \$50

Total:

\$ _____