

## **GITWL 2019 Sponsorship Packet**

The 2019 **Getting in Touch With Literacy Conference**, held November 13-16, 2019 at the Downtown Sheraton Grand Hotel in Seattle, WA will draw approximately 350-400 people from around the world, including researchers, educators and other professionals who support literacy for children and adults who are visually impaired.



We know you won't want to miss this opportunity to introduce your products and services to experts and key stakeholders in the field, along with parents and other consumers. The conference will provide special vendor events and opportunities for you to meet with highly motivated teachers, family members, consumers and others with decision-making and purchasing power! Plus, your participation and financial assistance will help support the costs of key speakers, meal functions, conference bags, and other incidentals, keeping registration costs low and participation high.

We anticipate an exciting and well-attended conference. We would like to include your company or organization's name in our list of exhibitors or sponsors, and see your products and/or services displayed at GITWL. We look forward to working closely with your representatives to plan the most productive sponsorship and exhibit hall experience possible.

A special conference rate of \$169 single/double is available at the Downtown Seattle Sheraton Grand Hotel November 13 – 17, 2019. Reservations can be made online at:

<https://www.marriott.com/event-reservations/reservation-link.mi?id=1547229177977&key=GRP&app=resvlink>

**PLEASE NOTE: If you need lodging on Tuesday, November 12, contact us at [gitwl2019@gmail.com](mailto:gitwl2019@gmail.com).**

**Sponsorships are limited, so sign up soon!**

For further information contact the organizers at [gitwl2019@gmail.com](mailto:gitwl2019@gmail.com).

## Sponsorship Opportunities

### BUILD ADDITIONAL NAME RECOGNITION AND ATTENDEE INTEREST WITH THESE EXCELLENT SPONSORSHIP OFFERINGS!

A sponsorship is a proven way to build prestige and stand out from the crowd. Ensure your message reaches beyond the exhibit hall by supporting Getting In Touch With Literacy at one of the following sponsorship levels:

#### **EMERALD CITY SPONSOR: \$7500**

- Official partial sponsor of a meal function (i.e. full breakfast, poster session lunch, awards brunch, reception, break) with slideshow presentation of featured products during selected function; a value of \$4000
- Opportunity to address attendees during the event.
- Large sign acknowledging EMERALD CITY sponsorship in the room for event being sponsored
- Extra large vendor space of 3 tables, including electrical and wifi access; a value of \$2725
- Acknowledgment of your sponsorship by conference chairs and presentation of your logo in a slide show at all banquets and keynote sessions
- Full page color ad inserted on the back inside cover or other prominent location in the conference guide; a value of \$850
- Acknowledgment of EMERALD CITY level of sponsorship in the 2019 GITWL conference guide
- Your logo and company name printed on the conference tote bags, giving you high impact visibility throughout the conference and insertion of approved corporate marketing material literature in bag. Have all attendees carry your message with them; a value of \$1500.
- Acknowledgment as EMERALD CITY level sponsor (with logo) on 2019 GITWL conference web site and GITWL Facebook page with active link.
- Sponsor ribbons on the badges for all attending company representatives
- Insertion of approved corporate marketing material literature in attendee conference bag.

### **PUGET SOUND SPONSORS: \$5000**

- Official partial sponsor of a continental breakfast with sign acknowledging PUGET SOUND sponsorship during selected function; a value of \$2500
- Large vendor space of 2 tables, including electrical and wifi access; a value of \$2125.
- Banner acknowledging sponsorship in exhibit area with name on the banner representing PUGET SOUND level of sponsorship
- Acknowledgment by conference chairs at morning keynote sessions and opening/closing general sessions
- Acknowledgment of PUGET SOUND level of sponsorship in 2019 GITWL conference guide
- Full page ad (with logo) in 2019 GITWL conference guide; a value of \$700
- Your logo and company name printed on the conference tote bags, giving you high impact visibility throughout the conference and insertion of approved corporate marketing material literature in bag. Have all attendees carry your message with them; a value of \$1500.
- Acknowledgment as PUGET SOUND level sponsor (with logo) on the 2019 GITWL conference web site and GITWL Facebook page with active link
- Sponsor ribbons on the badges for all attending company representatives

### **MOUNT RAINIER SPONSORS: \$2000**

- One free table in the exhibit hall, including electrical and wifi access; a value of \$1525
- Acknowledgment of MOUNT RAINIER level sponsorship (with logo) in the 2019 GITWL conference guide
- Half page ad (with logo) in the 2019 GITWL conference guide; a value of \$450
- Conference bag inserts (brochure or one-page advertisement); a value of \$400
- Acknowledgment as MOUNT RAINIER level sponsor (with logo) on the 2019 GITWL conference web site and GITWL Facebook page with active link
- Sponsor ribbons on the badges for all attending company representatives

If you would prefer to sponsor a specific item or event or place an ad without an exhibit, please see below for additional opportunities.

## **A LA CARTE MENU FOR SPONSORSHIPS AND VENDORS**

### **Advertisements in the conference program**

Full page inside front cover; color = \$1000

Full page inside back cover; color = \$1000

Full page ads = \$850

Half page ad = \$600

Quarter page ads = \$500

Business card/tributes = \$300

Ads must be provided in print-ready electronic format; 300 dpi RGB JPEGs are preferred. Please email print-ready files to [gitwl2019@gmail.com](mailto:gitwl2019@gmail.com).

**Conference Bags** – your logo prominently displayed on conference bags for all attendees; free conference bag insert - \$1500

**Conference Bag Inserts** (brochure or one-page advertisement) - \$400

**Media Sponsors** – your logo displayed on warming screens in all concurrent session workshops and pre-conference workshops; helps to defray cost of av for the conference; \$1200

**Program Book/Conference Guide** – acknowledgement of your sponsorship to print and braille the conference guide prominently displayed in the program book; free half page ad included - \$1000

**Meal/Function Sponsorship** – (partial support for meal function or break) Your logo displayed prominently on signs throughout the function space. Your company/organization name listed in conference program as meal/function sponsor - \$2000 - \$4000 (contact [gitwl2019@gmail.com](mailto:gitwl2019@gmail.com) for details)

### **Donations to GITWL 2019 – donors will be recognized in the conference program**

Space Needle Level = \$500

Pike Street Level = \$250

Snoqualmie Falls Level = \$100

To coordinate vendor sponsorship, please contact:

[gitwl2019@gmail.com](mailto:gitwl2019@gmail.com)

	Number Ordered	Price Per Unit	Amount Owed
<b>SPONSORSHIP ORDERS</b>			
Emerald City Sponsorship		\$7,500.00	
Puget Sound Sponsorship		\$5,000.00	
Mount Rainier Sponsorship		\$2,000.00	
<b>A LA CARTE MENU ITEMS</b>			
Program Advertisement: Full page, inside front cover – color		\$1000.00	
Program Advertisement: Full page, inside back cover – color		\$1000.00	
Program Advertisement: Full page		\$850.00	
Program Advertisement: Half page		\$600.00	
Program Advertisement: Quarter page		\$500.00	
Program Advertisement: Tribute (Business Card Size)		\$300.00	
Conference Bag Logo/Bag Insert		\$1500.00	
Conference Bag Inserts		\$400.00	
Media Sponsors		\$1200.00	
Program Book/Conference Guide		\$1000	
Meal/Function			
Ads must be provided in print-ready electronic format; 300 dpi RGB JPEGs are preferred. Please email print-ready files to gitwl2019@gmail.com			
	<b>Total (US \$ Only)</b>		

**SPONSORSHIP OPPORUTUNITES ARE LIMITED.  
SUBMIT YOUR APPLICATION SOON!**

**Please make checks payable to GITWL and mail to:  
Janie Blome  
GITWL  
2410 Tregaron Ave  
Louisville, KY 40299**

**Please contact gitwl2019@gmail.com for credit card payments.**

**14<sup>th</sup> Biennial Getting In Touch With Literacy Conference**

**November 13 – 16, 2019  
Downtown Seattle Sheraton Grand Hotel  
1400 6th Ave, Seattle, WA 98101  
Phone: (206) 621-9000**

**SPONSORSHIP APPLICATION**

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**(please print your organization name)**

**will support the 14<sup>th</sup> Biennial GITWL conference, November 13-16, 2019 with a sponsorship/a la carte item(s) in the amount of \$\_\_\_\_\_.**

**COMPANY NAME:** \_\_\_\_\_

**COMPANY WEBSITE:** \_\_\_\_\_

**MAILING ADDRESS:** \_\_\_\_\_

**CITY:** \_\_\_\_\_ **STATE:** \_\_\_\_

**ZIP/POSTAL CODE:** \_\_\_\_\_

**PHONE:** ( ) \_\_\_\_\_ **FAX:** ( ) \_\_\_\_\_

**Brief description of your agency/organization:**

**The above information will appear in the conference program and on the GITWL website at *gettingintouchwithliteracy.org***

**Please submit a print ready copy of your company logo at [gitwl2019@gmail.com](mailto:gitwl2019@gmail.com) for use on the GITWL website and in the conference program book.**

**Please provide the information below if you will be exhibiting at the conference:**

**NAMES OF EXHIBIT REPRESENTATIVES**

Please print names of all representatives who wish to have GITWL badges and conference programs. Badges will be required to enter the exhibit hall during off hours.

- 1) \_\_\_\_\_
- 2) \_\_\_\_\_
- 3) \_\_\_\_\_
- 4) \_\_\_\_\_

The conference program is available in print and braille upon request. Please circle choices and indicate number of each:

Print \_\_\_\_\_ Braille \_\_\_\_\_

All conference materials will also be available to load on your flash drive at the conference registration desk.

GITWL strives to provide the most accessible venues to all conference attendees. Please indicate your desire to have:

Hotel orientation and tactile map \_\_\_\_\_  
Guide dog relief area orientation \_\_\_\_\_

**Exhibitor Information and Preferences**

Please indicate your choices so we may consider your wishes while preparing the exhibit hall layout. We will make every effort to accommodate as many preferences as possible, based upon earliest received application. Thank you for your understanding.

**REMINDER: Please do not tape, staple, or tack anything to the walls of the exhibit hall.**

Does your display feature a large screen, backdrop, or other frame that would block the view of adjacent GITWL exhibitors?

Yes \_\_\_\_\_ No \_\_\_\_\_

Is your display a tabletop display?

Yes\_\_\_\_\_ No\_\_\_\_\_

If no, how large is your display?

Height\_\_\_\_\_ Width\_\_\_\_\_

Please do not locate our exhibit adjacent to the following exhibitors: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**The undersigned organization representative agrees that the above organization will abide by all rules, requirements, restrictions and regulations as set forth in this agreement. Failure to do so will result in forfeiture of all monies paid to GITWL under terms of this agreement.**

SIGNATURE: \_\_\_\_\_

TITLE: \_\_\_\_\_

EMAIL ADDRESS: \_\_\_\_\_



## **EXHIBIT GUIDELINES**

### **EXHIBIT POLICY**

Any merchandise for sale at the conference must be available for purchase/order by all conference attendees. GITWL reserves the right to refuse use of space to any exhibitor whose product or program, in the sole opinion of GITWL, is not in keeping with the general character of the conference. GITWL reserves the right to require any exhibitor to remove any exhibit or any part thereof, which, in the sole judgment of GITWL, is misleading, deceptive, in poor taste, or not in keeping with the general character of the conference.

**SETUP:** The exhibit area will be available for exhibitor move in on Wednesday, November 13, from 1:30 – 6:30 pm.

### **SCHEDULE OF EXHIBITS:**

Wednesday, November 13, 8:00 pm – 10:00 pm Thursday, November 14, 9:30 am – 5:30 pm Friday, November 15, 9:30 am – 5:00 pm
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### **DISMANTLING OF EXHIBITS:**

- Exhibits may be dismantled on Friday, November 15, after 5:00 pm or on Saturday, November 16, between 8:00 am and 12:00 pm.
- All equipment, crates, and other materials must be removed. Trash must be bagged and/or put into garbage cans.

Exhibitors themselves may take charge of activities that do not require labor, such as handling, placing, setting out and dismantling of exhibit merchandise.

**ACTIVITY OUTSIDE OF THE EXHIBIT HALL:** No exhibit displays are allowed outside of the exhibit hall. Any vendor event not held in the exhibit hall must take place outside of designated exhibit hall hours. This includes training, social and hospitality events, focus groups and market research. Activities may not be in conflict with scheduled GITWL events.

**EXHIBITOR STAFF:** At least one attendant should attend each exhibit space during all public Exhibit Hall hours. For proper identification of exhibitor personnel, a badge will be issued for each representative listed on this application and agreement form. GITWL reserves the right to limit the quantity of badges issued and to recall badges used by unauthorized persons.

**ADVANCE SHIPMENT OF EXHIBITS:** Items for exhibit may be shipped to the hotel no more than three (3) days in advance of the event. In order to help expedite the timely delivery and return of packages, all boxes must be labeled with name of the group's recipient (NOT the Hotel Sales or Service Manager), group name and the date of the program. A sample label is shown below:

**SAMPLE SHIPPING LABEL**

NAME OF GUEST RECIPIENT  
c/o SHERATON GRAND SEATTLE  
1400 SIXTH AVENUE  
SEATTLE, WA 98101  
GROUP NAME  
ARRIVAL DATE  
PACKAGE # \_\_\_\_ of \_\_\_\_

Please call or contact the Sheraton Meeting & Event Manager, and provide the number of packages you are shipping, the method of shipping, and expected delivery date to the hotel. All packages will be held in the hotel package room until they are delivered to the designated room. In order to retrieve your packages, please contact the Bell Desk, Security, Executive Meeting Specialist or a Banquet Captain. Packages can be retrieved 24 hours a day.

**HANDLING FEES**

The Sheraton Seattle Hotel assesses handling fees as noted below. For your convenience, charges will be posted to the guest room. Charges will appear on your final room bill as "Business Center". **The hotel cannot store packages for more than three (3) days prior to or three (3) days after an event. An additional \$30.00 per item, per day charge will be added if storage exceeds this time frame.**

Inbound Packages

0 to 5 pounds	\$12.00 each
6 to 20 pounds	\$20.00 each
21 to 50 pounds	\$25.00 each
Over 50 pounds	\$70.00 each
Crates	\$100.00 each
Pallets	\$175.00 each

*Note: Current pricing, subject to change without notice.*

**RETURN SHIPMENTS**

Exhibitors are responsible for making arrangements to ship their materials out of the hotel as needed. The Sheraton Seattle Hotel assesses handling fees as noted below. Fees are assessed by weight on all shipments from this location. These charges are in addition to shipping fees.

OUTBOUND PACKAGES (VIA HOTEL)

*\*\*Applies to all shipping companies with the exception of FedEx\*\**

Outbound Packages \$5.00 each

Guests may use their own account or use hotel's service at an additional cost.

FedEx Office @ THE SHERATON SEATTLE HOTEL

The FedEx Office is located on the second floor on the west side of the Willow Room. A FedEx Office Associate would be pleased to assist you with your needs during the hours of operation listed below. 24 hour access is available to our self-help area with your guest room key.

FedEx OFFICE HOURS:

Monday - Friday: 7:00 am – 6:00 pm

Saturday: 9:00 am – 5:00 pm Sunday: 12:00 pm – 5:00 pm

**HANDLING FEES:**

Handling fees are in addition to the cost of shipping and are charged on a per package basis. The fees can be charged to your FedEx account number, credit card, cash or check. All weights are rounded up to the next whole pound.

OUTBOUND PACKAGES (VIA FedEx OFFICE)

0.1 to 1 pound	Free
1.1 to 10 pounds	\$10.00 each
10.1 to 20 pounds	\$15.00 each
20.1 to 30 pounds	\$20.00 each
More than 30.1 pounds	\$25.00 each

*Note: Current pricing, subject to change without notice.*

**LIABILITY:** Exhibitor agrees that neither he/she nor his/her employees shall efface, mar, or otherwise damage the exhibit premises. Nothing shall be pasted on, tacked, nailed, crewed, or otherwise attached to columns, walls, or furniture. The exhibitor assumes entire responsibility and liability for losses, damages, and claims arising out of the exhibitor's and his/her representatives' actions on the hotel premises.

The exhibitor hereby agrees to protect, indemnify, defend, save and hold harmless GITWL and the Hilton Riverside New Orleans and hold their employees, management company, owner(s), respective agents, and servants harmless against all claims, losses, and damages to persons or property, governmental charges or fines, and attorney's fees arising out of or caused by exhibitor's installation, removal, maintenance, occupancy, or use of the exhibition premises or part thereof, excluding any such liability caused by the sole negligence of the hotel, its employees and agents.

Exhibitors must comply with all local fire and safety regulations and must exercise all care to avoid hazardous condition of any kind in the display area.

**GITWL 2019 EXHIBIT RIGHTS:** GITWL reserves the right to arrange and rearrange the floor plan or relocate space assignments for the betterment of the combined exhibitors and/or because of extenuating circumstances.

**INSURANCE:** All exhibitors have the sole responsibility for providing insurance coverage at their own expense for business loss/interruption, property loss and/or damage, and liability for personal injury and/or exhibitor's property.

**CANCELLATION OF CONFERENCE:** Should the GITWL Biennial Conference be prevented or postponed by any such event or emergency as an act of God, declaration of war by the President, destruction of exhibit premises, strikes, public disturbance, or the like, the exhibitor expressly agrees that GITWL may retain as much of the monies paid for rental of exhibit space as may be necessary to cover expenses incurred up to the time of emergency or disruptive event.

**REFUND AND CANCELLATION POLICY:** Notice of cancellation must be made in writing to GITWL Exhibits Chair. GITWL will retain 50% of the cost of the booth rental for cancellations up to ten (10) days prior to the conference. All cancellations after that point will result in loss of the full cost.

**VIOLATIONS/INFRACTIONS OF THE RULES AND REGULATIONS:** Any exhibitor, or his/her employee's/agent's violation or infractions of any of the rules and regulations stipulated in this agreement shall annul the exhibitor's right to occupy exhibit space, and such exhibitor will forfeit the monies that have been paid to use such space.

**For GITWL Use Only**

Date Application Received:

Date Payment Received:

Space Assigned: