

Sponsorship Opportunities at IECA's National Conference

November 9 - 12, 2011 • Dallas, TX



Exciting opportunities for your school or business to gain exposure and promote your brand to IECA's nearly 1,000 members and conference attendees. Sponsorship fees start as low as \$500!

Sponsorship Benefits

- Sponsors will receive appropriate signage at each event, at the conference registration area, and on video display at major conference gatherings. Depending on print deadlines, sponsors may also be listed in various conference promotional materials, including the IECA newsletter, *Insights*, member mailings, online conference descriptions, and flyers.
- Sponsors have the option to include a one-page flyer, a small brochure, or school logo-pen in the consultants' conference registration packet/tote bag.
- All sponsors' logos received by October 7 will be displayed on IECA's conference information Web page, with a link to your Web site.
- A listing with sponsor logos will be included in the Conference Guide, for sponsorships received by October 7, which is distributed to all attendees in their registration packet. These listings include a description and contact information. After October 7, sponsors will be listed in the Guide Supplement.
- A 20% discount for advertising in the Conference Guide is given to sponsors, excluding Guide sponsors.

NOTE: Schools, colleges, programs and companies must have at least one registered conference attendee in order to serve as a conference sponsor or event host.

Upcoming IECA Conferences

Fall 2011	Dallas, TX
Spring 2012	Boston, MA
Fall 2012	Atlanta, GA
Spring 2013	Chicago, IL

IECA Conference Overview

IECA offers many professional development opportunities for consultants, including two national conferences each year in the spring and fall in cities throughout North America. Conferences span four days and are designed to meet the needs of a wide range of education professionals. IECA conferences are unique because they invite representatives from colleges, independent schools, learning disability programs, behavioral/therapeutic programs, gap year, travel programs, and consultant service companies to learn alongside the consultants at the various workshops, seminars, and information swaps.

We anticipate the conference in Dallas will attract over 900 attendees, with as many as 200 educational consultants attending. Approximately 90% of the consultants in attendance will be IECA members.

Sponsorship of events during conferences, common at most professional gatherings, has become part of IECA in recent years.

Sponsorships are an effective way to lend your support to the Association and the profession while establishing your organization's presence at the conference.

Connect with IECA:



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Mobile

Sponsorship Opportunities for Formal Conference Events

There are many opportunities during each conference for colleges, schools, programs, education-related businesses and organizations to sponsor specific events and functions. While some activities lend themselves to multiple sponsors, others do not. When more than one school, company, or group wishes to sponsor an event, priority is given to those with a history of sponsorships, advertising, and participation in IECA events and publications. Early requests also get priority.

Sponsorships	Description	Fee	Notes
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Conference Materials

Sponsorship of conference materials means your school or product is prominently displayed, often in attendees' hands throughout the conference and beyond. IECA orders all of the listed items.

Conference Guide Maximum Exposure	All conference attendees receive, and continuously use, the Conference Guide. Sponsors get inside or outside covers for full-color, full-page ad.	\$4,000 outside back cover \$2,500 inside front or back covers	
Conference Tote Bags Maximum Exposure	Tote bags are given to all attendees at registration. The outside of the bag will feature both conference & sponsor logos.	\$5,000	
Hotel Key Cards Maximum Exposure	Attendees will carry your logo and message and use it often as it appears on their hotel key card.	\$5,000	
Pocket Schedule Maximum Exposure	Attendees use this small pocket version of the conference schedule throughout the conference.	\$1,500	Sponsor gets logo featured prominently on the cover
Note Pads Maximum Exposure	Note pads display the sponsor logo with Web site and/or phone number. The pad will be provided in attendee tote bags and at every conference breakout and seminar.	\$2,500	
Hand Sanitizer	Sponsor logo will be printed on hand sanitizer bottle.	\$2,000	Distributed in attendee tote bags
Mints	Sponsor logo will be printed on mint container.	\$2,000	Distributed in attendee tote bags

Conference Events

Pre-Conference Workshop Break	Refreshment breaks will be provided at all pre-conference workshops, held prior to the start of the conference. The sponsor may display materials and greet attendees as they arrive.	\$1,000 Wednesday \$500 Thursday	Our pre-conference workshops are scheduled for Wednesday, November 9 and Thursday, November 10.
Networking Cyber-Lounge Maximum Exposure	A bank of computers will be located in Conference Central from Wednesday through Saturday, allowing attendees to access the Internet and check their e-mail. The Networking Cyber-Lounge sponsor may display materials, hang a banner in this area, and set the home page on all of the monitors.	One sponsor of Networking Cyber-Lounge; contact IECA for more information.	Sponsor gets appropriate signage and may have someone at the lounge at all times.
Conference Central Maximum Exposure	Conference Central is the main hub of the conference. This is where attendees register, browse the conference bookstore, visit IECA's member services booth and the vendor exhibit hall.	\$2,500	Conference Central will be open Wednesday to Friday. The sponsor's logo will be projected on the wall inside Conference Central, and the sponsor gets a permanent information table inside this busy venue.
Registration Refreshment Break for arriving attendees	The sponsor serves as host of a refreshment break in the registration area at Conference Central, and may greet arriving consultants and other attendees on Wednesday from 10:00 a.m. to 1:00 p.m.	\$2,000	Sponsorship includes a table with your materials at Wednesday's registration for IECA member consultants.

Sponsorships	Description	Fee	Notes
Coffee Breaks/Afternoon Refreshment Breaks Great opportunity for interaction	Several breaks during Wednesday, Thursday, Friday, and Saturday's programs give attendees a chance to converse with colleagues between sessions mid-morning or mid-afternoon. The sponsoring organization is invited to display materials and welcome attendees during the break.	\$2,000 Wednesday afternoon; \$2,000 Thursday afternoon; \$2,000 Friday morning; \$1,000 Saturday morning	Wednesday's sponsor must be a school, college, related service, or vendor; the Thursday afternoon break and Friday morning break are open to all sponsors; Saturday morning's sponsor must be a therapeutic school, program, or related service or vendor.
Professional Networking Reception NEW Logo featured on napkins	Two Opportunities: These events draw between 300 and 600 attendees, project the flavor of the host city, and provide a social event for networking. The sponsoring organization may display materials and hang a banner. The sponsorship cost may be shared.	Wednesday: \$4,000 for exclusive sponsorship; or two sponsors at \$2,000 each. Friday: \$3,000 exclusive sponsorship or two sponsors at \$1,500 each.	Wednesday evening's sponsor(s) must be a school, college, or related service; Friday afternoon's sponsor(s) must be a therapeutic program or related service.
College and School Fair (Thursday) / Therapeutic Information Swap (Friday) A great way to stand out at the Fair or Swap NEW Recognition on the Fair/Swap page of the Conference Guide	The Fairs/Swaps are held on two days during the conference (Thursday morning and Friday afternoon), and are attended by consultants and school representatives. Held for two plus hours, the Swaps are part school/college/program fair and part networking event. Sponsoring organizations are afforded a prominent place to display materials on their own six foot table near the entryway/refreshment area, and are recognized on signage welcoming attendees. Several sponsors for each Swap are possible.	\$1,500	A maximum of six sponsors per Swap/Fair. Thursday's sponsors must be a school, college or related service; Friday's sponsors must be a therapeutic school, program, or related service.
IECA Member Pre-Conference Dinner Great consultant exposure	The sponsor may hang a banner and/or display print materials in the room and greet participants as they enter. The sponsor will also be recognized from the podium.	\$2,500	
Thursday, Friday, and Saturday Breakfast	The sponsor may hang a banner and/or display print materials on a table near the breakfast buffet and greet participants throughout the breakfast.	\$2,000 Thursday \$2,000 Friday \$1,000 Saturday	Thursday's sponsor must be a school, college or related service; Friday's breakfast is open to all sponsors; Saturday's sponsor must be a therapeutic school, program, or related service.
Grab & Go Lunch (Saturday)	The sponsor's logo is imprinted on the lunch bag that attendees take with them as they depart.	\$1,000	Sponsor must be a therapeutic school, program, or related service.
Conference Central Snack Boxes Maximum Exposure	Convenient and healthy snack boxes may be made available in Conference Central during special hours. Sponsor gets appropriate signage, special labeling on each snack box, and can display materials next to snack boxes.	\$1,500 per day: Wednesday, Thursday, or Friday (up to three sponsors—one per day)	Virtually all attendees indicate they visit conference Central—a great opportunity as they'll be taking something with them with your name on it.
General Conference Sponsors Great opportunity for new sponsors and smaller budgets	Sponsor gets recognition at General Sessions, on conference Web page, in conference guide, on signage, and puts your flyer or items in every consultant's hands.	\$500 (up to ten sponsors)	Sponsor may also include materials in IECA member tote bags.



Additional opportunities often arise unique to particular conferences or host cities. Call us for details or with your ideas.



Hosting Unofficial (After-Hours) Events

Schools, programs, and businesses may also choose to host receptions and events held at the conference site during “free” times when no formal conference activities are scheduled. Typically, such events are held in the late afternoon or evening.

A directory of after-hours events will be included in the packets of IECA member consultants, as well as reprinted in the conference guide. **Those planning after-hour events must first have the time and location approved by the IECA office and be registered conference attendees.**

The host then works directly with the hotel catering staff to plan the event. It is common for multiple events to be held simultaneously.

After hours event hosts will receive a complimentary set of IECA mailing labels in mid-October. These one-time only labels can be used to invite members to your reception.

Sponsorship Fee: \$250 includes the hotel's room rental fee and advertisement of the event in conference publications (event must be fully confirmed by October 7, 2011).

After Hour/Event Schedule Availability

On or off-site events may ONLY be scheduled at the times shown below:

Wednesday, November 9

5:45 - 7:00 p.m., prior to dinner

After 8:30 p.m.

Thursday, November 10

5:15 - 6:30 p.m.

After 8:30 p.m.

Friday, November 11

After 5:30 p.m.

IECA Conference Sponsorship Guidelines

General Guidelines: The Independent Educational Consultants Association, a 501c(6) nonprofit organization will accept no gifts of cash, property, services, or enter into any partnership with any company or other organization that produces products, provides services, or takes public policy stands which are inconsistent with the policies or mission of IECA. Nor will IECA accept any of the above from any company or organization which, in the judgement of IECA's Board of Directors, exploits students and families in its product lines, advertising, marketing, services, or any other way. All sponsors must have at least one registered conference attendee.

Sponsorship Principles:

- (1) Acceptance of sponsorships allows businesses and organizations to support the mission of IECA. Such support will not imply endorsement of the sponsor.
- (2) IECA will at all times remain independent on its positions regarding educational, counseling, and enrollment issues.
- (3) IECA will only accept sponsorship support for activities that are consistent with its mission.
- (4) IECA will maintain complete control, consistent with any donor restrictions acceptable to IECA, of all funds provided by corporations, foundations and individuals.
- (5) IECA will maintain sole control over all conference scheduling, speakers, breakouts, and events.
- (6) Acknowledgement of corporate support will be limited to the school, company or organization's name, logo, or slogan that is an established part of the supporter's identity, trade name, address, telephone number, and Web site.
- (7) IECA's intangible assets, including its name, reputation, research and other work, will be protected at all times. Donors will not be permitted to use IECA's name for commercial purposes or in connection with the promotion of any product or service.
- (8) IECA reserves the right to refuse any donation if such support is not in keeping with the above-mentioned principles or for other reasons, which the IECA Board of Directors deems appropriate.



Sponsorship/Hosting Application

Dallas 2011 Conference

Organization(s)/School(s) _____

Contact Person _____

Address _____

City/State/Zip _____

Telephone _____ E-Mail: _____

Signature _____ Date _____

Payment: Sponsors will be invoiced by IECA upon approval of application.

Note: After sponsorship application is accepted, sponsoring organization will be invoiced for the amount due. Payment must be received within 30 days of sponsorship acceptance to secure sponsorship. Artwork for print materials or Web site (based on sponsorship) is required by October 7, 2011.

Disclaimer

The sponsorship of an event does not represent an exclusive agreement between IECA and the sponsoring organization, nor does it suggest that the programs, services or products offered by the organization are endorsed by IECA or its member consultants. IECA reserves the right to refuse a sponsorship offer for any reason. See guidelines on previous page.

Return this application to:
 Rachel King
 IECA Conference Manager
 3251 Old Lee Highway,
 Suite 510
 Fairfax, VA 22030
 Phone: 703-591-4850
 Fax: 703-591-4860
 E-mail: Rachel@IECAonline.com

IECA's 2011 Fall Conference Sponsors

(as of September 21, 2011)

BestNotes	Hillside School	San Marcos Academy
Boys Town	Hobsons	Spectrum College Transition
C.A.R.E.	Hoosac School	Program
Carlbrook School	Junior Boarding School Assn.	Spring Ridge Academy
Chatham Hall	Lindner Center of HOPE	Squaw Valley Academy
Colleges That Change Lives	Montcalm Schools	University of the Sciences
Cushing Academy	NAPSEC	Valley View School
Dean College	Next Step Recovery Inc.	Vermont Academy
The Family Foundation	Oxford Advanced Studies	Walker Wellness Clinic
School	Program	Washington College
Fusion Academy	Roanne Manor	
Heritage Schools, Inc.	Rogers Memorial Hospital	

Choose Sponsorship

Please check the event(s) or material you are interested in sponsoring, and indicate your first, second, and third choice of sponsorships.

- ___ Conference guide: \$4,000 or \$2,500 **ALL TAKEN**
- ___ Conference tote bags: \$5,400 **SPONSORSHIP TAKEN**
- ___ Conference hotel key cards: \$5,000 **SPONSORSHIP TAKEN**
- ___ Pocket Schedule: \$1,300 **SPONSORSHIP TAKEN**
- ___ Note Pads: \$2,600 **SPONSORSHIP TAKEN**
- ___ Hand Sanitizer: \$2,000
- ___ Mints: \$2,000
- ___ Pre-Conference Workshop break: \$1,000
 ___ Wed: \$1,000; ___ Thurs: \$500
- ___ Networking Cyber-Lounge: fee varies, contact IECA **SPONSORSHIP TAKEN**
- ___ Conference Central: \$2,500 **SPONSORSHIP TAKEN**
- ___ Registration refreshment break: \$2,000
- ___ Coffee Break (Wed. p.m.): \$2,000
- ___ Coffee Break (Thurs. p.m.): \$2,000
- ___ Coffee Break (Fri. a.m.): \$2,000
- ___ Coffee Break (Sat. a.m.): \$1,000
- ___ Professional Networking Reception:
 ___ Wed: \$4,000 (or two sponsors for \$2,000 each)
 ___ Fri: \$3,000 (or two sponsors for \$1,500 each) **SPONSORSHIP TAKEN**
 ___ Sole Sponsor ___ Shared Sponsor
- ___ College & School Fair / Info Swap: \$1,500
 ___ Thursday's Fair ___ Friday's Swap **1 of 6 TAKEN** **4 of 6 TAKEN**
- ___ IECA Member Dinner (Tuesday): \$2,500 **SPONSORSHIP TAKEN**
- ___ Breakfast (Thursday): \$2,000
- ___ Breakfast (Friday): \$2,000
- ___ Breakfast (Saturday): \$1,000
- ___ Grab & Go Lunch (Saturday) \$1,000
- ___ Conference Central Snack Box: \$1,500
 ___ Wed. ___ Thurs. ___ Fri.
- ___ General Conference Sponsor: \$500 **8 of 10 TAKEN**
- ___ Hosting Unofficial Event: \$250 per event (Note preferred day/time) _____

Other: _____