



# 2011

## Lutheran Education Association Convocation



# Crossing Over

March 24-26, 2011  
Cincinnati, Ohio



**EXHIBITOR, ADVERTISEMENT  
& SPONSORSHIP BROCHURE**

# Lutheran Education Association Convocation



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March 24-26, 2011  
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Lutheran Education Association (LEA) is a professional organization linking, equipping, and affirming educators in Lutheran ministries.

## “Crossing Over”

LEA's Convocation is the best way to connect with the most important decision makers in Lutheran education. Attendees know the Convocation is the most efficient and effective way to make informed buying decisions for their schools and congregations, making this Convocation your key to reaching the best prospects. The 10th triennial Convocation is your opportunity to make a favorable and lasting impression with more than 3,000 professional educators and administrators from Lutheran schools and congregations nationally and internationally.

Administrators and teachers are the primary decision makers for the future of their schools and classrooms. This opportunity to showcase your products and services as well as network with educators from around the country in one location comes around only once every three years. Sign up today!

## Qualified Attendees

During the 9th Triennial LEA Convocation:

- Attendees were from over 40 states and several countries
- 55% of attendees made purchases during the Convocation
- 40% of attendees made future purchases with exhibitors from the Convocation
- 75% of attendees were the final decision makers or influenced the decision on future purchases
- 99% of attendees visited the exhibit hall

## Increase Your Visibility

Exhibiting and sponsoring at the 10th Triennial LEA Convocation will allow you to:

- demonstrate your products and services to qualified professionals
- develop relationships with new and valued customers
- contact hard-to-reach decision makers
- uncover new business opportunities for your company
- save time and marketing dollars
- offer solutions to the challenges attendees face
- send the message that you are active and supportive of the profession and the future of Lutheran education

## Prize Drawing on the Trade Show Floor

Back by popular demand is the daily prize drawing in the exhibit hall just before the close of the exhibits. Attendees must be present to win, making the prize drawing a valuable opportunity to meet with potential or current customers. Exhibitors are encouraged to donate an item for the drawing, minimum value \$100, to show their support and increase the visibility of their product or services.

## Make the Most of Your Participation

Full recognition packages are designed to help your company obtain maximum visibility during the Convocation and increase your results of participation.

With a full recognition package you benefit:

**Before** the Convocation with recognition:

- in attendee confirmation letters
- in promotional material mailed to thousands in advance

**During** the Convocation with:

- exhibit space
- passes for your employees to network
- extra signage for brand recognition and appreciation

**After** the Convocation with:

- your advertisement in the Convocation Program
- a link from the Convocation's website to your company's site

Packages incorporate sponsorships, exhibit space, and advertising, as well as many other opportunities to increase the benefits you receive from your participation all year long. Exhibit space, advertising, and sponsorships can be purchased individually. See page 8 for details.

If you do not see a package that best fits your company, please let us know. We are happy to work with you to design a package just for you.

## Increase Your Results

Full recognition packages provide you with the most recognition possible. Included are **Free Bonus** offers below for purchasing a Full Recognition Package or Sponsorship.

- Link to your company's website placed on LEA's website from receipt of payment through 6 months following the Convocation
- Company logo on entry piece to exhibit hall
- First right to Sponsorship at the next Convocation
- First option to select exhibit booth location at the next Convocation
- Company logo in the Convocation Program
- Company logo in the Registration Brochure (commitment required by June 7, 2010)
- Acknowledgement of your sponsorship in attendee confirmation letters
- Acknowledgement in the LEA member quarterly magazine *Shaping the Future*

## Convocation Schedule

### Thursday, March 24, 2011

8:00 a.m. – 4:30 p.m.	Registration
8:30 a.m. – 11:30 a.m.	Pre-Convocation Workshops
11:00 a.m. – 2:30 p.m.	Exhibits Open
12:30 p.m. – 1:45 p.m.	Sectional 1
2:30 p.m. – 4:00 p.m.	Opening Worship
4:00 p.m. – 6:30 p.m.	Exhibits Open
5:00 p.m. – 6:30 p.m.	Reception and prize drawings in Exhibit Hall
6:45 p.m. – 9:00 p.m.	Opening Banquet

### Friday, March 25, 2011

8:00 a.m. – 9:15 a.m.	Sectional 2
9:45 a.m. – 11:15 a.m.	Keynote Session
11:15 a.m. – 6:15 p.m.	Exhibits Open
1:15 p.m. – 2:30 p.m.	Sectional 3
3:00 p.m. – 4:15 p.m.	Sectional 4
5:00 p.m. – 6:15 p.m.	Reception and prize drawings in Exhibit Hall
6:30 p.m. – 8:45 p.m.	Awards Banquet

### Saturday, March 26, 2011

8:30 a.m. – 9:45 a.m.	Sectional 5
10:15 a.m. – 11:45 a.m.	Sending Event

# Full Recognition Packages

## **Platinum Package \$7500**

- 10'x10' Exhibit Space in a Premium Location (based on availability)
- Full-Page Advertisement in the Convocation Program
- 5 Free exhibit hall passes
- Link on LEA's website from receipt of payment upgraded to 12 months following the Convocation
- All of the Bonus offers listed on page 3
- Choice of one of the Platinum Level sponsorships listed below

### **Opening Banquet**

After a packed day of education and exhibits, attendees will be grateful for your support when your company's logo welcomes them to a delicious dinner.

### **Opening Night Entertainment**

The Convocation banquet includes a renowned entertainer. Your company will be in the spotlight with your company's logo welcoming attendees to the event.

### **Awards Banquet**

Educators in Lutheran schools and congregations change the lives of their students. Your support of these outstanding individuals will be spotlighted on the sign welcoming attendees to dinner and the ceremony.

### **Registration Brochure**

Your company's logo will be featured on the back outside cover of the registration brochure sent to thousands of potential attendees. (Commitment required by June 7, 2010 – only one sponsorship available)

### **DVD Video Option**

This is your chance to include a short video presentation on the DVD Take-Home Resource that all Convocation attendees receive before they leave. (More information on page 9)

## **Gold Level \$5500**

- 10'x10' Exhibit Space in a Corner Location (based on availability)
- 2/3-Page Advertisement in the Convocation Program
- 4 Free exhibit hall passes
- All of the Bonus offers listed on page 3
- Choice of one of the Gold Level sponsorships listed below

### **Convocation Program**

Your company's logo will appear on the outside cover of the program given to all attendees. The program includes the agenda, educational information, and a detailed directory of exhibitors. Stand out and be noticed when you sponsor the most visible printed material distributed during the Convocation. (only one sponsorship available)

### **Electronic Evaluation**

Attendees' opinions matter. Your support of their opinion will be noticed with your company's logo on each electronic evaluation used by Convocation attendees. (only one sponsorship available)

### **Keynote Speaker**

National speakers motivate and educate the attendees at each Convocation. Your company's logo will be printed on table tents placed on each table at this highly attended event. You also have the opportunity to hand out pens and notepads with your company logo to all attendees.

### **PowerPoint™ DVD Option**

PowerPoint™ slides showcasing your company will be included on the Convocation DVD Take-Home Resource given to all attendees before they leave. (More information on page 9)

# Full Recognition Packages

## **Silver Level \$3000**

- 10'x10' Exhibit Space
- 1/3-Page Advertisement in the Convocation Program
- 3 Free exhibit hall passes
- All of the Bonus offers listed on page 3
- Choice of one of the Silver Level sponsorships listed below

### **Light Refreshments**

Receptions in the exhibit hall will increase your sales and visibility. In exchange for your support, your company will be featured on a sign next to the refreshments during one of the receptions.

### **Speaker Refreshments**

Without informative speakers, the Convocation would not be a success. Your support for presenters, most of whom are teachers and administrators from across the country, will be visible at the entrance to the speaker lounge.

### **DVD Print Resource Option**

Promote your company or services on the DVD Take-Home Resource that all attendees will receive at the end of the Convocation (More information on page 9)

## **Bronze Level \$1850**

- 10'x10' Exhibit Space
- 2 Free exhibit hall passes
- All of the Bonus offers listed on page 3
- Choice of one of the Bronze Level sponsorships listed below

### **Concession Area**

A concession area for attendees to purchase meals and snacks throughout the Convocation will be located in the exhibit hall. A sign with your company's logo will be on the center of 3 of the tables in the Concession Area.

### **Educational Session**

The number one reason Lutheran educators attend the Convocation is to further their education. Attendees will appreciate your support when they see your company logo welcoming them to the session of your choice. You may also distribute pens and notepads with your company's logo.

### **Directional Sign**

In a large convention center, attendees will be grateful to see your company's logo on the 8' high x 4' wide sign providing them with direction to the next event.



# NEW Packages

## **Technology Package \$3000**

- 10'x10' Exhibit Space in a location around the Technology Park
- 1/3-Page Advertisement in the Convocation Program
- 3 Free exhibit hall passes
- All of the Bonus offers listed on page 3

### **Plus, all of the unique benefits of the Technology Package:**

- Complimentary Internet access at your booth
- Opportunity to schedule demonstrations in the Technology Park during exhibit hours (either computer lab or classroom environment)
- DVD Print Resource Option (more information on page 9)

## **“Dare to be Special” Package \$800**

- 10'x10' Exhibit Space located around the Lutheran Special Education Ministries Disability Awareness Lab (14 booth spaces in a cluster around tables featuring interactive disability awareness activities for participants to experience what it is like to learn differently)
- 2 Free exhibit hall passes
- All of the Bonus offers listed on page 3

### **Plus, all of the following unique benefits of the “Dare to be Special” Package only!**

- Complimentary exhibit space at the Lutheran Special Education Ministries CASE conference, held on Wednesday, March 23, 2011 at a downtown Cincinnati hotel (contact Lori Thetford at [lori@conventionmanagers.com](mailto:lori@conventionmanagers.com) or 317-713-1555 for further information)
- Special exposure on the Lutheran Special Education Ministries website
- One year membership to Christian Affiliation of Special Educators (CASE)

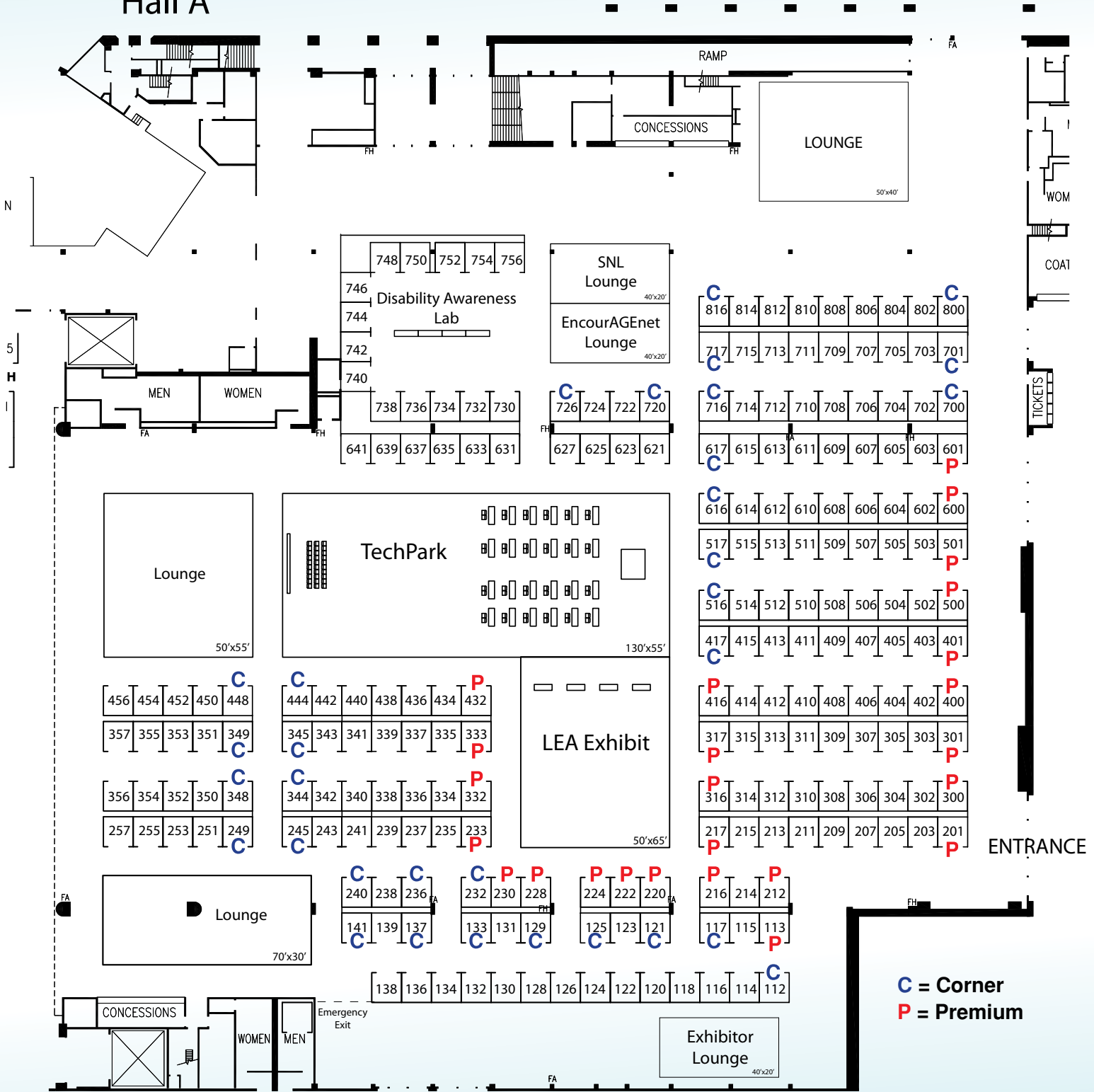


## **Crossing Over**

**March 24-26, 2011  
Cincinnati, Ohio**

# Floor Plan

## Duke Energy Center Hall A



# Individual Items

## Exhibiting

### Receive These Direct Benefits from Exhibiting

In addition to the opportunity to market to more than 3,000 potential customers as a Convocation exhibitor, you receive the following benefits:

- More than 13 hours of exhibit time
- 2 receptions held in the exhibit hall
- Lunch available in the exhibit hall
- Promotion of your participation sent in attendee confirmation letters
- Choice of booth space on a first-come, first-served basis
- Complimentary exhibit hall passes for exhibit personnel
- Complimentary detailed company listing in the Convocation Program
- Exclusive option to purchase advertising space on DVD given to every Convocation attendee
- Prize drawing in the exhibit hall giving you another chance to promote your product and service

## Cost for Individual Exhibit Space

**10' x 10' booth \$575**

**Premium booth locations add \$150**

**Corner booth location add \$100**

Furnishings, including carpet, table, and chairs, must be rented from the official exhibit decorator. A complete list of furnishings and price information will be available from the exhibit decorator.

For larger booth space, exhibitors may reserve a combination of two or more booths by marking the desired quantity of 10' x 10' booths on the agreement form.

## Exhibitor Schedule

### Exhibitor Set-Up

*Wednesday*

*March 23, 2011*

1:00 p.m. – 8:00 p.m.

*Thursday*

*March 24, 2011*

8:00 a.m. – 10:30 a.m.

### Exhibits Open

*Thursday*

*March 24, 2011*

11:00 a.m. – 2:30 p.m.

4:00 p.m. – 6:30 p.m.

*Friday*

*March 25, 2011*

11:15 a.m. – 6:15 p.m.

### Exhibitor Dismantle

*Friday*

*March 25, 2011*

6:15 p.m. – 9:00 p.m.

## Advertise in the Convocation Program

Receive a return on your advertising investment for three years or more when you advertise in the most visible printed material distributed during the Convocation. In addition to the agenda and educational information, the Convocation Program contains a directory that will provide a detailed listing of all exhibitors along with a 50-word description, making it a handy reference guide for attendees to take home and use. Advertising in the program is a great way to give your products and services maximum exposure and increase traffic to your booth.

**Make a smart investment by reserving your space today!**

### Color

Advertisements	Sizes	Rates
Outside back cover	(4" w x 9" h)	\$900
Inside front cover	(4" w x 9" h)	\$800
Inside back cover	(4" w x 9" h)	\$750

### Black & White

Advertisements	Sizes	Rates
Full Page	(3 1/4" w x 8" h)	\$600
2/3 Page	(3 1/4" w x 5" h)	\$550
1/3 Page	(3 1/4" w x 2 2/3" h)	\$450

## Advertisement Specifics

Art is required by **January 4, 2011**. Advertiser-provided .pdf files are preferred. Advertisement sizes must be as listed above and must be black and white unless you purchase a cover advertisement. No modifications will be made. Improperly formatted artwork will be returned to the advertiser and no refund of the advertisement cost will be given. Advertisements can be e-mailed to [lea@conventionmanagers.com](mailto:lea@conventionmanagers.com).



# Individual Items

## Advertise on the Convocation DVD

Save thousands of dollars in mailing and duplicating by advertising on the LEA DVD Take-Home Resource that will be provided to registrants at the Convocation. The DVD will be filled with valuable information for attendees when they get home. Included on the DVD will be some the Convocation presenters' materials and PowerPoint™ presentations to use for further study, exhibitor advertisements, Convocation highlights, and much more. Imagine how much use this DVD will have!

**There are 3 great ways to be part of this unique and highly profitable advertising opportunity.**

### Print Resources on DVD

Vendors are provided with space on the DVD for PDF files (inquire if you have a form other than PDF) that promote your service or provide information on products. Reserved disk space of up to 1 MB will be made available for your printable files. PDF files are readable with Adobe Acrobat™ found on most computers or easily installed from the Internet. Best of all, they keep all graphics and text formatted just as you saved it. All you need to do is create and save your file as a PDF and burn it to a CD. Send it to the LEA office no later than December 15, 2010 \*\*\*. Cost is \$75.

### PowerPoint™ Presentation on DVD

Space is also available for PowerPoint™ presentations (5MB maximum) that will attract even more attention. Simply save your PowerPoint™ presentation as you would like it to be seen (with manual transitions, or auto play with timings, sounds, pictures, movies, etc.) Burn it to a CD and send it to the LEA office no later than December 15, 2010.\*\*\* Cost is \$250.

### Promotional Video on DVD

This is your chance to include a short video presentation, five minutes or less, on the DVD Take-Home Resource. Video is one of the strongest forms of advertising. Simply provide an existing DVD of your own or your video in one of the following formats: Digital Betacam, Betacam SP, DVC Pro, DV Cam or Mini DV to be included. (Inquire if you have a format other than these) Send it to the LEA office no later than December 15, 2010.\*\*\* If your promotional video is longer than five minutes, inquire if there is space available. Cost is \$900.

**\*\*\*Mail all items for the Convocation DVD to:  
Lutheran Education Association, 7400 Augusta  
St, River Forest, IL, 60305. For inquires please  
call 708-209-3343.**

Note: No modifications will be made to items sent. LEA takes no responsibility to correct spelling or errors in any files, PowerPoint™, or videos received.

## Sponsorships

If exhibiting is not possible, you can still support the Convocation and receive all of the benefits of sponsoring. Sponsorships include all of the free bonus offers and choice of sponsorship listed under each package level.

**Platinum level sponsorship options are \$7500**

**Gold level sponsorship options are \$5500**

**Silver level sponsorship options are \$3000**

**Bronze level sponsorship options are \$1850**

**Sponsorship price is based on one of the options listed under the level selected. (Packages have first right to sponsorship options)**

# RULES & REGULATIONS

Please read these rules and regulations. This section contains information you must know and agree to.

## 1. EXPOSITION SPONSORSHIP & MANAGEMENT:

Lutheran Education Association (LEA) Convocation is produced by and is the property of Lutheran Education Association, Inc. LEA will provide show management and attendance promotion.

No exhibits, displays or demonstrations will be permitted in hotel meeting rooms, suites, guest sleeping rooms, or other locations outside the designated exhibit area. Violation of this policy may result in sanctions at future LEA Convocations. Such sanctions could include forfeiture or restriction of future participation privileges.

## 2. CONTRACT FOR EXHIBIT SPACE:

The order for booths, assignment of space, and the full payment of rental charge, constitutes a contract or rental of the space assigned. An exhibitor failing to occupy space is not relieved of the obligation to pay the full rental price. Exhibitors must agree to furnish their exhibits so as not to obstruct the view of other exhibits. No partition other than the 36" high side dividers provided by LEA will be permitted unless specifically approved. Uniform booth signs bearing the name of the exhibitor will be provided by LEA at no extra cost, or exhibitors may use their own sign if desired. No signs of any kind may be displayed at a height greater than 8 feet from the floor to the top of the sign. Standard booth background and side rails will be provided without charge. Booth backgrounds are approximately 8 feet in height and divider rails 36 inches in height. Width of special backgrounds must be 2 inches less than back wall.

LEA reserves the right to review and approve or reject contracts of all companies requesting exhibit space. If it is determined that a company is not permitted to exhibit, all money will be returned with written notice.

## 3. ASSIGNMENT OF SPACE:

Allocations of available space will be made first come, first served based on size of space. LEA reserves the right to make final space assignment or change the space assignment after the acceptance of the application should it be in the best interest of the show. All booths are clearly shown on the floor plan. Dimensions are believed to be accurate but only warranted to be approximate. The price of space includes booths of appropriate construction, uniform signs for each booth, and adequate illumination of space. Exhibitors having booths of their own construction may use them. If there is a question about the size and height limitations please call 317-713-1555.

## 4. PAYMENT OF SPACE:

Contracts must be accompanied by the full payment of packages, booth and advertisement fees. Checks should be made payable to Lutheran Education Association.

## 5. CANCELLATION OR WITHDRAWAL:

Upon giving written notice, an Exhibitor may cancel or withdraw from the trade show prior to October 29, 2010, however, no refund will be given unless all booth space has been sold; then 50 (fifty) percent of the payment shall be returned approximately 30 (thirty) days after the Convocation closes. After October 29, 2010, no refund will be given. Total payment for reserved exhibit space will be due for cancellations made after October 29, 2010.

The date upon which the notice of cancellation is received shall apply as the official date of cancellation. LEA has the right to resell the space vacated upon notification of cancellation.

## 6. OCCUPANCY OF SPACE:

Installation is from 1:00 pm to 8:00 pm on Wednesday, March 23, 2011 and on Thursday, March 24, 2011 from 8:00 am – 10:30 am. The Trade Show will officially open at 11:00 am on Thursday, March 24, 2011 and will close at 6:15 pm on Friday, March 25, 2011. Exhibits must be removed by 9:00 pm on Friday, March 25, 2011.

## 7. TERMINATION OF EXHIBIT:

If the premises where the LEA Convocation is to be housed are destroyed or damaged; or the LEA Convocation fails to take place as scheduled; or is relocated or interrupted and discontinued; or access to the premises is prevented or interfered with by reason of any strike, lockout, injunction, act of war, act of God, or emergency declared by any government agency; or for any other reason, this contract may be terminated by Lutheran Education Association. In the event of such termination, the Exhibitor waives any and all damages and claims for damages and agrees that the sole liability of Lutheran Education Association shall be to return the Exhibitor's rental payment.

## 8. ADVERTISEMENT SPACE:

Reservations for advertisement space in the official Convocation Program must be paid in full to reserve the space. Specifications for artwork size, layout and format are described in the Exhibitor Brochure. Cancellations for advertisement space must be received in writing prior to October 29, 2010 to receive full refund. Advertisement space cancelled after October 29, 2010 is non-refundable. LEA reserves the right to deny acceptance of any advertising in the Program Book or Take-home DVD Resource if it determines that any content or design is not suitable for the intended audience.

## 9. EXHIBITOR'S REPRESENTATIVE:

Each Exhibitor organization must name at least one person to be its official representative, with authorization to enter into such service contracts necessary for the installation and removal of exhibits and the provision of services, for which the Exhibitor will be responsible. At least one person must be in the Exhibit Booth during all hours the Exposition is open.

Exhibitor agrees not to assign or sublet the whole or any portion of the rented space covered by this contract. No two companies of different ownership can share a single booth.

Each exhibitor, agrees to abide by the foregoing rules and regulations, and by any amendments or additions thereto that may hereafter be established or put into effect by LEA. These rules are subject to revision by LEA and all points not covered are subject to its decision. They have been formulated for the best interest of the exhibitors as well as Lutheran Education Association, and all participants in the exposition are asked to cooperate in the observance of them.

## 10. SOLICITATION IN THE EXPOSITION:

The aisles and other space in the Exposition Area are not leased to the exhibitors and shall be under the control of LEA. All displays, interviews, conferences, distribution of literature, lectures, or any other type of activity shall be conducted inside the space contracted for. Exhibitors' representatives standing in aisles or in front of exhibit booths of other Exhibitors for advertising purposes is strictly prohibited.

Nothing shall be posted on, tacked, nailed, screwed, or otherwise attached to columns, walls, floors, or other parts of the building or furniture. Signs, rails, etc. will not be permitted to intrude into or over aisles.

## 11. EXHIBIT STANDARDS:

LEA shall have the right to prohibit any exhibit or part of an exhibit that in its opinion is not suitable to, or in keeping with the character or purpose of the show. Questionable exhibits shall be modified at the request of Convocation Management. Convocation Management reserves the right to interpret and remove from the show program materials, advertising, or literature that which they feel would be in bad taste if such materials were displayed.

## 12. SOLICITATION BY NON-EXHIBITORS AND NON-REGISTERED ATTENDEES:

Persons connected with non-exhibiting concerns are prohibited from any dealings, exhibiting, or soliciting within the Exposition Area or Convocation facilities. Exhibitors are urged to report immediately any violations of this rule to the Convocation Management.

## 13. LIABILITY AND INSURANCE:

Exhibitor agrees to protect, save, and keep Lutheran Education Association forever harmless from any damages or charges imposed for violation of any law or ordinance, by the negligence of the Exhibitor, as well as strictly comply with the applicable terms and conditions contained in the agreement between the Duke Energy Convention Center and Lutheran Education Association regarding the exposition premises. And, further, Exhibitor shall at all times protect, indemnify, save, and keep harmless the Board of Directors and Planning Committee for the Lutheran Education Association, Convocation Management, and subcontractors against and from any and all loss, cost damage, liability, or expense arising from or out of or by reason of said Exhibitor's occupancy and use of the Exposition premises or a part thereof.

LEA will exercise responsible care for the protection of Exhibitor's material and displays. However, the Exhibitor, on signing the contract expressly releases Lutheran Education Association and the Duke Energy Convention Center from, and agrees to indemnify same against any and all claims for such loss, damage or injury. Exhibitors desiring to carry insurance on their exhibits will place it at their own expense.

Security guards shall be furnished during the installation, open hours, and dismantling of the show. The furnishing of the guards shall not increase the liability of Convocation Management or show sponsors. ONLY THOSE EXHIBITORS PROPERLY IDENTIFIED AND WITH PERMISSION OF CONVOCATION MANAGEMENT MAY ENTER THE EXHIBIT AREA DURING NON-SHOW HOURS.

## 14. SAFETY:

Fire regulations require all display material used for decoration be fire proof. All electrical equipment, including signs and lights, shall be in good condition and able to pass inspection of the Fire Marshal. Each exhibitor agrees to be knowledgeable and responsible regarding ordinances and regulations pertaining to health, fire prevention, and public safety while participating in the LEA Convocation. The use of flammable materials, substances or fluids of any nature, which are prohibited by fire regulations, may not be used in any booth.

## 15. SHIPPING:

Exhibitor agrees to ship, at his own risk and expense, property to be exhibited. All shipments must be prepaid. Further information will be forwarded upon receipt of signed contract.

## 16. BOOTH FURNITURE AND SPECIAL WORK:

Information will be forwarded upon receipt of signed contract.

## 17. ELECTRICITY:

There will be a charge for exhibitors' electrical hook-ups. A form will be included in the information sent to you upon receipt of your payment.

## 18. COPYRIGHT PERMISSION & INDEMNIFICATION:

Exhibitor represents and warrants that no musical work protected by copyright will be staged, produced, or otherwise performed, via either "live" or "mechanical" means, by or on behalf of the exhibiting firm, at the LEA Convocation, unless exhibitor has previously obtained written permission from copyright owner or the copyright owner's designee (e.g. ASCAP, BMI, or SESAC) for such use.

Exhibitor further represents and warrants that it shall be fully responsible for the performance of all obligations under any agreement permitting the use of such music, including but not limited to all obligations to report data and to pay royalty fees.

## 19. MISCELLANEOUS REGULATIONS:

Exhibitor shall not foster or conduct outside activities that would take qualified attendees from the Convocation functions and/or Exposition during scheduled hours.

Manufacturers or suppliers must be exhibitors in order to use a hospitality suite and must obtain authorization from LEA. The term hospitality suite shall include any open room with readily available food, drink, and/or entertainment where same may have been publicly announced or advertised.

## 20. RULES & REGULATIONS:

Rules and regulations relevant to the Duke Energy Convention Center will be provided to the exhibitor by LEA upon receipt of the signed contract. Union rules specific to Cincinnati will be included, and, by signing the contract, all will agree to adhere.

## 21. AMENDMENTS TO REGULATIONS:

Any and all matters and questions not specifically covered by the articles in this contract shall be subject to the decision of LEA. The aforementioned items covered by this contract may be amended at any time by LEA in the interest of the show and notice thereof shall be binding on exhibitor equally with the foregoing rules set forth in this contract.

## 22. RESPONSIBILITY:

It is the responsibility of the Exhibitor to be fully familiar with these rules and regulations and to see that each member of the firm attending the LEA Convocation, either as exhibitor personnel or registrant or both, is familiar with these rules and regulations.

## 23. FOOD OR BEVERAGE:

Exhibitors wishing to dispense food or beverages in the exhibit hall should contact Ovation at 513-419-7253.

## 24. RESTRICTED MARKET AREAS:

Any exhibitor displaying goods and/or services whose distribution, sale or use is prohibited in any area of the United States must provide information to trade show attendees showing those areas of restriction OR those areas approved for the goods and/or services in question.



2011

Lutheran Education Association Convocation

EXHIBITOR/SPONSORSHIP/ADVERTISEMENT AGREEMENT



Crossing Over

March 24-26, 2011 Cincinnati, Ohio

In accordance with the Rules and Regulations stated in this agreement the organization below has entered into this contract with Lutheran Education Association for the space and/or the services indicated below.

PLEASE PRINT OR TYPE

Grid for contact information: CONTACT NAME, TITLE, COMPANY, ADDRESS, CITY, STATE, ZIP, DAYTIME PHONE, ext, FAX, EMAIL

I, a duly authorized representative of the organization listed above, agree to all Rules and Regulations contained in this agreement.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

FULL RECOGNITION PACKAGES

- Platinum \$7500
Gold \$5500 Sponsorship selection
Silver \$3000
Bronze \$1850

New Packages

- Technology Package \$3000
'Dare to be Special' Package \$800

INDIVIDUAL ITEMS

Table with columns: Exhibit Space Selection, Quantity, Price. Includes 10' x 10' Booth, Premium Location, Corner Booth, Total Booth Space Cost.

Advertise in the Convocation Program

- Back Outside Cover (color) (4" w x 9" h) \$900
Front Inside Cover (color) (4" w x 9" h) \$800
Back Inside Cover (color) (4" w x 9" h) \$750
Full page Advertisement (3 1/4" w x 8" h) \$600
2/3 page Advertisement (3 1/4" w x 5" h) \$550
1/3 page Advertisement (3 1/4" w x 2 2/3" h) \$450

I am committing to donate an item of at least \$100 for the prize drawing

DVD Take Home Resource

- PowerPoint Presentation - \$250
Print Resources - \$75
Promotional Video - \$900

Sponsorships (no exhibit booth)

- Platinum \$7500
Gold \$5500
Silver \$3000
Bronze \$1850

We wish to sponsor the following \_\_\_\_\_

Total Price for all individual items \$ [ ]

If you purchased a package or an individual booth please indicate:

BOOTH LOCATION Please indicate four (4) different location choices. Exhibit space is reserved on a first-come, first-served basis.

Four horizontal lines for booth location choices.

We desire booth separation from:

Three horizontal lines for booth separation preferences.

Your Product/Service

- Awareness / Prevention Programs
Building Improvements
Career Programs
Consulting
Communications & Technology
Curriculum Building
Educational Books & Product Sales
Educational Destinations
Financial Aid
Multi Media/AV Sales
Outdoor Education
Professional Development
Program Development
Publisher
Software
Student Development
Text Books
Tuition Management
University
Other: \_\_\_\_\_

INSTRUCTIONS TO VALIDATE AGREEMENT

- 1. Attach a check, payable to: Lutheran Education Association
2. Return completed form and check to: Lutheran Education Association Convocation 7400 Augusta St., River Forest, IL 60305.
3. Questions call 317-713-1555, Fax 317-578-0621 or E-mail LEA@conventionmanagers.com.

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Booth# \_\_\_\_\_ Date Conf'd \_\_\_\_\_



**2011 Lutheran Education Association Convocation**

7400 Augusta St.

River Forest, IL 60305

Phone: 317-713-1555 Fax: 317-578-0621



2011

**Lutheran Education Association Convocation**



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