



# Exhibitor Workshop Application

65<sup>TH</sup> ASCD Annual Conference & Exhibit Show

Henry B. Gonzales Convention Center • San Antonio, Texas • March 6–8, 2010

Telephone: 703-575-5629 or 703-575-5660 • Fax: 703-575-5407 • E-mail: exhibits@ascd.org

## Check Out This Exhibitor Opportunity!

Here's your opportunity to showcase your products or services in an intimate setting! Apply to present an Exhibitor Workshop in which you can demonstrate the strengths and benefits of your products and services. These workshops are designed to give exhibitors an opportunity to attract a select audience and highlight products, services, or technologies in a setting free of the distractions on the exhibit floor. There are a limited number of spaces for this unique offer—and they sell out fast—so, sign up today!

**Workshops will be assigned on a first-come, first-served basis and will cost \$975 each. Full payment must accompany the application, and no refund will be issued if a workshop is assigned and then cancelled. Workshop sessions will be included in the 2010 Conference Program Book, only if received by August 15, 2009.**

PLEASE TYPE OR PRINT CLEARLY.

**1 PRIMARY PRESENTER** This is how your name will appear in the Conference Program Book.

PRESENTER NAME		POSITION	
ASCD MEMBER/CUSTOMER No.		INSTITUTIONAL AFFILIATION	
STREET ADDRESS			
CITY	STATE/PROVINCE	ZIP/POSTAL CODE	COUNTRY
E-MAIL		WEB SITE	
OFFICE PHONE		FAX	

**2 CONTACT INFORMATION** All information will be sent to the Contact Person. It is the responsibility of the Contact Person to communicate all conference information to the presenter.

CONTACT PERSON		EXHIBITING FIRM	ASCD MEMBER/CUSTOMER No.
STREET ADDRESS			
CITY	STATE/PROVINCE	ZIP/POSTAL CODE	COUNTRY
E-MAIL		WEB SITE	
OFFICE PHONE		FAX	

**3 PAYMENT INFORMATION** Full payment MUST accompany application.

CHECK ENCLOSED \$ \_\_\_\_\_ (MAKE CHECKS PAYABLE TO ASCD.)  
CHECK NUMBER \_\_\_\_\_ AMOUNT ENCLOSED \$ \_\_\_\_\_

CHARGE MY:  MasterCard  VISA  AMEX  DISCOVER CARD

AMOUNT TO BE CHARGED \_\_\_\_\_

ACCOUNT NUMBER \_\_\_\_\_

EXPIRATION DATE \_\_\_\_\_

CARDHOLDER'S NAME \_\_\_\_\_

SIGNATURE \_\_\_\_\_

**4 SIGNATURE AND AGREEMENT** The exhibitor agrees to abide by all exhibit terms, conditions, and regulations set forth in this contract.

AUTHORIZED SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

PRINT NAME AND TITLE \_\_\_\_\_

DATE RECEIVED \_\_\_\_\_

**Session Details and Workshop Guidelines Information—SEE REVERSE**

**5 A. SESSION DETAILS** \*Please note: We reserve the right to edit titles and descriptions for length.

WORKSHOP TITLE (8 WORDS OR FEWER)\*

WORKSHOP DESCRIPTION (50 WORDS OR FEWER)\*

**B. AUDIENCE**

Select one.

- Ages 0–5
- Elementary
- Middle or Junior High
- Middle and Secondary
- Secondary
- Higher and Adult Education
- PreK–12
- Special Needs
- ESOL
- All Levels

**C. PRESENTATION STYLE**

Please use percentages.

- % Interactive
- % Lecture

**D. DEMOGRAPHIC FOCUS**

Select one.

- Rural
- Urban
- Suburban
- International
- All

**E. TOPIC**

Select one..

- Assessment and Evaluation
- Character Education
- Collaborations and Partnerships
- Core Curriculum Subjects (Math, Science, Language Arts, Social Studies)
- Curriculum Instruction
- Diversity in Education
- Educational Research
- Fine Arts
- Instructional Technology
- Planning and Leadership
- Professional Development
- School Restructuring and Reform
- Worldwide Issues
- Other \_\_\_\_\_

**6 WORKSHOP GUIDELINES**

Workshops will be held in the Henry B. Gonzales Convention Center and will be scheduled each day of the conference between 8:00 a.m. and 5:00 p.m. Each workshop will run for one hour, with 30 minutes for set up and removal of equipment. The meeting room will be set theater style for approximately 50 or more people and will be equipped with an Internet connection, standing podium, microphone, and materials table. Equipment required, other than that which is specified here, is the responsibility of the exhibitor.

ALL submissions received are subject to approval by ASCD. **Applications are read and assigned on a first-come, first-served basis and will cost \$975 each.** Full payment must accompany the application and no refund will be issued if a workshop is assigned and then cancelled. Payment is refunded for applications not assigned.

Workshop applications will only be accepted from exhibitors participating in the 2010 Exhibit Show. **Please note: If an exhibitor cancels booth space, that exhibitor’s workshop will automatically be cancelled, and there will be no refund of the workshop fee. Workshop sessions will be included in the 2010 Conference Program Book, only if received by August 15, 2009.** Otherwise, the listing will appear in the Addendum of the *ASCD Conference Daily*.

Promotion of the workshop is the responsibility of the exhibitor. ASCD makes no guarantees as to the attendance and popularity of such workshops. Selling is prohibited in Exhibitor Workshop sessions.

**Return Copy of Completed Application with Payment to**

Brittany A. Bowen, Exhibits Manager • ASCD, 1703 North Beauregard Street • Alexandria, VA 22311-1714 USA  
**Phone:** 703-575-5629 or 703-575-5660 • **Fax:** 703-575-5407 • **E-mail:** exhibits@ascd.org



# Conference Program Book Advertising Contract

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## SPACE AVAILABLE

### Four-Color

Cover 2	___	\$4,210
Cover 3	___	\$4,020
Cover 4	___	\$4,805
Full Page	___	\$3,410

### Black and White

Full Page	___	\$1,700
1/2 Page	___	\$1,395
Two Pages	___	\$3,240
Three Pages	___	\$4,755

## CLOSING DATES

### Space Reservations

November 6, 2009

### Final Materials

November 13, 2009

## ADVERTISING SPECS

See reverse side.

## Please reserve space in the ASCD 2010 Conference Program Book as follows:

PLEASE TYPE OR PRINT CLEARLY

### 1 RESERVATION INFORMATION

AD SIZE:  Full Page  1/2 Page  2nd Cover  3rd Cover  4th Cover

COLOR:  Color  Black and White

ADVERTISER \_\_\_\_\_ PHONE \_\_\_\_\_

AGENCY (IF APPLICABLE) \_\_\_\_\_

STREET ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE/PROVINCE \_\_\_\_\_ ZIP/POSTAL CODE \_\_\_\_\_ COUNTRY \_\_\_\_\_

E-MAIL \_\_\_\_\_ WEB SITE \_\_\_\_\_

AUTHORIZED SIGNATURE \_\_\_\_\_ TITLE \_\_\_\_\_

### 2 PAYMENT INFORMATION

CHECK ENCLOSED (MAKE CHECKS PAYABLE TO ASCD.)

CHECK NUMBER \_\_\_\_\_ AMOUNT ENCLOSED \$ \_\_\_\_\_

CHARGE MY:  MasterCard  VISA  AMEX  DISCOVER CARD

AMOUNT TO BE CHARGED \_\_\_\_\_

ACCOUNT NUMBER \_\_\_\_\_ EXPIRATION DATE \_\_\_\_\_

CARDHOLDER'S NAME \_\_\_\_\_

SIGNATURE \_\_\_\_\_

### Return Contract and Materials to

Brittany A. Bowen, Exhibits Manager • ASCD, 1703 North Beauregard Street • Alexandria, VA 22311-1714 USA  
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# Advertising Contract Specifications

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## General Requirements

- Trim Size:** 8 3/8" X 10 7/8"
- Ad Page Sizes:** 1/2 page, nonbleed: 7 1/4" X 4 3/4"  
Full page, nonbleed: 7 1/4" X 10"  
Full page, full bleed: 8 5/8" X 11 1/8" (includes bleed)
- Bleeds:** Full page only at no extra cost. Allow 1/8" each side.
- Binding:** Perfect bound
- Printing:** Offset lithography

***Submit files on CD-ROM or DVD only.***

## Electronic Specifications

### Acceptable file formats:

The Conference Program Book is produced using Quark XPress for Macintosh. The following file formats are listed in order of preference:

- PDF with high resolution graphics and all fonts embedded.
- Quark XPress (with all fonts and image files used included with application file)
- Illustrator, Freehand, or CorelDraw (with type converted to outlines, save file as an EPS, and include any link files required)
- Photoshop (saved as TIFF or EPS, and at least 300 dpi)
- InDesign (include all fonts and image files used, submit all embedded graphics as separate files)
- The following file formats are acceptable: EPS, EPS/DCS, TIFF, or Scitex CT.
- TIFF/IT-P1 files are recommended for full-page or spread four-color ads.
- Ads created in Microsoft Word, Microsoft Publisher, PowerPoint, or any word processing program will not be accepted. These files must be exported to PDF format.

### Fonts:

- All fonts used in ad layouts must accompany Quark and InDesign files.
- Use of Type 1 and Open Type fonts is preferred.
- Ads submitted using Illustrator, Freehand, or CorelDraw must have all text converted to curves.

### How to submit files:

- Submit files on CD-ROM or DVD only.
- All fonts (screen and printer versions) and image files used to create the ad must accompany files prepared using a layout application. Incomplete files will not be accepted.
- Images for 4C ads must be submitted as final, high-resolution, CMYK files. We do not scan or place images for advertisers.
- A laser proof or velox must be submitted with each black and white ad. A digital color proof, color laser proof, or 4C film proof must accompany each 4C ad submitted. An additional charge will apply to generate proofs where none are supplied.

### Cancelation Policy:

**Advertising contract and space is assigned on a first-come basis, first-served basis. Full payment must accompany the contract and no refund will be issued after contract is processed. Ads in the program book will only be accepted from exhibitors participating in the 2010 Exhibit Show. Please note: If an exhibitor cancels booth space, that exhibitor's ad will automatically be canceled, and there will be no refund of the advertising fee.**