

44th NACAS East Conference June 12-15, 2011

2011 Business Partner and Sponsorship Opportunity Guide



**The Westin Annapolis
100 Westgate Circle
Annapolis, Maryland 21401
410-972-4300**

44th NACAS East Conference

**June 12-15, 2011
The Westin Annapolis**

Dear NACAS Business Partner and Friend:

NACAS EAST will hold their 44th Annual Conference at The Westin Annapolis, June 12-15, 2011. We hope you are able to join us!

Business Partners are vital to NACAS EAST and as such we do not consider our business partners as just exhibitors. The vitality of our organization depends on the essential products and services you provide. Beyond that your contributions of information on industry trends and technical expertise help us serve our campuses, and your financial support helps us to provide invaluable networking and educational opportunities for our members.

Your Business Partner Registration will include a table in the Exhibit Hall, opportunity to participate in Educational Events, General Sessions and the opportunity to attend our Gala Event. On Monday, June 13th we hope that you will be able to join us and be recognized as we will be hosting a Business Partner Luncheon in your honor.

In the following pages you will find the Business Partner Registration Form as well as the electrical and shipping request forms from The Westin Annapolis.

In addition, we hope that you will consider becoming a conference "SPONSOR". Details of the Business Partner Sponsorship Program are included in the materials that follow. Please feel free to contact me if you need information or help in choosing an event to sponsor. Our aim is to acknowledge your sponsorship at every opportunity, whether it is at the event, or, in the case of General Sessions, providing you the opportunity to introduce the speaker.

If you have attended one of our regional conferences in the past, we thank for your continual support. If you are considering this fabulous opportunity for the first time, thank you. I really look forward to seeing old friends and developing new friendships.

See you in Annapolis!

Joe Oster
Business Partner Liaison
joster@towson.edu
410-704-2364

2011 Business Partner Guide

SPONSORSHIP LEVELS

Diamond \$10,000.00+

Platinum \$5,000.00 - \$9,999.00

Gold \$3500.00 - \$4,999.00

Silver \$2500.00 - \$3499.00

Bronze \$1000.00 - \$2499.00

- All Sponsors will be recognized with signage and announcements at their sponsored event.
- Sponsors of General Sessions will be recognized at their sponsored sessions.
- Sponsors who commit before **April 29, 2011** will be recognized in conference materials.
- Sponsors will be recognized on the NACAS EAST website following the conference.
- ***Specific Sponsorship Opportunities are still being finalized; please contact me to discuss opportunities for your organization.***

EXHIBIT DETAILS

Location: The Westin Annapolis

Business Partner Schedule for Monday, June 13, 2011

Exhibit Hall set up	8:00 – 10:45 a.m.
Business Partner Meeting	11:30 – 12:00
Business Partner Recognition Luncheon	12:00 – 1:30
Exhibit Hall Open	1:45 – 3:30
Exhibit Hall Tear down	3:45 – 7:00

Display Information:

One standard 6' table will be provided. Please be sure to READ and submit your electrical and other request form directly to the Hyatt Regency Cambridge; see attached form.

Shipping Information:

The Hotel requires that arrangements for delivery of packages be made through the Convention Services Department. Please be sure to READ "Exhibitor Shipping Requests" document and submit your request:

Catering and Convention Services Assistant

The Westin Annapolis
100 Westgate Circle
Annapolis, Maryland 21401
(410) 972-4300
(410) 295-7420 Fax

Exhibit Hall Gifts:

The Conference Staff will provide a \$50 gift card for each table in the EXHIBIT HALL. Business Partners should collect business cards from conference delegates who visit their booths. The Business Partner Liaison will conduct a drawing at each booth during the exhibit hall hours. Delegates must be present to WIN!!!

CONFERENCE INFORMATION

Location:

The Westin Annapolis
100 Westgate Circle
Annapolis, Maryland, 21401
410-972-4300

Dates:

Sunday June 12 - Wednesday June 15, 2011

Registration:

Business Partner (2 representatives) \$775.00
Additional Business Partner representative \$375.00

Your Business Partner Registration will include a table in the Exhibit Hall, opportunity to participate in Educational Events, General Sessions and the opportunity to attend our Gala Event.

Hotel Details:

Conference Room Rate is \$119.00/night. Please anticipate that rooms will go quickly. To take advantage of these rates, please register by May 11, 2011.

When booking your room, please mention NACAS EAST to receive the group room rate.

If you require additional information contact
Joe Oster @ 410-704-2364
joster@towson.edu

NACAS EAST TREASURER INFORMATION

Exhibitors and Sponsors can send payment to
Margarida Vieira

Margarida B. Vieira
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