VITA-LEARN and VSLA Present

JOIN US AS A SPONSOR!
On behalf of Vita-Learn and the Vermont School Library Association (VSLA), we invite you to participate as a sponsor at our 2021 Vermont Fest Conference. Please join us at the Killington Grand Resort in Killington, Vermont, November 4 - 5, 2021.

WHO YOU’LL SEE THERE
Vermont Fest 2021 is expected to bring together 300 classroom educators, librarians, technology leaders and central office leadership teams representing K-12 education institutions from across the state of Vermont. Attendees include key decision makers in the field of education, such as: principals, librarians, lead teachers, curriculum, tech directors, and integration coaches.

WHY SPONSOR
Vita-Learn’s mission is to promote and support the use of information technology to transform Vermont education through the provision of professional development, training and networking opportunities.

Vermont Fest offers you the opportunity to make face-to-face CONNECTIONS. You’ll have ACCESS to people who need your products and services and the EXPOSURE will reinforce your brand awareness and maximize visibility in the education field. Now is the time to generate your LEADS!

Our spring conference, Dynamic Landscapes, will highlight classroom teachers who use your products and services, as well as their students. We believe that the most successful partnership with Vita-Learn is to sponsor or exhibit at both events so that you build relationships with all members of the K-12 technology community in Vermont. We hope you agree!

Please review the enclosed information and sign up today to partner with Vita-Learn at Vermont Fest 2021!

Visit www.vita-learn.org/vermontfest for program details and to sign up as a sponsor!
Sponsors will receive special recognition through a variety of channels as described below.

<table>
<thead>
<tr>
<th>ENTITLEMENTS</th>
<th>PLATINUM SPONSOR $5,500</th>
<th>GOLD SPONSOR $3,750</th>
<th>SILVER SPONSOR $2,250</th>
<th>BRONZE SPONSOR $1,250</th>
<th>EXHIBITOR $650/$750 AVAILABLE IN SEPTEMBER IF SPACE ALLOWS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Verbal Recognition</td>
<td>Yes, plus opportunity to address the group (limited to 2 minutes)</td>
<td>Yes</td>
<td>Yes</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>from Board Member</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>at Opening Session</td>
<td></td>
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</tr>
<tr>
<td>Exhibit Space</td>
<td>Two spaces in premium location</td>
<td>One space</td>
<td>One space</td>
<td>One space</td>
<td>$650 for Table Top in hallway outside ballroom; $750 for table inside ballroom</td>
</tr>
<tr>
<td>Special Event</td>
<td>At keynote or reception</td>
<td>At breakfast or lunch</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Session Recognition</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Presentation Timeslot</td>
<td>Three 60min timeslots***</td>
<td>Two 60min timeslots***</td>
<td>One 60min timeslot</td>
<td>+ $400 per Timeslot*</td>
<td>+ $400 per Timeslot*</td>
</tr>
<tr>
<td>Conference Registrations</td>
<td>(includes meals)</td>
<td>3</td>
<td>2</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Online Recognition</td>
<td>Company logo, link and description on website, mention on social sites</td>
<td>Company logo, link and description on website, mention on social sites</td>
<td>Company logo on website</td>
<td>Company logo on website</td>
<td>Name listed on website</td>
</tr>
<tr>
<td>Signage and Conference Branding</td>
<td>Company logo on welcome banner</td>
<td>Company logo on welcome banner</td>
<td>Company logo on welcome banner</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Conference App</td>
<td>Company logo and description</td>
<td>Company logo and description</td>
<td>Company logo and description</td>
<td>Company logo and description</td>
<td>Company logo and description</td>
</tr>
<tr>
<td>Mailing List</td>
<td>Names and email addresses</td>
<td>Names and email addresses</td>
<td>Names and email addresses</td>
<td>Names and email addresses</td>
<td>N/A</td>
</tr>
<tr>
<td>Door Prize Drawing &amp; Elevator Pitch**</td>
<td>60sec elevator pitch</td>
<td>60sec elevator pitch</td>
<td>60sec elevator pitch</td>
<td>60sec elevator pitch</td>
<td>60sec elevator pitch</td>
</tr>
<tr>
<td>Bag Insert (only if we have a bag sponsor; you purchase and provide the item)</td>
<td>Yes</td>
<td>Yes</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Invitation to Wednesday PM Reception with Vita-Learn and VSLA Board Members</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
</tbody>
</table>

*Opportunity will only be available if space allows and will open closer to the event.
**You are responsible for providing the door prize. Suggested minimum value is 10% of your exhibit space or sponsorship.
***You have the option to combine your session timeslots into an extended, pre-conference hands-on workshop.

**ADDITIONAL SPONSORSHIP OPPORTUNITIES**

**Conference Lanyard — $1,000 (plus the cost of the lanyards)**
Recognition will include: company listing in the final program, 1 complimentary conference registration, plus your logo on lanyard if you choose. You purchase the lanyards and have them delivered to the hotel prior to the conference.

**Bag Sponsor — $1,000 (plus the cost of the bags)**
Recognition will include: company listing in the final program, 1 complimentary conference registration, plus your logo on the bag if you choose. You purchase the bags and have them delivered to the hotel prior to the conference.
EXHIBIT SPACE

Exhibit space is included with all sponsorship levels. If additional space is available, registration for an exhibitor only option will become available in September.

Table Top Outside Main Exhibit Area — $650.00
A table top display will include an 8’ skirted table and chair. Display materials are required to fit on top of the table. No hanging banners or materials will be allowed on the floor around the table. Location of table will in the hallway outside of the main ballroom.

Table Inside Main Exhibit Area — $750.00
A full booth includes an 8’ skirted table and chair, plus some additional display space around the table. Location of booth is guaranteed to be in the main ballroom with general sessions, meals and the vendor reception.

All exhibit space will be assigned on a first paid, first served basis, with preference given to sponsors. We will do our best to place competitors in different areas of the exhibit hall, but will not guarantee booth placements. All exhibit booths will be set up in a central location within all other conference meeting space. Power at your booth and internet access are included with your registration fee.

SET-UP: Wednesday, November 3: 12:00 PM – 5:00 PM & Thursday, November 4: 6:00 AM – 7:00 AM

EXHIBITOR HOURS: Thursday, November 4: 7:00 AM – 6:00 PM & Friday, November 5: 7:00 AM – 1:30 PM
Heavy foot traffic is expected during meals and during the vendor reception on Thursday afternoon.

TEAR-DOWN: Friday, November 5: 1:30 PM

Featured Events:
1) Wednesday Evening: Welcome and Thank You Reception for sponsors and members of the Vita-Learn and VSLA board of directors.
2) Thursday Evening Reception and Prize Drawings - all invited to attend.

Door Prizes:
You have the option to purchase the door prize on your own, or pay the value to Vita-Learn to get a door prize for you. The suggested prize value is at least 10% of your total sponsorship or exhibitor fee. Prizes will be awarded during the reception on Thursday evening. You will give a brief (60 second) elevator pitch about your company when your door prize is awarded, and then present the prize to the winner. Vita-Learn will organize the raffle. Note: if you are doing your own raffle at your booth, you are responsible for getting the item to the winner in your own time; we will not announce the winner. This does not replace your participation in the vendor reception raffle that Vita-Learn is organizing with your support. It is expected that all vendors will participate in this. Please let us know if your company policies do not allow you to participate.

Tips for a Successful Conference:
Make a lasting first impression! Appear approachable. Be ready to engage attendees in conversation. Have fun, interactive items at your booth to encourage visitors. Give attendees a way to sign up to learn more, or share their contact information with you. Ask attendees questions. Be engaging. Have fun!

ADDITIONAL INFORMATION

Attendee Registrations:
At this time, we are anticipating a high number of attendees will participate in this event and cannot allow sponsors and exhibitors to purchase additional conference registrations beyond what is included with your sponsorship (see entitlement grid). If space becomes available, additional conference registrations will be available to purchase by sponsors for $100 per day; a significant decrease from the cost of attendee registration. Registration is required in order to participate in the event, including staffing an exhibit booth, since meals will be held in the same space.

Shipping:
All exhibitors and sponsors are responsible for paying for their shipping expenses to and from the Conference. A shipping form will be included with your confirmation materials which will include per-box pricing.

REGISTER ONLINE TO PARTICIPATE

Registration is online only, and first-come, first-serve! Space will sell out! If you would like to participate as a sponsor in the 2021 Vermont Fest Conference, visit www.vita-learn.org/vermontfest to register now. An exhibitor-only option will be available beginning in September, only if space allows. Pricing and entitlements for the exhibitor-only option, if available, are included in this brochure for reference.

Please carefully review the entitlements on the previous page to make sure the level you register for meets your needs. For additional event information, visit www.vita-learn.org/vermontfest. See you there!

Questions?
Call Vita-Learn Executive Director Jeff Mao at (207) 798-2460, or email jeff@vita-learn.org