

# Call for Exhibitors

## 16th Annual Character Education Conference

### June 22-24, 2010



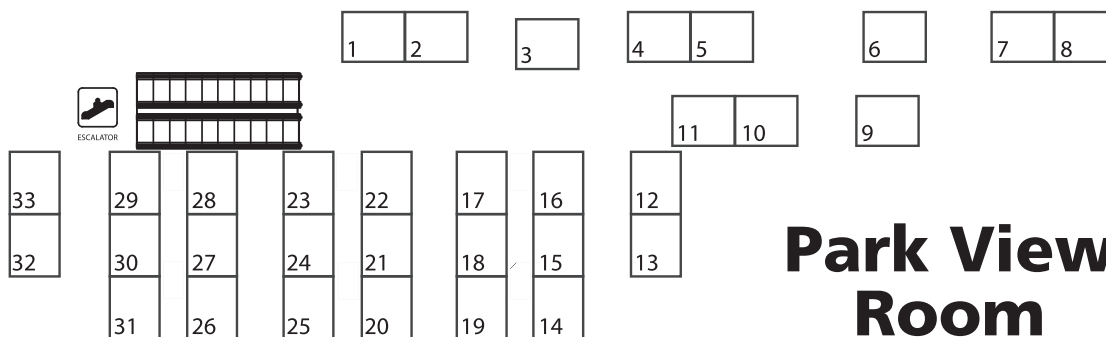
### 16th Annual Character Education Conference!

The Hyatt Regency St. Louis Riverfront has undergone a multi-million renovation and will again be our host!

*The accommodations are deluxe!*



## Ballroom



## Park View Room

### Exhibit Hours

The exhibit area will be open Wednesday, June 23, 8:00 a.m.- 4:30 p.m., and Thursday, June 24, 8 a.m.- 4 p.m.

### Booth Information

With every booth purchased at **\$595** you receive:

- Booth space 10' w x 8' d
- One 6' & one 8' draped table and two side chairs
- 7" x 44" sign listing company name and booth number
- Aluminum framework and back drape of 8' high & side rails of 3' high
- Access to all breakout sessions
- Security guard services
- A listing in the exhibitor section of the program
- Continental breakfast and lunch both days for two people

Booth placement is on a first-come first-serve basis. Please indicate your first and second choices, on the form on page two, for placement using the numbers on the map above. We will make every effort to honor your request, but reserve the right make the final decision.

### Booth Set Up & Strike Down

Booth set up: 12 Noon – 4 p.m. on Tuesday, June 22.

Booth strike down: 4 p.m. on Thursday, June 24

Booth payment, or written arrangements, approved by CHARACTERplus must be made by May 3, 2010 in order for booth space to be held. Space is limited thereafter.

### Decorator Services

Heritage Exposition Services - St. Louis is the official decorator for the exhibit area. All contracted exhibitors will receive a packet that will include information on shipping, storage and prices for miscellaneous items. For information call 314-534-8500.

### Contact Information

CHARACTERplus

1460 Craig Road • St. Louis, MO 63146

Karen Vaughan: kvaughan@csd.org

(314) 692-1250 • (314) 872-9128/fax • (800) 835-8282 toll free

<http://www.characterplus.org/page.asp?page=425>

### Parking Hyatt Regency St. Louis Riverfront

**Hotel Garage** – VALET ONLY, \$23 per day, + 5% tax, chargeable to guest room.

**Mansion House Center Garage** – (1/2 block north of Hotel)  
\$1 per 1/2 hour to \$ 8 max per day MON-FRI, approximately \$5 per day Early-Bird, for overnight parking.

**Keiner East Garage** – Self-Parking (2 blocks West of Hotel)  
\$17 per day, + 5% tax, chargeable to guest room.

All rates and policies subject to change.

*Continued on page 2*



**Cooperating School Districts**

CHARACTERplus is a program of Cooperating School Districts

Please complete the following information — 16th Annual Character Education Conference

Coordinator contact, Last name:		First:	Nick Name:
Title		Booth Choice #1	Booth Choice #2
Company/Organization			
Mailing address			
City	State	Zip	
Telephone ( )	Fax ( )	Cell ( )	
email	web site		
Additional representative(s), if applicable			
Name	Title	email	
Name	Title	email	

**IMPORTANT: Please email a brief description (50 words or less) about your company or services to [kvaughan@csd.org](mailto:kvaughan@csd.org) which will be included in the Conference program book.**

The undersigned agrees to the following provisions: Placement of booths will be assigned by the conference officials in the order in which applications/contracts are received. Cancellation of any portion of the exhibit contract must be made in writing to CHARACTERplus and will be effective on the date of receipt. Cancellations must be received by May 10, 2010 for a 50 percent refund. Sorry, but no refunds after May 10, 2010.

Check enclosed Authorized Signature **X**

Date:

Fax to 314-872-9128 or Mail to: **CHARACTERplus** Attn: Karen Vaughan • 1460 Craig Road • St. Louis, MO 63146

### Program Advertising

The 2010 Character Education Conference offers vendors the opportunity to advertise in the conference program that is distributed to participants. Advertisements must be submitted by April 1, 2010.

Advertising fees are:

Full Page—7" w x 10" h live area, \$200

Half Page—7" w x 4 1/2" h live area, or 3 3/4" w x 10" h live area, \$100

Quarter Page—3 1/4" w x 4 1/2" h live area, \$75

Business Card—3 1/2" w x 2" h live area, or 2" w x 3 1/2" h live area, \$50

- Ad files must be one or two color files, with the colors being pms 300U blue, and/or black.
- Pdf files and images must be press quality (300 dpi halftone), (1200 dpi line art).
- Be sure to convert fonts to outline and embed images with your pdf. Adobe illustrator files CS4 or lower are also acceptable.
- Quark 8.0 or lower is also acceptable. Please collect for output and stuff or zip files before emailing.

For questions on file submission, contact Joe Saputo at [jsaputo@csd.org](mailto:jsaputo@csd.org) or 314-692-1265.

The Conference reserves the right to place advertisements according to overall aesthetics of the program and the right to reject ads and links deemed inappropriate.

### Sponsor Opportunities

#### Civic Hero — \$10,000

- Free Exhibit booth in conference hall
- Company name and logo in the conference registration brochure sent to more than 40,000 schools and individuals across the country
- Company logo on Conference webpage
- Sponsorship listing on all electronic publicity
- Special acknowledgement at keynote events, if desired
- Company's representative introduces the keynote speaker, if desired
- Company name prominently displayed at all keynote events
- Full page ad with company name and logo in the conference program
- Company logo on the conference tote bag
- Acknowledgement in conference publicity such as news releases, newsletters, radio interviews, & billboards

#### Character Investor — \$5,000

- Company name and logo in the conference brochure sent to more than 40,000 schools and individuals across the country
- Company logo on conference webpage
- Sponsorship listing on all electronic publicity
- Half-page ad with company name and logo in the conference program
- Company logo on the conference tote bags

#### Character Builder — \$2,500

- Quarter-page ad with company name and logo in the conference program
- Company logo on the conference tote bag

### HOTEL RESERVATIONS

Guests may call the hotel at 1-888-421-1442 or you may register by visiting the CHARACTERplus website at [www.characterplus.org](http://www.characterplus.org) (click on the Conference logo and then on the Hyatt link).

**RESERVATIONS MUST BE MADE BEFORE JUNE 10, 2010**