



www.educationlaw.org

## ELA 64th Annual Conference – November 7-10, 2018 Downtown Marriott at Key Center, Cleveland, Ohio

# Advertising, Promotions, Sponsorships

Reach administrators, attorneys, professors and graduate students attending the conference with a variety of affordable advertising and promotional options.

- Conference program
- Conference packets
- Online promotion
- Event sponsorships
- Display materials

Your 2018 Annual Conference sponsorship or promotional investment places your organization's name and message in a positive light before the 250 to 300 conference attendees – and shows your support for ELA at its most important event of the year.

The conference program offers a large 8-1/2 x 11 page size and color advertising on the covers, giving sponsors good exposure for their message.



New options are offered this year. For each multiple of \$250 of your advertising or sponsorship investment, you will receive a guitar sign with your name and logo to customize as you wish and post at conference events.

*It's first-come, first-served for these opportunities, so claim your preferred spot now.*



All promotional material is due by September 15

### How to make your reservation:

Please check those opportunities on the next page that are of interest to you. Then fill out your information, fax both sides, mail, email, or call us with the information. We will respond to you promptly.

*Note:* First-come, first-served basis. Not valid until agreement is signed by both parties and payment is received.

### How to contact ELA with your questions:

2121 Euclid Avenue, LB 46  
Cleveland, OH 44115  
216-523-7377 | Fax: 216-687-5284  
ela@educationlaw.org | www.educationlaw.org

### Your Information:

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone (work): \_\_\_\_\_

Phone (cell): \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

See next page for available opportunities

# ELA 2018 Annual Conference Advertising, Promotion, Sponsorship Opportunities

Individual and corporate/university sponsorships at less than full sponsorship levels are welcome and may be combined and applied to an event. Customized sponsorships and advertising also are available. Contact us for details.



Selection		Location	Price
<b>Advertisements and Exhibits</b>			
	<input type="checkbox"/> Table Exhibit at the Conference (Manned: shared table; Unmanned: price per 3 items, refilled daily)	Registration or Meal Area	\$200
	<input type="checkbox"/> Shared Community Table; Unmanned: promote your event or publication (may bring pieces with you)	Registration or Meal Area	\$100/ piece
	<input type="checkbox"/> Brochure Included in Conference Packets	Registration Area (300 pieces due by October 1)	\$225
	<input type="checkbox"/> Full Page Advertisement (see A below)	Conference Program – B&W, program pages	\$500
	<input type="checkbox"/> 1/2 Page Advertisement (see B below)	Conference Program – B&W, program pages	\$350
	<input type="checkbox"/> 1/4 Page Advertisement (see C below)	Conference Program – B&W, program pages	\$200
<b>Sponsorships</b>			
#1	<input type="checkbox"/> Conference Program Sponsor (2 available)	Full-page 4-color ad on the inside front cover (next to the schedule of events) or inside back cover (next to the meeting room locator) of the conference program; listing in conference program, ELA website, signage; logo displayed in rotation	\$1,500
#2	<input type="checkbox"/> Featured General Session Speaker (3 available) • Safety & Security Expert Kenneth Trump (Nov. 8) • First Amendment, Mary Beth Tinker (Nov. 9)* • Supreme Court Report - Mark Walsh (Nov. 10) * see other brochure	Session named for sponsor; listing in conference program, ELA website; logo displayed in rotation	\$1,000
#3	<input type="checkbox"/> Topic Track Sponsorship	Listing in conference program, ELA website; rotation logo display. Tracks include First Amendment, Special Education, Higher Education, School Finance, School Reform, Tort Law, Educational Policy & Administration, Equal Protection/Civil Rights/Due Process, Fourth Amendment, Special Topics.	\$500
#4	<input type="checkbox"/> Gratitude Page**	Express your thanks or congratulations with a short message on a special page or pages in the conference program.	\$25 each

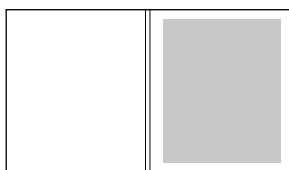
\*\*The Gratitude Page is a new offering featuring brief messages from individuals to thank ELA members for their good works, posted on a “bulletin board” in the conference program. Purchasers may buy as many as they wish.



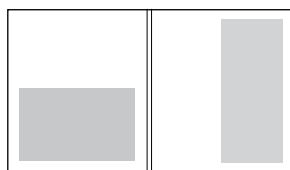
Representing Cleveland’s Rock and Roll Hall of Fame, guitars are 8-1/2” x 26-3/4” white card stock cutouts with the sponsor’s name that may be decorated by the sponsor with markers provided at the reception desk. Sponsors are entitled to a guitar for every \$250 of investment, if desired. They will be on display at conference events in lieu of more traditional signage.

## Conference Program Advertising

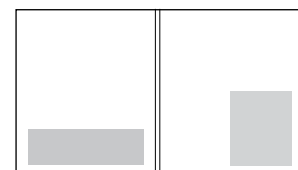
The program is a full 8.5 x 11 page size. All ads are in black and white for the inside pages. Four-color cover positions are available for the inside front and inside back covers.



A. Full page | 7.5 x 10



B. 1/2 page | 7.5 x 5, 3.75 x 10



C. 1/4-page | 7.5 x 2.5, 3.75 x 5