



2009 Core Knowledge National Conference
Orlando, Florida
November 19-21, 2009

2009 Exhibitor Prospectus

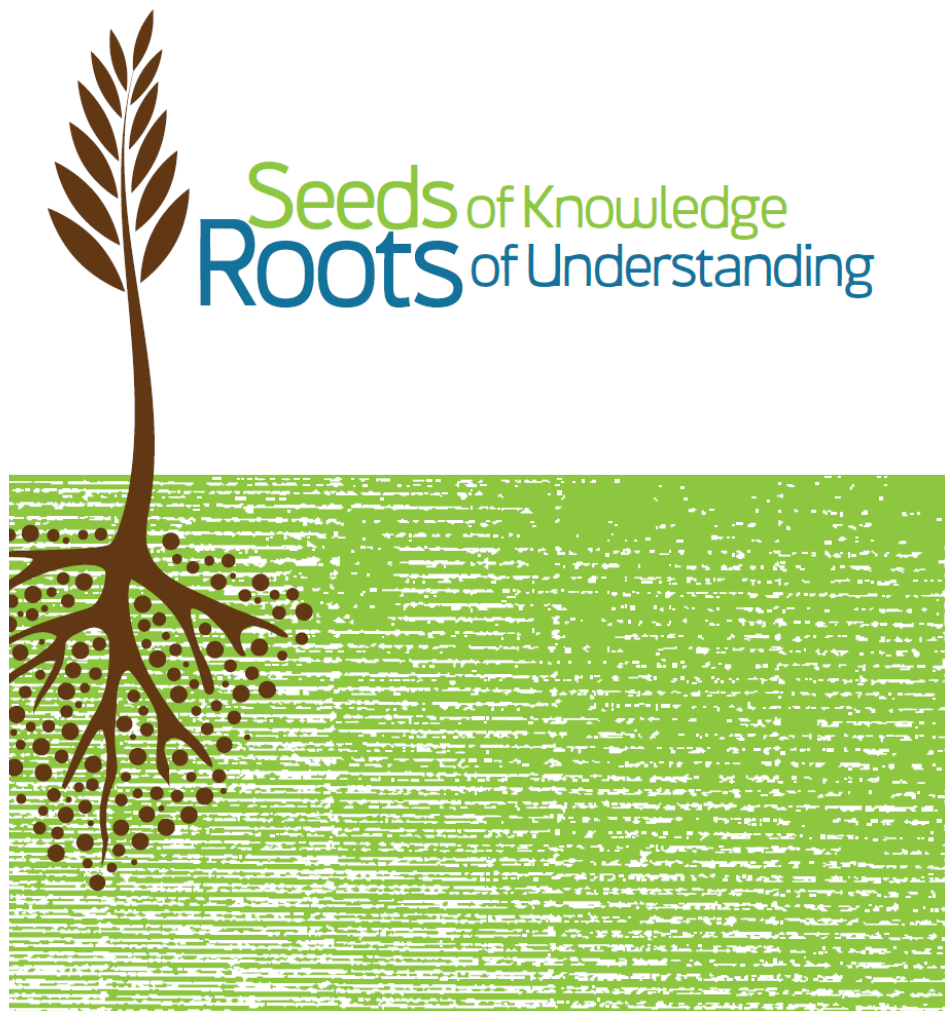


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Calling all Exhibitors!

Join over 1,500 educators as they gather in sunny Florida to “plant the seed of knowledge” at the 18th Core Knowledge National Conference!

What is Core Knowledge?

The Core Knowledge Foundation is a not-for-profit school reform organization that strives to provide a content-rich curriculum to all students. The Core Knowledge program is used in over 700 schools.

Who attends the conference?

Over 85% of our attendees are teachers and administrators in preschool–grade 8 schools. The remaining 15% are homeschoolers, school board members, superintendents, and parents.

Why Orlando, Florida?

In addition to whispering palms and sun-drenched 70 degree days, there are over 13,000 students in Florida that attend a school that uses Core Knowledge! These teachers and administrators are **only 10% of total conference attendees**.

Why should I exhibit?

- New tiered pricing for every budget (\$650-\$1500)
- Mailing list of attendee addresses
- Free program ad
- Session presentation opportunities
- Promotional item distribution opportunities
- Complimentary Exhibit Hall breakfast for **all conference attendees**

Questions? Comments? Concerns?

If, after reviewing this prospectus, you still have questions regarding the Core Knowledge National Conference, please feel free to contact **Michele Suero**.

Phone: 434-220-3360
Toll-Free: 800-238-3233 x360
E-mail: msuero@coreknowledge.org

Former Core Knowledge exhibitors include:

AccuCut
American Federation of Teachers
Art in History
Art Print Resources, Inc.
The Baltimore Curriculum Project
Beautiful Feet Books
Becker's School Supplies
Benchmark Education
Beyond the Blackboard
CHARACTER COUNTS!
CM School Supply
Creation Station, LLC
Davis Publications
Delta Education
EDUSS Learning
Educate and Celebrate, Inc.
Educational Materials Associates
Educators Outlet, Inc.
Educators Publishing Service
Frog Publications
Fulbright Teacher Exchange
Gilder Lehrman Institute
The Great Books Foundation
Great Expectations
Greathall Productions, Inc.
Handwriting Without Tears
Institute for Excellence in Writing
Jonathan Sprout Heroes Music
Knowledge Tree
Lakeshore Learning Materials
LearningRx, Inc.
Little Caesars Fundraising Program
Lone Star Learning
Love and Logic Institute
Mackin Library Media
me + mi publishing
Nancy Larson Publishers
Nathan Levy Associates, Inc
National Geographic School Publishing
Once Upon a Mind Bookseller
Peace of Mind Productions
Poetry Alive!
Positivepins.com
Raoul Wallenberg Committee of the US
Read Naturally, Inc.
Saxon Publishers
Scholastic, Inc.
Shurley Instructional Materials
Singlish
SingaporeMath.com, Inc.
Sopris West Educational Services
Spalding Education International
SRA/McGraw-Hill
Usborne Books at Home
Wang Education

Location and Booth

Exhibit Hall Location:

Ocean's Ballroom 1-4
Renaissance Sea World Hotel

Booth Fees:

\$1500 8x10 Premium Booth
\$1200 8x10 Corner Booth
\$850 8x10 Standard Booth
\$650 Nonprofit Booth

*Price breaks apply for multiple booths.
See Booth Reservation form for early bird discounts.*

Included in Registration Fee:

- Perimeter draping around booth
- Carpeting in booth
- (1) skirted six-foot table, (2) side chairs, ID sign, wastebasket
- Complimentary ad in the conference program
- Attendee mailing list

Tentative Show Hours

*Hours are subject to change pending program.
Vendors must be present during designated hours and may not disassemble before the conference ends.*

Registration & Set-Up

11/19/09 7:00 am - 2:00 pm

Exhibit Hall Open

11/19/09 3:00 pm - 5:00 pm
11/20/09 9:30 am - 1:00 pm
11/20/09 2:30 pm - 5:00 pm
11/21/09 7:30 am - 1:00 pm

Attendee Breakfast

11/21/09 7:30 am - 9:00 am

Breakdown

11/21/09 1:00 pm - 4:00 pm

Travel & Lodging

The Renaissance Sea World Hotel is the official hotel of the 18th Core Knowledge National Conference.

\$185 per night, single occupancy
\$205 per night, double occupancy
\$20 per person, per night, additional person

Reservations must be made no later than October 19, 2009 in order to receive the conference room rate. To make reservations, please call (407) 351-5555 and reference the "Core Knowledge National Conference" or visit the "Lodging and Travel" page on the 2009 National Conference website at <http://www.coreknowledge.org>.

Decorator and Booth Service

Champion Exposition Services is the general services contractor. A Booth Service Kit will be emailed to you in September, 2009. The kit will include information on shipping and additional booth furnishings.

Exhibitor Registration Checklist

Required Deadlines:

- Early Registration Deadline 6/12/2009**
 - Exhibit Hall Contract due
 - Exhibit Hall Reservation Form due
 - Program Advertisement Form due
- Final Registration Deadline 8/31/2009**
 - Exhibit Hall Contract due
 - Exhibit Hall Reservation Form due

Optional Deadlines:

- Program Ads due on 6/12/2009
- Vendor Presentation Form due 6/12/2009
- Promotional Item Form due 8/31/2009
- Mailing List Request Form due 8/31/2009

Conference Champion Packages

The 18th Core Knowledge National Conference is the perfect opportunity to champion educational excellence for all children. Your commitment to education can be communicated to our attendees through one of the following Conference Champion Packages. If you don't see anything that suits your needs, contact Michele Suero at msuero@coreknowledge.org to discuss your ideas.

"Surf the Web" Cyber Café Package

A sponsor favorite returns! This bank of Internet-wired computers is a huge hit among conference attendees! Your organization logo will be showcased continuously throughout the conference.

\$2500 (1 available)

Package includes:

◆ *Your organization logo as part of the background screen on all cyber café computers wired for Internet access and available to all conference attendees* ◆ *Recognition and thanks in the conference program* ◆ *Complimentary link to your organization on our website* ◆ *Complimentary 1/2 program ad* ◆ *One 8' x10' furnished booth in our exhibit hall*

"Sow a Sale" Exhibit Hall Breakfast Package

This package offers an exclusive opportunity to showcase your organization during the Saturday morning exhibit hall breakfast buffet.

\$3,000 (1 available)

Package includes:

◆ *Easel signs imprinted with your organization logo and name* ◆ *Opportunity to distribute material during exhibit hall breakfast* ◆ *Recognition and thanks in the conference program* ◆ *Complimentary link to your organization on our website* ◆ *Complimentary 1/2 program ad* ◆ *One 8'x10' furnished booth in our exhibit hall*

"Food for Thought" Luncheon Package

Your organization can be the exclusive sponsor of not one, but TWO boxed lunches during the conference. Stickers with your company logo will appear on every lunch served during these two lunch events.

\$7,500 (1 available)

Package includes:

Custom-designed stickers with your corporate logo on every attendee's box lunch ◆ *Recognition and thanks in the conference program* ◆ *Complimentary link to your organization on our website* ◆ *Complimentary promotional item placed in conference tote bags or a 75-minute presentation slot* ◆ *Complimentary 1/2 program ad* ◆ *Two 8'x10' furnished booths in our exhibit hall*

A la Carte Sponsorship Items

Is your organization interested in a custom sponsorship package? Contact Michele Suero to include any of the following items in your custom designed sponsorship package.

- ◆ *Coffee Break*
- ◆ *Presentation Slot*
- ◆ *8 x 10 booth (corner booths available)*
- ◆ *Program Ad*
- ◆ *I-Ride Trolley*
- ◆ *Promotional Item Insert*
- ◆ *Exhibit Hall Popcorn Bags*

Exhibit Hall Contract

1. Contract for space

The application for an exhibit space, the formal notice of space assignment by Show Management, and full payment of rental charges for exhibit space together constitute a contract for the right to exhibit at the 18th Core Knowledge National Conference ("the Show"). The words "Show Management" shall mean the Core Knowledge Foundation or its officers, directors, conference department employees, or contractors authorized to act for it in the management of the Show.

2. Eligibility to Exhibit

The right to exhibit at the 18th Core Knowledge National Conference is generally available to those companies providing goods or services for educators and/or students. The Show Management reserves the right to determine the eligibility of any company or products or services for inclusion in the Show, and shall have the right to exclude or require modification of any display or demonstration which, in its sole discretion, it considers unsuitable to or not in keeping with the character of the Show.

3. Webpage Links

Exhibitors and exhibiting companies that meet the eligibility requirements set forth above will be offered the opportunity to be linked to the 18th Core Knowledge National Conference web page. Links to individual company websites will be provided on the National Conference webpage April 1 - December 31, 2009.

4. Acts Outside of the Control of the Core Knowledge National Conference

The Core Knowledge Foundation shall not be liable to indemnify or reimburse the exhibitor with respect to any damage or loss, direct or indirect, arising as a result of any or all of the following: fire, flood or any other such cause, government intervention, acts of war, acts of terrorism, strike, lock-out, labor dispute, riot, or any other event over which the Show Management has no control, including cancellation, postponement, relocation, change in show installation or move out or exhibit times as a result of aforementioned events.

5. Hold Harmless Clause

The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of exhibitor's activities on the Hotel premises and will indemnify, defend, and hold harmless the Show Management, Hotel, its owner, and its management company, as well as their respective agents, servants, and employees from any and all such losses, damages, and claims.

6. Space Assignment

Every effort will be made to assign the exhibitor a table or booth indicated on the reservation form; however, the Show Management reserves the right to make the final space assignment or change the space assignment after the exhibitor's application is accepted, with exhibitor notification, should it be necessary in the best interest of the Show. Booth assignment is subject to change pending the fire marshal's approval.

7. Cancellation

Cancellation of booth space and all other promotional options by the exhibitor must be made in writing. Booths and presentation sessions so cancelled shall be returned to Show Management for general sale. Returned fees will be made according to the following scale. Organizations cancelling on or before June 12, 2009 will be issued a 50% refund. Cancellations occurring after June 12, 2009 will not receive a refund.

8. Use of Exhibit Space

Exhibitors shall not assign, sublet, or share the whole or any part of the exhibit space without prior consent of Show Management. Exhibitors must display only the goods or services sold by them in their regular course of business. Businesses and organizations without assigned exhibit space will not be permitted to solicit business or promote products or services at the 18th Core Knowledge National Conference. Audio-visual, sound, and/or sight attention-getting devices and effects will be permitted only if they do not interfere with the activities of neighboring exhibitors.

9. Exhibit Booth

All exhibit booths must be open and in operation during designated show hours. Exhibit booths must remain stocked and staffed until the close of the exhibit hall on Saturday, November 21, 2009.

10. Distribution of Promotional Literature

Exhibitors are permitted to distribute promotional items, catalogs, flyers, coupons, and other advertising literature at their respective booths only. No literature is to be placed in reception areas, meeting rooms, dining areas, or any other public areas, except as part of a sponsorship package approved by Show Management.

11. Agreement:

As an authorized representative of _____, we agree to abide by the provisions stated above.
(company/organization name)

Authorized Signature _____ Date _____

Printed Name _____

Exhibit Hall Reservation Form

Early Registration Deadline: June 12, 2009

Final Registration Deadline: August 31, 2009

Cost: Varies (see below)

A. Booth Registration

Company Name _____

Name as it should be listed in conference program (if different from above) _____

Contact Person:

Salutation _____ First Name _____ Last Name _____ Title _____

Telephone Number _____ Fax Number _____

E-mail _____

Mailing Address _____

Mailing City _____ Mailing State _____ Mailing Zip _____

Would you like a link to your website on our National Conference web page? Yes No

Company website _____

B. Booth Payment and Selection

Please refer to the exhibit hall floor plan on the inside back cover of this booklet before making your booth choices. Booth selection is based on first-come, first-served reservations. Every effort will be made to meet the needs of the exhibitor. Booth assignment is subject to change pending fire marshal's approval. Booths cannot be reserved without payment by check or credit card. The booth reservation will be confirmed within two weeks after payment and signed contract are received. Assignment notifications will be sent on or before September 11, 2009.

Total number of booths requested: _____

	Booth Selection (1st, 2nd, 3rd)	Early (by 6/12/2009)	Standard (by 8/31/2009)	Total
PREMIUM BOOTH (#s 33, 34, 35, 36)	First Booth _____	<input type="checkbox"/> \$1500	<input type="checkbox"/> \$1500	\$ _____
CORNER BOOTH (#s 1, 4, 5, 8, 9, 12, 13, 16, 17, 20, 21, 24, 25, 28, 29, 32)	First Booth _____	<input type="checkbox"/> \$1200	<input type="checkbox"/> \$1200	\$ _____
	Second Booth _____	<input type="checkbox"/> \$850	<input type="checkbox"/> \$850	
	Third Booth _____	<input type="checkbox"/> \$850	<input type="checkbox"/> \$850	
STANDARD BOOTH (#s 2, 3, 6, 7, 10, 11, 14, 15, 18, 19, 22, 23, 26, 27, 30, 31)	First Booth _____	<input type="checkbox"/> \$850	<input type="checkbox"/> \$1000	\$ _____
	Second Booth _____	<input type="checkbox"/> \$650	<input type="checkbox"/> \$650	
	Third Booth _____	<input type="checkbox"/> \$650	<input type="checkbox"/> \$650	
NONPROFIT BOOTH (Price applies to Standard Booth only.)	First Booth _____	<input type="checkbox"/> \$650	<input type="checkbox"/> \$650	\$ _____
	Second Booth _____	<input type="checkbox"/> \$650	<input type="checkbox"/> \$650	
	Third Booth _____	<input type="checkbox"/> \$650	<input type="checkbox"/> \$650	

Payment: \$ _____

Billing Address (if different than mailing address): _____

Check Number: _____

Credit Card Number: _____ Name on Card: _____

Expiration date: _____ CVV Code: _____ (3 digits on back of card; 4 on front for AMEX)

Program Advertisement Reservation

Registration Deadline: June 12, 2009

Cost: 1/6 page ad FREE with booth reservation
Costs for larger ads are below.

A. Ad Selection

Note: All ads must be submitted in black and white only. Please review guidelines below before submitting your ad.

<input type="checkbox"/> 1/6 page ad FREE Qty: _____ W = 2.25" H = 4.75" <i>Non Bleed</i>	<input type="checkbox"/> 1/2 page ad \$500 Qty: _____ W = 7.25" H = 4.75" <i>Non Bleed</i>	<input type="checkbox"/> Full page ad \$900 Qty: _____ W = 7.25" H = 9.5" <i>Non Bleed</i> W = 8.25" H = 11" <i>Bleed</i>
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1. Ads must be submitted by email to conference@coreknowledge.org, or by US mail on a CD to Exhibit Coordinator, 801 E. High St., Charlottesville, VA 22902.
2. You must include your graphic designer's contact information when submitting your ad.
3. A hard copy of your ad must accompany the payment.
4. Ads must be sized to the specifications listed above, and 1/6 page ads must be oriented **vertically**.
5. Ads may be submitted as Adobe Illustrator .eps Files, or as Adobe PDF Files, with the following specs:

Adobe Illustrator .eps File Specs

- All photography or images must be embedded into the file.
- Photography or images must be converted to grayscale for black and white.
- Photography or images should be 300 dpi or higher.
- All fonts must be converted to outlines.
- No crop or printers' marks.

Adobe PDF File Specs

- Choose "press quality" or "high quality print" when exporting to a PDF.
- No crop or printers' marks.

Payment Information

Note: Only provide payment information if you are submitting an ad larger than 1/6 page.

- Please use my payment information from the Exhibit Booth Reservation form (page 5).
 Please use the payment information found below.

Check number _____ *(Please make checks payable to the Core Knowledge Foundation.)*

Credit card account number _____ Exp. _____ CVV _____

Name on credit card _____

Billing address _____

Promotional Item Reservation

Deadline: August 31, 2009

Cost: \$850 per item

Each item will be stuffed in the Core Knowledge tote bag and distributed to participants at registration.

Item Description: _____

A sample of the item must accompany this form and be shipped to the following address by **August 31, 2009**:

Core Knowledge Foundation
Attn: Exhibit Coordinator
801 E. High St.
Charlottesville, VA 22902

Once approved, the entire quantity of 1,500 must be shipped to the following address by **October 2, 2009**:

Core Knowledge Foundation Warehouse
Attn: National Conference Promo
1739B Allied St.
Charlottesville, VA 22901

Stipulations

- The Core Knowledge Foundation will accept promotional items from four (4) exhibitors only. The first four requests to be submitted with payment will be honored.
- Sample item must be received at the above address by **August 31, 2009**.
- Approval of the item will be faxed or e-mailed to you within seven (7) days of receipt of the sample item.
- Payment must be made on or before the date the shipment leaves the exhibitor's address. The entire quantity of **1,500 items** must be received at the above address by **October 2, 2009**.
- Promotional items shipped to the Core Knowledge Foundation without written approval will be returned to the exhibitor at the exhibitor's expense. Unapproved items will be disposed of if return authorization is not received within two weeks of receipt of the item.

Company Name _____

Your Name & Title _____

Phone _____ E-mail _____

Payment Information

- Please use my payment information from the Exhibit Booth Reservation form (page 5).
 Please use the payment information found below.

Check number _____ *(Please make checks payable to the Core Knowledge Foundation.)*

Credit card account number _____ Exp. _____ CVV _____

Name on credit card _____

Billing address _____

Exhibitor Presentation Submission Form

Deadline: June 12, 2009

Cost: \$750 per 75-minute session

Stipulations

- Presentations are assigned on a first-come, first-served basis. Payment required to reserve a time slot.
- Each presentation costs \$750.
- You must be able to present anytime between 8:00 am and 4:00 pm on Friday, November 20 or Saturday, November 21, 2009.

Suggestions

- Integrate content-rich background knowledge with audience interaction and ideas for classroom use.
- Familiarize yourself with the *Core Knowledge Sequence* at www.coreknowledge.org.
- If you intend to bring handouts, fifty copies is a good estimate. Please contact conference@coreknowledge.org in October if you want to know your presentation room capacity.

Speaker Information

Organization _____

Phone Number _____

E-mail Address _____

Biographical Information (Please limit the following biographical sketch to 75 words.)

Payment Information

Please use my payment information from the Exhibit Booth Reservation form (page 5).

Please use the payment information found below.

Check number _____ (*Please make checks payable to the Core Knowledge Foundation.*)

Credit card account number _____ Exp. _____ CVV _____

Name on card _____

Billing address _____

Session Information

Title of Presentation: _____

Brief Description (75 -100 words) _____

Audio-Visual Request

Overhead projector and screen
OR

LCD projector and screen (*You must bring your own laptop.*)

Mailing List Request Form

Deadline: August 31, 2009

Cost: FREE with booth reservation

Stipulations

- A complimentary mailing list of attendee addresses is included in your booth registration fee.
- Attendees have the option to opt out of the mailing list.
- Only attendee names and mailing addresses will be provided. No email addresses will be provided.
- The list will be sent electronically by 10/31/09. You must provide a valid email address to receive a copy.
- Hard copies of the list will not be mailed or faxed.
- Addresses will be sent in a Microsoft Excel spreadsheet format, in zip code order. You must be able to accept attachments to receive this list.
- The mailing list user agrees not to disclose, transfer, duplicate, reproduce, or retain any portion of the list in any form whatsoever, including entering it into electronic databases.
- The mailing list user agrees to reimburse the Core Knowledge Foundation for all costs which the Core Knowledge Foundation may incur in enjoining unauthorized parties from using the registration list in all cases where such unauthorized parties gained access to the membership through the company and/or person listed below or any of the company's agents or employees.

I/We agree to the above restrictions.

Printed name _____

Authorized Signature _____ Date _____

Title _____

Company _____

E-mail address (list will be sent to this address) _____

Exhibit Hall Floor Plan

Core Knowledge

November 19 - 21, 2009
 Renaissance at Sea World
 Orlando, Florida
 Ocean's Ballroom 1-4

FREIGHT
 DOOR

