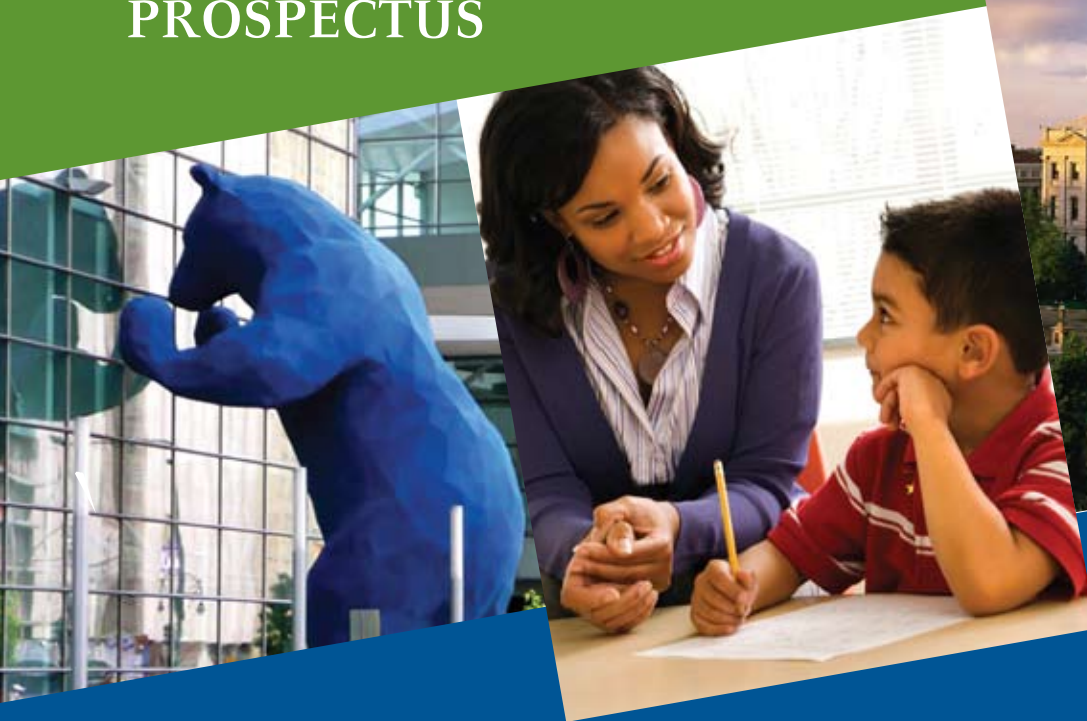


EXHIBIT, RECRUITMENT,
AND SPONSORSHIP
PROSPECTUS



CEC 2012
CONVENTION & EXPO

DENVER, CO

COLORADO CONVENTION CENTER

CONVENTION DATES: April 11-14 (Wed-Sat)

EXPO DATES: April 12-14 (Thu-Sat)

WWW.EXHIBITS.CEC.SPED.ORG



Council for
Exceptional
Children

Join Us

FOR THE CEC 2012 CONVENTION & EXPO



Dear Colleague:

The Center for Exhibition Industry Research (CEIR) states that the top two reasons companies choose to participate at exhibitions are to network with current customers and to establish new relationships.

For 76 years, companies that focus on special and gifted education have been doing just that at the CEC Annual Convention & Expo.

The CEC Expo includes more than 200 exhibiting companies, nonprofits, and school systems, making it the *leading expo of special education products and services*.

Companies that specialize in autism spectrum disorders, early childhood, learning disabilities, response to intervention, technology, transition, and many other areas of special and gifted education all have a place at the CEC Expo.

Ninety-five percent of CEC convention attendees visit the Expo Hall at some point during the week looking for the latest special and gifted education products and services. This is your prime opportunity to meet teachers, administrators, university faculty, related service professionals, and current and prospective customers.

Please join us by exhibiting at the CEC 2012 Convention & Expo, April 11-14 in Denver. From showcase sessions to sponsorships, from the CEC Prize Card program to lead retrieval, we have lots of opportunities for you to maximize your marketing dollars.

kindest regards,

Victor Erickson
Director of Exhibits



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Why do attendees visit the Expo?

- To look for new tools & resources
- To buy products and services
- To inquire about job opportunities
- To thank exhibitors for developing their products and to tell stories of students' successes

CEC 2012 CONVENTION & EXPO

A Top Tier Event in Special Education

Today's business climate requires that educational product and service developers exhibit at top tier industry events. Exhibiting at such events can increase market visibility and improve organizational bottom lines.

For every dollar that you invest in business travel (sales trips, meetings, conventions, and incentive trips), Oxford Economics determined that your business experiences an average \$12.50 in increased revenue and \$3.80 in new profits.

More than half of business travelers stated that between 5 to 20 percent of their companies' new customers was the result of face to face interaction.

Curbing business travel has a negative impact on corporate profits. The average U.S. business would forfeit 15 percent of its profits in the first year of eliminating business travel. It would take over three years for profits to recover.

Executives cited customer meetings as having the greatest returns, in the range of \$15-\$19.99 per dollar invested.

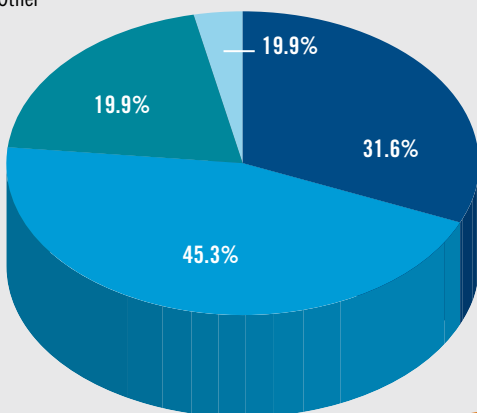
United States Travel Association, September 2009

GREAT REASONS TO EXHIBIT AT CEC 2012:

- The CEC Convention & Expo is a top-tier event in special education, positioning your brand in front of influential special educators.
- CEC delivers the decision-makers (77% of attendees are involved in purchase decisions).
- Face-to-face exhibit time totals 18 hours, and exclusive hours are 5.5 hours, now mid-day.
- We offer money-saving bundles and sponsorship opportunities to stretch your marketing dollars and create more visibility for your organization.
- CEC's prize card program and Colorado Convention Center and Expo Map advertisements help drive traffic to your booth.
- There is a focus on technology at CEC 2012 and showcase sessions to showcase your products and services.
- Exhibitors receive complimentary registrations to educational programming – to hear the latest in the field and in research
- Lots of recruitment opportunities and interview space are provided.

CEC 2011 ATTENDEES' DECISION-MAKING AUTHORITY

- I make purchasing decisions
- I have input into purchasing decisions
- I do not have input into purchasing decisions
- Other



GENERATING LEADS FROM EXHIBITS IS COST EFFECTIVE

WITH AN EXHIBITION LEAD

An Exhibit-Generated Lead Costs—\$96

Includes exhibition construction, storage, transportation, exhibit space, salesperson salary, travel, and entertainment.

WITHOUT AN EXHIBITION LEAD

An Non-Exhibit-Generated Lead Costs—\$1,039

Includes the \$596 cost of contacting the prospect in the field and \$443 to identify the prospect prior to the first sales call.

The Cost Effectiveness of Exhibition Participation:

Part I, Center for Exhibition Industry Research (CEIR), 2009

RECRUITING at CEC 2012

ARE YOU RECRUITING FOR TEACHERS?

Employment is expected to increase *faster than the national employment average* for special educators. Job prospects should be *excellent* because many districts report problems finding adequate numbers of licensed special education teachers.

—Occupational Outlook Handbook, 2010-11 Edition, Bureau of Labor Statistics



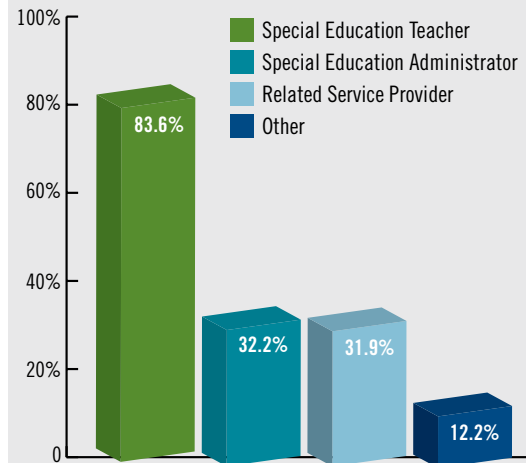
JOB RECRUITERS AT CEC 2012 CAN:

- Meet with qualified candidates.
- Interview and hire special educators onsite.
- Receive one complimentary job posting on www.specialedcareers.org, CEC's online job board, as well as free resume access.

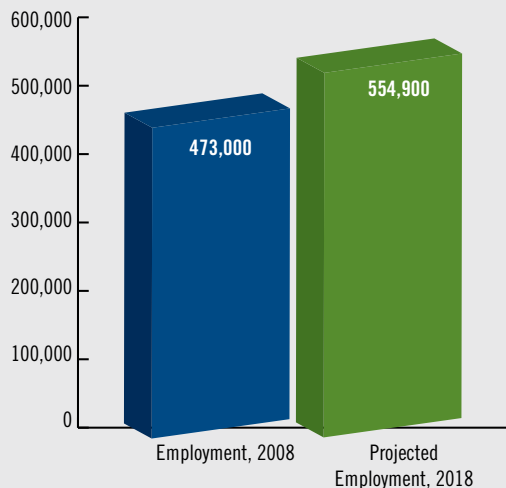
ARE YOU RECRUITING UNIVERSITY STUDENTS?

- 12% of attendees are students studying special education.
- With the increasing demand for special educators, this is a great time to recruit students into your program.
- More than 5,000 people are expected to come to the convention, so there are a number of leads who may be ready for your program.

BEST JOBS TO LOOK FOR AT CONVENTION (CEC EVALUATION)



Need for Special Education Teachers, (BLS)



- **84% of attendees** think CEC Expo is *the* place to be if you are looking for a teaching position.
- **76.3% of attendees** feel it's a good place to look for higher education faculty, administrative, and related service professional positions.
- **“Anyone can find jobs** because everyone from across the country is there.”

CEC 2010 Attendee Survey

PRICING & BENEFITS

CEC offers value for exhibitors



EXHIBIT SPACE RATES

(All booths are sold in 10' x 10' increments unless otherwise indicated.)

	Before 11.23.2011	After 11.23.2011
Inline Booth	\$1,399	\$1,449
School Systems/Nonprofits	\$1,249	\$1,349
Island Space (minimum of four 10' x 10' booths)	\$1,599	\$1,649
Corner Fees (per corner)	\$200	\$200

WHAT'S INCLUDED

- » 8' draped back wall and 3' draped side walls
- » Complimentary listing in the CEC 2012 convention program
- » Complimentary listing on the CEC 2012 Exhibit's Web site
- » Access to the exhibitor lounge
- » 24-hour security inside the exhibit hall
- » Number of complimentary full convention registrations (badges) per 10' x 10' space — 4 per 10' x 10'; 2 per school or non-profit booth space
- » Product category listings (5) on Web site and in program
- » Booth package that includes carpet, two chairs, 6' table with drape, and a waste basket
- » Use of show specials on the Exhibits Web site
- » For recruiters, one free listing on CEC's online job board, www.specialedcareers.org with a *CEC SmartBrief* add-on

EXPO BY THE NUMBERS

- 95%** of attendees visit the exhibit hall
- 88%** go to the exhibit hall to learn about a new product or service
- 77%** of attendees are involved in decisions to purchase a new product or service
- 44%** of attendees are first-timers

(CEC 2011 data)
















BOOTH UPGRADES




BOOTH UPGRADES

Make the most of your CEC Expo experience and stretch your marketing dollars by purchasing these packages. Each package bundles valuable services *at a reduced fee*. Increase your visibility and save money!

	UPGRADE 1	UPGRADE 2	UPGRADE 3	UPGRADE 4
Electricity*				
Unlimited product category listings				
Enhanced marketing channels on the exhibits Web site (Product Search, New Product Showcase)				
Advertisement in convention program (B&W)	1/6 page	1/3 page	1/2 page	Full page
Lead Retrieval (ExpoBadge e-Lead Scanner)				
List Rental (convention attendees)				
Logo on booth				
List Price	\$557	\$820	\$1599	\$2347
Discount	Wow!	10%	15%	20%
Your Price	\$352	\$738	\$1,359	\$1,878

*1 outlet or 500 watts or 5 amps. Exhibitors are responsible for additional outlets.

 = included in package.

ChirpE

Again this year, CEC will feature ChirpE, a mobile site for displaying critical content about the CEC 2012 Convention and Expo. It's a great way to alert your customers to show specials and read about Expo buzz. Stay tuned for how you can best utilize this powerful tool.

TECHNOLOGY

at CEC 2012

The CEC Annual Convention & Expo offers attendees a myriad of opportunities to explore technology in special education. In Denver, CEC will continue to offer a strong exhibit and program focusing on:

- Assistive Technology (AT)
- Augmentative and Alternative Communication (AAC)
- Instructional Technology and Digital Learning Environments

TECHNOLOGY IN THE EXPO HALL AND TECHNOLOGY LABS

CEC—along with three of its Special Interest Divisions, the Technology and Media Division (TAM), the Division for Communicative Disabilities and Deafness (DCDD), and the Division on Visual Impairments (DVI)—will offer not only program sessions on instructional supports and technology, but also displays in the exhibit hall on a wide range of products that showcase state-of-the-art technology solutions.

CEC 2012 will also feature a technology lab at which attendees can see, touch, and learn about different products and services.



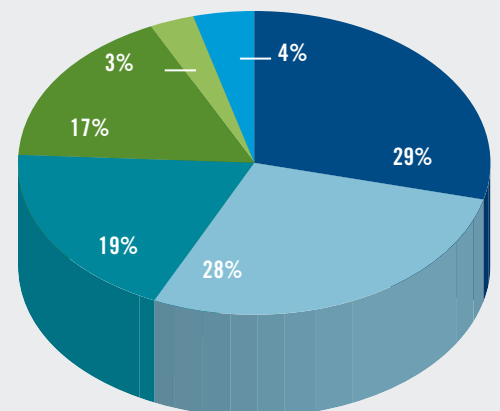
PAST CEC EXHIBITORS AND RECRUITERS

3E Love, LLC
 AAC TechConnect
 ABC Music & Me By: Kindermusik, Inc.
 AbleNet, Inc.
 Abrams Learning Trends
 Accelerations Educational Software
 AccuCut
 Achievement Products
 Administration For Children And Families/Headstart
 American Foundation for the Blind
 American Printing House for the Blind
 America's Choice
 Anchorage School District
 Arizona Department of Education
 Association for Direct Instruction
 Attainment Company
 Augmentative Resources, Inc.
 Autism Pro
 Autism Training Solutions
 Beacon College
 Behavior Analysts, Inc.
 Behavioral Risk Management Solutions
 Benchmark Education
 Benetech/Bookshare.org
 Borenson and Associates, Inc.
 Brightlines Paper
 BrainWare SAFARI/Learning Enhancement
 Brookes Publishing Company
 Cambium Learning Group
 Capella University
 Capstone
 Care Innovations/Intel Reader
 CBR Youth Connect
 Charleston County School District
 Chileda Institute
 Clarity Lesson Planning System
 Clark County School District
 Clover Park School District
 Cognitopia Software
 College Internship Program
 College Living Experience
 Colorado Boys Ranch Youth Connect
 Computer Automation Systems, Inc.
 Conceptua Math
 Conover Company, The

Constructive Play Things
 Corwin
 Creative Behavior Interventions, LLC
 Crespin-Coriz Native Arts
 Crisis Prevention Institute (CPI)
 Curriculum Associates, Inc.
 DC Public Schools
 DeKalb County School System
 Desert Choice Schools
 Diarmuid, Inc.
 Discovery Toys
 Don Johnston
 Dynamic Ideas Unlimited
 DynaVox Mayer-Johnson
 eCOVE: Classroom Observation Software
 Educational Resources, Inc.
 EducatorsHandbook.com
 Elephant Rock Productions
 Education Associates
 Ellison
 EPS
 ETA/Cuisenaire
 Evergreen Center
 Excent
 Failure Free Reading
 Fairbanks North Star Borough School District
 Firelight Books
 FlagHouse, Inc.
 Flocabulary, LLC
 Florida Tech
 Flyleaf Publishing
 Franklin Electronic Publishers
 Free Spirit Publishing, Inc.
 Frog Publications
 GeoMotion Group, Inc.
 Georgia Academy for the Blind
 Guilford Publications
 Gwinnett County Public Schools
 Hawthorne Educational Services, Inc.
 Headsprout
 Heartspring
 Hill Center, The
 Houghton Mifflin Harcourt
 Hugs N Stitches
 Imagine Learning

Inclusive TLC
 Infogrip
 Innovative Learning Concepts - Creators of TouchMath
 InnovativeKids
 Integrations-School Specialty
 JBHM Education Group, LLC
 JDM Pioneering, LLC (Goal Tracker)
 Jefferson County Public Schools
 JennyLU Designs
 Jossey-Bass, A Wiley Imprint
 Lakeshore Learning Materials
 Landscape Structures
 Laureate Learning Systems, Inc.
 Lego Education
 Letterland International Ltd
 Lincoln Public Schools
 Lintor Make-A-Book, Inc.
 Livescribe Inc.
 Loudoun County Public Schools
 Love Publishing Company
 Makes Sense Strategies
 Maplebrook School
 Master Teacher, The
 Matanuska-Susitna School District
 Math Teachers Press, Inc.
 Mathline by Howbrite Solutions
 Math-U-See Special Education
 MAXIMUS
 May Institute

PROFESSIONAL ROLE OF ATTENDEES



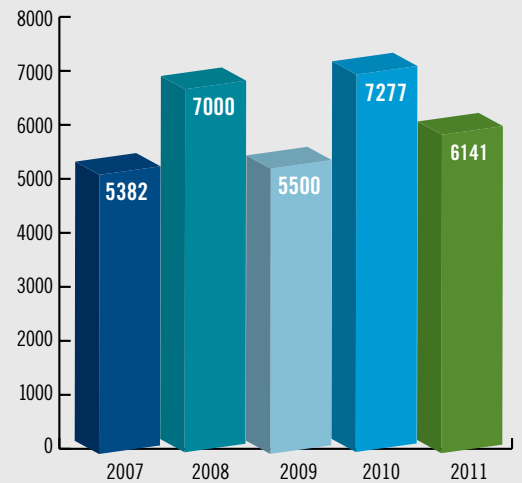
McGraw-Hill Education
 Melmark, Inc.
 Mesa Unified School District
 Metro Nashville Public Schools
 Minneapolis Public School District 1
 Monarch Center for Autism
 Monarch Teaching Technologies, Inc.
 Montana Recruitment Project
 Muscogee County School District
 N2Y, Inc.
 NASCO Company
 National Association of Christians
 in Special Education (NACSPED)
 National Center on Response to
 Intervention
 National Professional Resources, Inc.
 Navajo Jewelry & Crafts
 Northpoint Horizons
 NOVA Southeastern University
 Novel Ideas, Inc.
 Oak Hill Center for Relationship &
 Sexuality Education
 OnlineSpeechTherapy.com, a division
 of Ellingsen
 Oxford University Press
 PCG Education
 PCI Education
 Pearson Clinical Assessment
 Pearson Higher Education
 Pin Man - PositivePins.com, The
 PlayAbility Toys, LLC
 Positive Action
 Praises, Prizes & Presents
 Prentke Romich Company
 Presentation Solutions, Inc.
 Primary Concepts
 Professional Crisis Management
 Association
 ProgressBook by Software Answers
 ProxTalker.com
 Prufrock Press Inc.
 Psychological Software Solutions, Inc.
 Purdue University
 Read It Once Again
 Read Naturally, Inc.
 Reading Horizons
 Regent University School of Education
 Remedia Publications, Inc./Bright Apple
 Renaissance Learning
 Research Press
 Rethink Autism

Rhymes 'N' Times
 Rochester Public Schools
 Rock 'N Learn
 Routledge Journals
 Saddleback Educational, Inc.
 Safe Crisis Management -
 JKM Training, Inc.
 Saltillo Corporation
 Sarasota County School Board
 Scholastic, Inc.
 Scobre Press Corporation
 Sensory Enrichment LLC
 Shepherds College
 Signing Time!
 Siskin Childrens Institute
 SMART Technologies
 Skills
 Smart Ed Services
 Softchalk
 Southpaw Enterprises, Inc.
 SPEDTRACK
 Stages Learning Materials
 Star Autism Support
 Super Duper Publications
 Synergy Massaging Insoles
 Talent Assessment, Inc.
 Teachtown, Inc.
 Ten Sigma
 TFH (USA), Ltd.
 The Institute On Disability
 Time Timer, LLC
 Tourette Syndrome Association
 University of Central Florida
 University of Kansas,
 Department of Special
 Education
 University of West Alabama
 Utah Personnel Development
 Center
 Vanderbilt University,
 Peabody College
 Veenetronics Corporation
 Vocational Research Institute
 Wadsworth Cengage Learning
 WhyTry
 Wikistix/Omnivor, Inc.

Wilson Language
 Winsor Learning, Inc./
 The Sunday System
 Woods Services
 Write Minded Education, Inc.
 Write Reflections
 Writer Learning Systems, The
 Zaner-Bloser

ATTENDANCE HISTORY (combined attendees and exhibitors)

■ Louisville, Ky. (2007)
 ■ Boston, Mass. (2008)
 ■ Seattle, Wash. (2009)
 ■ Nashville, Tenn. (2010)
 ■ National Harbor, Md. (2011)



CEC 2012 FLOOR PLAN





CONTACT

Victor Erickson
Director of Exhibits
(703) 264-9454
victore@cec.sped.org



MARKETING AND PROMOTION



Marketing at the CEC 2012 Convention & Expo is a great way to increase your visibility and reach more than 5,000 special education professionals often in decision-making positions. Make the most of your CEC 2012 experience and stretch your marketing dollars by investing in an integrated presence at CEC 2012 Convention & Expo.

EXHIBITOR SHOWCASE SESSIONS

\$300

These one-hour sessions provide an opportunity to demonstrate and showcase various products and services. Specific times are set aside for **Exhibitor Showcase Sessions** that focus on practical applications for the PreK-21 age range. Exhibitors can present core educational content in a room complete with podium, microphone, LCD projector, and in selected cases, wireless internet connection. Log on to www.exhibits.cec.sped.org to submit your Exhibitor Showcase Session information.

Submission deadline is Dec. 4, 2011. For additional information, please contact Victor Erickson at (703) 264-9454 or victore@cec.sped.org.

TAKE ONE TABLE

Non-Exhibitor: \$250

Exhibitor: \$125

The Take One Table allows you to display your literature and gives convention attendees the opportunity to take your materials home. Sign up today and drive traffic to your booth and Web site.

CEC LIST RENTAL

\$400 (one-time use only)

Reach CEC 2012 attendees directly by utilizing our pre-convention attendee mailing list. The mailing list of physical addresses are e-mailed to you approximately six weeks prior to the convention. *Please note that e-mails and phone numbers are not included in the list.*

ADVERTISING OPPORTUNITIES

There are many great opportunities to advertise with CEC through print and digital channels. Please refer to the enclosed advertising opportunities form for information on advertising in the convention issue of CEC's peer-reviewed journal, *TEACHING Exceptional Children*, and the official convention program.

LEAD RETRIEVAL

Capture critical attendee contact data, including e-mail addresses and job titles, with the rental of a lead retrieval unit. Discounted rates will apply to school systems and nonprofits. *More information will be available in the Exhibitor Service Kit, available after the first of the year.*

CEC PRIZE CARD – INCREASE YOUR BOOTH TRAFFIC!

Do you want better booth visibility? Donate an item to the CEC Prize Card program. Attendees are encouraged to get their cards stamped and entered into the drawing. Prize announcements will be made onsite, Thursday and Friday at 12:30 p.m.

If you would like to be a part of this program, send your company name and prize information to Victor Erickson at victore@cec.sped.org. Prizes should be valued at more than \$50, but less than \$700. **The CEC Prize Card will be limited to the first 30 exhibitors who respond.**

DID YOU KNOW?

Show mailings increases booth traffic by 33%

SPONSORSHIP OPPORTUNITIES



The CEC 2012 Convention & Expo offers ways to reach out to your target markets and get your company noticed.

The following sponsorship opportunities are designed specifically for you and your organization to satisfy your particular goals and needs. CEC staff can also create custom packages to meet your needs, be they convention-specific or year-round.

Custom designed
sponsorship
and support
programs
available—
please call.

ALL SPONSORS RECEIVE THE FOLLOWING:

- Acknowledgment in the convention issue of *TEACHING Exceptional Children*.
- Acknowledgment in the CEC 2012 Convention & Expo program.
- Acknowledgment on the exhibits and main CEC Web sites.
- Acknowledgment in *CEC SmartBrief* (with more than 78,000 subscribers).
- Acknowledgment on entrance unit outside the Expo Hall.
- Logo recognition during the Opening General Session slideshow.

EVENT SPONSORSHIPS

OPENING GENERAL SESSION & AWARDS CEREMONY

Exclusive Sponsorship: \$10,000

Co- sponsor: \$5,000

Wednesday, April 11

5:00 – 6:00 p.m.

The Opening General Session and Award Ceremony is the kick-off event for CEC 2012. This is your opportunity to make a lasting impression with attendees at the start of the convention.

This is a unique opportunity to combine the benefits of sponsoring the keynote speaker and help CEC recognize special educators who have advanced the field and improved the quality of special education services.

The CEC Professional and Student Awards include:

- CEC J.E. Wallace Wallin Special Education Lifetime Achievement Award
- CEC Clarissa Hug Teacher of the Year Award
- CEC Special Education Research Award
- Outstanding CEC Leadership Award
- Susan Phillips Gorin Award (Outstanding contributions to CEC student membership)
- Outstanding CEC Student Member of the Year (Graduate and Undergraduate)

Additional benefits include:

- Invitation to pre-general session reception with VIPs and keynote speaker.
- Logo projected prominently on screen in ballroom before the Opening General Session.
- Acknowledgment in general session program.
- Recognition during the Opening General Session.
- Free one-time use of the CEC 2012 Convention & Expo pre-convention mailing list.
- Opportunity to display promotional material at the Take One Table.



SPONSORSHIP OPPORTUNITIES

(continued)

TEACHER OF THE YEAR BRUNCH & CEREMONY

Exclusive Sponsorship: \$16,000

Saturday, April 14 10:30 a.m. – 12:30 p.m.

CEC's prestigious annual Teacher of the Year Brunch honors several truly remarkable special education teachers, including the Clarissa Hug Teacher of the Year. You'll be inspired by the teachers' stories and the keynote speaker—and proud of your sponsorship. Teachers of the Year will remain your most steadfast advocates for years to come.

Your investment includes:

- Free one-page full-color ad in *TEACHING Exceptional Children* (issue of choice).
- Up to a 10' x 30' booth space in the Expo Hall.
- Opportunity to briefly address the audience.
- Opportunity to sit on the dais with the President, keynote speaker, and Clarissa Hug award winner.
- Opportunity to display promotional material at the event.
- Corporate logo featured on signage at the entrance to the brunch.
- Free one-time use of CEC 2012 Convention & Expo pre-convention mailing list.
- Year-round recognition.

PRESIDENT'S RECEPTION

Exclusive Sponsorship: \$15,000

Co-sponsor: \$7,500

Wednesday, April 11

The President's Reception is a great opportunity to reach the leadership of CEC, the Program Advisory Committee, and the Local Arrangements Committee for CEC 2012 in Denver and for CEC 2013 in San Antonio, professional award winners, governmental agencies and associations, and other VIPs.

Additional benefits include:

- Organization's name featured on the invitation.
- Corporate logo featured on signage at the event.
- Free one-time use of CEC 2012 Convention & Expo pre-convention mailing list.
- Four (4) invitations to the President's Reception.

YES I CAN! AWARDS CEREMONY & RECEPTION

Exclusive Sponsorship: \$12,000

Friday, April 13 5:00 p.m. – 6:30 p.m.

Each year, CEC honors students with disabilities who excel. Since the program's inception in 1982, thousands of children and youth have been recognized for their achievements in academics, arts, athletics, school and community service, self-advocacy, technology, and transition. The *Yes I Can!* Awards Ceremony is an extremely moving and poignant event, a highlight of the CEC Annual Convention & Expo.

The reception immediately follows the awards ceremony and all award winners, their families, and special guests are invited. Who knows what could happen this year, but in past years, award recipients have treated attendees to special impromptu performances. Don't miss the opportunity to sponsor this special event.

Additional benefits include:

- Opportunity to briefly address the audience at the ceremony and sit on the dais.
- Recognition at the ceremony and reception.
- Corporate logo featured on signage at the entrance to the events.
- Invitations to the reception to meet the award winners and their families.
- Year-round recognition.



SPONSORSHIP OPPORTUNITIES (continued)



BREAKFAST FOR CEC STATE AND PROVINCIAL UNIT LEADERS AND MEMBERSHIP CHAIRS

Co-sponsor: \$3,000 (per event)

Do you have a goal of working more closely with CEC leadership? The State and Provincial Unit Leaders and Membership Chairs breakfast sponsorship provides just that opportunity. This sponsorship will help you secure those critical relationships.

Additional benefits include:

- Opportunity to address the audience at this leadership breakfast.
- Acknowledgement at the convention's Student Forum and the Student Orientation.
- Two (2) free invitations to the breakfast.

TEACHER SWAP & SHARE

Co-sponsor: \$2,000

The Teacher Swap & Share is a unique time in which CEC Teachers of the Year, share their favorite lesson plans and is typically a standing-room-only event. The sponsor may address the audience at the start of the session.

Additional benefits include:

- Opportunity to briefly address the audience at this leadership breakfast.
- Opportunity to display promotional material at the event.

ATTENDEE SERVICES SPONSORSHIPS

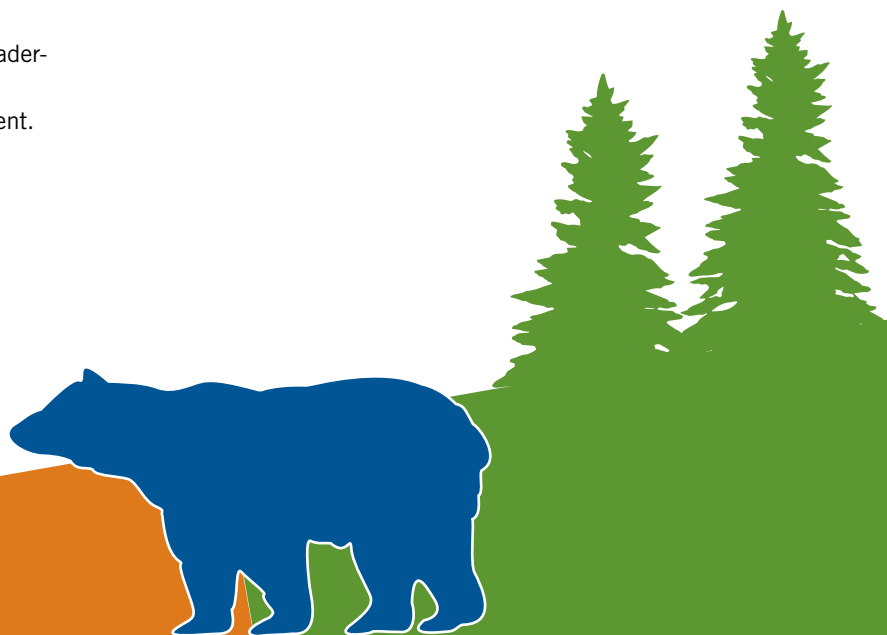
CYBER CAFÉ & WIFI SUPPORT

Co-sponsor: \$5,000

The Cyber Café is one option for attendees to check e-mail while away from the office. We are also offering WiFi in breakout rooms and for selected preconvention workshops. Be the company everyone will remember.

Additional benefits include:

- Corporate Web site link on home page of each computer at the Cyber Café.
- Signage with corporate logo in Cyber Café and other venues.
- Opportunity to distribute promotional materials within the Cyber Café.
- Free one-time use of CEC 2012 Convention & Expo pre-convention mailing list.



SPONSORSHIP OPPORTUNITIES

(continued)

OFFICIAL CEC 2012 TOTE BAG

Exclusive Sponsorship: \$8,500

Co-sponsor: \$4,500

These high-quality, enviro-friendly bags are a big hit with attendees. Your brand will be showcased prominently on the tote bag, an item that is kept by attendees for years to come.

Additional benefits include:

- Corporate logo featured prominently on all attendee tote bags.
- Free one-time use of CEC 2012 Convention & Expo pre-convention mailing list.
- Following the convention, any remaining tote bags will be used for other CEC official meetings, such as the Leadership Institute, further extending your reach.

OFFICIAL CEC 2012 BADGE HOLDER

Exclusive Sponsorship: \$8,500

This is your chance to showcase your brand on an item worn by attendees during the entire convention. Your logo will be placed prominently on these high-quality badge holders.

Additional benefits include:

- Corporate logo featured prominently on all badge holders.
- Free one-time use of CEC 2012 Convention & Expo pre-convention mailing list.

CONTACTS

Victor Erickson

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(703) 264-9454
victore@cec.sped.org

Joan Melner

Assistant Executive Director
Marketing & Communications Services
joanm@cec.sped.org

STUDENT SPONSORSHIPS

Your
Customers
of the Future

These events and activities reach the graduate and undergraduate students—all future special educators—attending the convention. At CEC 2011, 19% of the attendees were university students.

STUDENT PROGRAMS/ACTIVITIES

Co-sponsor: \$2,000

Each year, CEC holds a variety of activities developed specifically for students. CEC also recognizes students who have made outstanding contributions in service to CEC and exceptional children. Your investment also supports scholarships for these future teachers and administrators who will help mentor future generations of special educators.

Additional benefits include:

- Opportunity to briefly address the audience at the opening of the Student Scholarship Fundraiser (available to the first two sponsoring organizations).
- Two (2) free invitations to the Student Scholarship Fundraiser.
- Acknowledgement at the Student Forum.

CEC MENTORING PROGRAM BREAKFAST

Co-sponsor: \$2,000

The CEC Mentoring Program Breakfast provides an opportunity for the students and mentors participating in the program and attending the convention to meet and mingle. Many mentors are CEC leaders and well-known names in the special education field. Your investment helps support the future workforce.

Additional benefits include:

- Two (2) free invitations to the breakfast.
- Acknowledgement at the Student Forum and the Student Orientation.

IMPORTANT DATES



EXHIBITING & RECRUITING

DATE

Final Payment Due for CEC 2012	Jan. 31, 2012
Company Descriptions and Product Category Listings Due for Printed Program	Jan. 31
Preconvention Mailing List Sent to Exhibitors (purchase required)	Feb. 22
Lead Retrieval Discount Deadline	March 12
Deadline to Receive Discount Price on Freeman Services	March 26
Deadline to Receive Discount on Booth—Internet, Phone, and Electrical Orders	April 1
Last Day to Ship to the Advanced Warehouse	April 2
Last Day to Make Changes to Your Booth Personnel (online)	April 2
First Day Materials Can Arrive at the Convention Center	April 10

PUBLICATION

INSERTION ORDER DUE

ARTWORK DUE

<i>Exceptional Children</i> Spring 2012 (EC 78-3)	Dec. 17, 2011	Dec. 21
CEC 2012 Convention & Expo Program	Dec. 30	Jan. 31, 2012
<i>TEACHING Exceptional Children</i> March/April 2012 (TEC 44-4) – Convention Issue	Jan. 13, 2012	Jan. 20
Colorado Convention Center & Expo Map	Feb. 13	Feb. 23



ONSITE SCHEDULE AT A GLANCE

NEW schedule to better meet your needs!

	Tuesday April 10	Wednesday April 11	Thursday April 12	Friday April 13	Saturday April 14
REGISTRATION	Attendee Registration 2:00 - 7:00 p.m.	Attendee Registration 7:00 a.m. - 7:00 p.m.	Attendee Registration 7:00 a.m. - 7:00 p.m.	Attendee Registration 7:00 a.m. - 7:00 p.m.	Attendee Registration 7:00 a.m. - 5:00 p.m.
PROGRAM SESSIONS		Opening General Session 5:00 - 6:30 p.m.	Concurrent Sessions 8:00 - 11:30 a.m. 1:00 - 3:15 p.m. 3:45 - 6:00 p.m.	Concurrent Sessions 8:00 - 11:30 a.m. 1:00 - 3:15 p.m. 3:45 - 6:00 p.m.	Concurrent Sessions 8:00 - 11:30 a.m. 1:00 - 3:15 p.m. 3:45 - 4:45 p.m.
EXPO	Set Up* 2:00 - 6:00 p.m.	Set Up** 7:00 a.m. - 6:00 p.m.	Set Up & Booth Inspection 7:00 - 9:00 a.m. Grand Opening of the Expo Hall 9:00 - 9:15 a.m. Expo Open 9:15 a.m. - 4:00 p.m. Exclusive Hours 11:30 a.m. - 1:00 p.m. 3:15 - 3:45 p.m.	Expo Open 9:00 a.m. - 4:00 p.m. Exclusive Hours 11:30 a.m. - 1:00 p.m. 3:15 - 3:45 p.m.	Expo Open 9:00 a.m. - 1:00 p.m. Exclusive Hours 11:30 a.m. - 1:00 p.m. Breakdown*** 1:00 p.m.
SPECIAL EVENTS AND MEETINGS				Yes I Can! Awards 5:00 p.m.	Teacher of the Year Brunch 10:30 a.m. - 12:30 p.m.

* Early set up for island spaces only.

** All booths must be set up by 6:00 p.m. unless special arrangements have been made with CEC.

*** Breakdown begins at 1:00 p.m. on April 14. Exhibitors who vacate their booths prior to the published dismantle time may be assessed a fine equal to one-half the booth fees and subject to other penalties. Outside carriers must be checked in with the Freeman services desk by 8:00 p.m., or Freeman will ship materials on a carrier of their choice and bill the exhibiting company. All exhibitors must be completely moved out by 9:00 p.m., April 14.

**TOTAL
exhibit
hours
= 18!**

CONTACTS

EXHIBITS/SPONSORSHIPS

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EXHIBITS/ADVERTISING

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PRIVATE FUNCTION SPACE/ HOSPITALITY SUITE

Jane Uffelman

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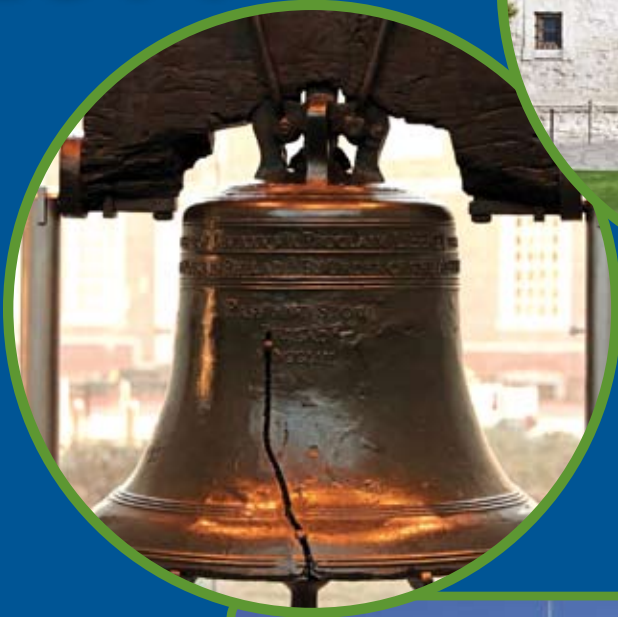
FREEMAN EXHIBITOR SERVICES

(301) 918-7975



CEC FUTURE CONVENTION & EXPO SCHEDULE

2014 Philadelphia, Pa.
April 9-12



2013

San Antonio, Texas
April 3-6



2016

St. Louis, Mo.
April 13-16



2015 San Diego, Calif.
April 8-11