



Panhandle Area Educational Consortium and FloridaLearns Foundation  
**51<sup>st</sup> Annual Leadership Conference**  
Sheraton Bay Point Resort, Panama City Beach  
**JULY 17-19, 2018**



February 20, 2018

Dear Prospective Conference Partner:

The Panhandle Area Educational Consortium, in conjunction with the FloridaLearns Foundation, invites you to take advantage of this once a year occasion to be in the spotlight as a conference partner at the 51<sup>st</sup> Annual PAEC and FloridaLearns Foundation Leadership Conference to be held July 17 - 19, 2018 at the Sheraton Bay Point Resort in Panama City Beach, Florida. Capitalize on this outstanding opportunity to meet, network, and share your products with education decision-makers, as over 300 district and school-based leaders from Florida's panhandle and throughout the state are expected to join us for this important event!

Panhandle Area Educational Consortium, Florida's first educational consortium, has been recognized as a leader in providing a broad range of services to meet the needs of schools in small, rural districts since its initial organization in 1967. The consortium serves a wide variety of educational personnel including administrators, teachers, paraprofessionals and auxiliary personnel, as well as students, parents, and community members. Today, services include professional development delivery and support, risk management, migrant education support, diagnostic and instructional support, virtual education services, and data management, to name a few. We are also home to the PAEC Florida Buy Cooperative State Purchasing program which helps school districts comply with new state purchasing laws and provides a cost-free state-of-the-art online e-commerce shopping platform, saving districts time and money. Florida Buy is the only legislatively approved alternative to Division of Management Services (DMS) contracts.

Enclosed you will find information detailing options for registration as a conference partner. You may also visit [www.paec.org](http://www.paec.org) for additional information. Due to limited space (we will reach full capacity), educational partners will be selected on a first come, first served basis. In order to receive the full benefits of your sponsorship, we strongly encourage you to submit your registration information by May 1, 2018. However, we will continue to welcome conference partners after that time, as space allows. Should you have any questions please contact Bonnie Wertenberger at 850-638-6131 ext. 2259 or by email at [bonnie.wertenberger@paec](mailto:bonnie.wertenberger@paec).

Thank you for your partnership consideration and look forward to the opportunity to work with you at this exciting event.

Sincerely,

A handwritten signature in blue ink, appearing to read 'John T. Selover'.

John T. Selover  
Executive Director

## **Hall of Fame Level - \$10,000**

### **PRESENTATION TIME**

- Luncheon sponsor with two minutes of microphone presentation time during a luncheon session

### **CHARGING STATION AND HOTEL ROOM KEY CARD SPONSOR**

- Partner graphic signage will be included on two charging stations provided by PAEC
- Partner graphic signage will be included on hotel room key cards for attendees

### **LOGO AND GRAPHICS**

- Priority placement of partner graphic on a rotating banner on the PAEC's main website page, as well as the leadership conference website, which will include a link to the conference partner's webpage, until June 30, 2019.
- Priority placement of partner graphic on conference products and luncheon signage
- Master list of conference sponsors in programming information – identified as a Hall of Fame Level sponsor
- Logo in conference programming information
- Advertisement on Conference Digital Agenda App
- Advertising on electronic signs throughout conference area if graphics are received 30 days prior to event
- Recognition on screen in general session room during transition times

### **EXHIBITOR BOOTH**

- Priority placement of exhibit booth (placement choice available upon receipt of payment)
- Two (2), 8-foot skirted exhibit tables and two chairs (16 x 8 feet)
- FREE internet and electricity access for booth

### **ADDITIONAL BENEFITS**

- Access to participant registration email list prior to conference
- Option to host a breakout session during concurrent session time slots

## **All Star Level - \$5,000**

### **PRESENTATION TIME**

- Breakfast sponsor with one minute of microphone presentation time during a morning general session

### **LOGO AND GRAPHICS**

- Priority placement of partner graphic on a rotating banner on the PAEC's main website page, as well as the leadership conference website, which will include a link to the conference partner's webpage, until December 31, 2018.
- Placement of partner graphic on conference products and breakfast signage
- Master list of conference sponsors in programming information – identified as an All-Star Level sponsor
- Logo in conference programming information
- Advertisement on Conference Digital Agenda App
- Advertising on electronic signs throughout conference area if graphics are received 30 days prior to event
- Recognition on screen in general session room during transition times

### **EXHIBITOR BOOTH**

- Placement of exhibit table (placement choice available upon receipt of payment following Hall of Fame Level selection)
- One (1), 8-foot skirted exhibit table and two chairs (8 x 8 feet)
- FREE internet access for booth

### **ADDITIONAL BENEFITS**

- Option to host a breakout session during concurrent session time slots



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## **Major League Level - \$2,500**

### **PRESENTATION TIME**

- Break sponsor with 30 seconds of microphone presentation time at the conclusion of morning keynote address

### **LOGO AND GRAPHICS**

- Placement of partner graphic on the leadership conference website, which will include a link to the conference partner's webpage
- Placement of partner graphic on break signage
- Master list of conference sponsors in programming information – identified as a Major League Level sponsor
- Logo in conference programming information
- Advertisement on Conference Digital Agenda App

### **EXHIBITOR BOOTH**

- Placement of exhibit table (placement choice available upon receipt of payment following Hall of Fame and All-Star Level selections)
- One (1), 8-foot skirted exhibit table and two chairs (6 x 8 feet)
- FREE internet access for booth

## **Rookie of the Year Level - \$1,000**

### **LOGO AND GRAPHICS**

- Placement of partner graphic on the leadership conference website, which will include a link to the conference partner's webpage
- Master list of conference sponsors in program – identified as a Rookie of the Year Level sponsor
- Logo in conference programming information
- Advertisement on Conference Digital Agenda App

### **EXHIBITOR BOOTH**

- Placement of exhibit tables (placement choice available upon receipt of payment following Hall of Fame, All-Star, and Major League Level selections)
- One (1) 6-foot skirted exhibit table and two chairs (6 x 8 feet)
- FREE internet access for booth

## **Important Notes for all Partners**

### **DOOR PRIZE AND PARTICIPANT BAG**

All partners have an option to include materials in the conference participant bags. We will assemble 450 participant bags and ask that you send 450 like items. Items can be anything of your choosing (pens, pencils, water bottles, notepads, literature, etc.). If you plan to participate in this option, we will need to receive materials by June 30, 2018.

All partners have an opportunity to sponsor a door-prize and are encouraged to participate. Partners will receive recognition for door prizes that will be given throughout the conference.



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**Conference Partner Registration Form**

Name of Company: \_\_\_\_\_

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

City: \_\_\_\_\_

State: \_\_\_\_\_

ZIP: \_\_\_\_\_

Name of Contact: \_\_\_\_\_

Title: \_\_\_\_\_

Phone Number: \_\_\_\_\_

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

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

Please select one of the available Partnership Opportunities below:

_____	Hall of Fame Level	\$10,000
_____	All-Star Level	\$5,000
_____	Major League Level	\$2,500
_____	Rookie of the Year Level	\$1,000

Please indicate below if you are a member of the PAEC State Cooperative Purchasing “Florida Buy” Program  
 \_\_\_\_\_ Yes    \_\_\_\_\_ No, but I would like to be!    \_\_\_\_\_ No, and I am not interested at this time.

**DOOR PRIZE AND PARTICIPANT BAG:**

- Option to include materials in conference bag, if materials are received by June 30, 2018.
- All partners have an opportunity to sponsor a door prize. Partners will receive recognition for door prizes that will be given throughout the conference.

Please use one of the methods below to secure your registration. Exhibit table assignments cannot be made until all registration materials and payment have been received.

Pay by Check	Pay by Credit Card
Make checks payable to: <b>FloridaLearns Foundation</b>  Mail check and registration forms to: <b>Bonnie Wertenberger</b> <b>FloridaLearns Foundation</b> <b>P O Box 243</b> <b>Chipley, FL 32428</b>	Go to  <a href="http://www.paec.org/leadershipconference2018/partners.asp">http://www.paec.org/leadershipconference2018/partners.asp</a>  Then, fax or email registration forms to: <b>Bonnie Wertenberger, Partnership Chairman</b> <b>Fax: 850-638-6109</b> <b>Email: <a href="mailto:bonnie.wertenberger@paec.org">bonnie.wertenberger@paec.org</a></b>

**IMPORTANT - This registration will serve as your invoice.**

**June 1, 2018: Deadline to ensure you receive all of the appropriate recognition in conference program. Company artwork and logos must be in pdf, eps, tif, gif, or ai format AND sent to Bonnie Wertenberger ([bonnie.wertenberger@paec.org](mailto:bonnie.wertenberger@paec.org)).**

**QUESTIONS? Contact Bonnie Wertenberger, Conference Partnership Chairman, by email at [bonnie.wertenberger@paec.org](mailto:bonnie.wertenberger@paec.org) or by phone at 850-638-6131 (Ext) 2259.**



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**Conference Partner Contract**

Name of Company:

Company Address:

City:

State:

ZIP:

Billing Address (if different than above):

City:

State:

ZIP:

Name of Authorized Company Representative:

Title:

The conference partner assumes the entire responsibility and liability for losses, damages, and claims arising out of partner's activities on the hotel premises (Sheraton Bay Point Resort – 4114 Jan Cooley Drive – Panama City Beach, Florida 32408) and will indemnify, defend, and hold harmless the hotel, its owner, and its management company; PAEC; the FloridaLearns Foundation, Inc., as well as their respective agents, servants, and employees from any and all such losses, damages, and claims.

Authorized Company Representative: \_\_\_\_\_ Date: \_\_\_\_\_  
(Signature)

Signed contract **MUST** be received prior to conference.

Please mail, fax, or email to:

Bonnie Wertenberger

FloridaLearns Foundation

P. O. Box 243

Chipley, FL 32428

[bonnie.wertenberger@paec.org](mailto:bonnie.wertenberger@paec.org) – fax 850.638.6109



# PAEC / FloridaLearns 51<sup>st</sup> Annual Leadership Conference

## JULY 17-19, 2018

*PAEC – Advancing Schools and Communities for Student Success*

The following checklist is to help you complete all of the necessary steps so that you can take full advantage of the opportunities provided at the joint PAEC/FloridaLearns Foundation 51<sup>st</sup> Annual Leadership Conference. Print this for your files to make sure you have all of your items submitted on time. I am here to help you coordinate your involvement in this event; please know that you can call or email me should you have any questions: Bonnie Wertenberger 850-638-6131 x2259 or [bonnie.wertenberger@paec.org](mailto:bonnie.wertenberger@paec.org)

- \_\_\_\_\_ **Registration:** Print out and complete the forms associated with this email; your registration will not be recognized until these forms are received.
  
- \_\_\_\_\_ **Payment:** Email, fax, or mail completed forms with payment. Even if you are paying by credit card, copies of the completed registration form and the signed contract are required. Booths are assigned by level in order of payment received. In the past years when the conference was held at BayPoint we have been filled to capacity. If you want a prime spot, please register early; if you want a spot at all, register early.
  
- \_\_\_\_\_ **Room Reservations:** Call the Sheraton Bay Point Resort at 866-716-8134 to reserve your room. Be sure to indicate that you are part of the PAEC Leadership Conference Room Block Group (GroupPAEC) to obtain a reduced rate. This rate does not include applicable taxes and fees. Room rates vary and begin at \$169 a night. The cut-off date to receive the group rate is June 25, 2018 at 5 pm. To reserve your hotel room online use this link: <https://www.starwoodmeeting.com/events/start.action?id=1712018543&key=20B219BC>
  
- \_\_\_\_\_ **Electricity and Wireless Access:** If you plan to have electricity at your booth contact the Sheraton Bay Point Resort directly at 800-236-6067. Coordination of electricity and the fees associated with this service are handled by the resort. Separate forms are attached to help you with this process. Wireless access is available at no charge throughout the conference area.
  
- \_\_\_\_\_ **Shipping and Storage:** The hotel does not have storage space. Any materials to be sent to the hotel may arrive no earlier than 3 days prior to July 14, 2018. A handling and storage fee of \$5 per box/item under 50 pounds or \$50 per box/item over 50 pounds will be assessed. The mandatory handling and storage fee is paid in its entirety to employees providing handling services. The hotel will not be responsible for any loss or damage to materials sent to hotel prior to July 14, 2018.
  
- \_\_\_\_\_ **Program Graphics:** The deadline to submit graphics for your logos in the conference programming materials is June 1, 2018; this date will be firm. Because we are transitioning to a Digital Agenda, you need only send your logo graphic. If you participated in last year's conference you may indicate to us to use last year's graphic; otherwise, email your graphic images to [bonnie.wertenberger@paec.org](mailto:bonnie.wertenberger@paec.org). Company artwork and logos must be in pdf, eps, tif, gif, or ai format.
  
- \_\_\_\_\_ **Name Badges:** As the conference date moves closer I will send an email request for your name badge request. All information should be sent to [bonnie.wertenberger@paec.org](mailto:bonnie.wertenberger@paec.org) with the names and titles of those who will be attending as you would like them to appear on their Conference Badge.
  
- \_\_\_\_\_ **Meals:** As a Conference Business Partner, you are invited to participate in all conference meals as part of your registration fee. However, please let us know those meals for which you will NOT participate.
  
- \_\_\_\_\_ **Booth Set Up and Break Down:** Booth space will be available for set up on July 16<sup>th</sup> after 1 pm and the morning of July 17<sup>th</sup>. The general conference begins with breakfast at 7:30 am on Tuesday, July 17<sup>th</sup> and ends at approximately 11:30 am on Thursday, July 19<sup>th</sup>, 2017. Note: The conference area is not a secured area.
  
- \_\_\_\_\_ **Participant Bag Items:** You are encouraged to include items in the participant bags. We ask that you send 450 LIKE items to be included in the bags. These can be anything of your choosing . . . most often they are logo type items such as: flyers, pens, pencils, water bottles, candy bars, whatever your company deems appropriate. Those items need to be shipped to PAEC - Attention: Bonnie Wertenberger – 753 West Boulevard – Chipley, FL 32428. We must receive them by June 30, 2018, in order to have time to assemble the participant bags.
  
- \_\_\_\_\_ **Door Prizes:** All partners have an opportunity to sponsor a door prize and will receive recognition for door prizes that will be given throughout the conference.

