



2009 Regional Conference *The Evolution of Learning*

September 23-24, 2009
Salem Conference Center
Salem, Oregon

Sponsorship & Exhibitor Prospectus

Early Bird Exhibitor Deadline: May 01, 2009

QUESTIONS?

503.330.5361
conferenceexhibitors@astdcascadia.org



www.astdcascadia.org

Invitations to the 2009 ASTD-Cascadia Regional Conference are going out across the Pacific Northwest to thousands of professionals in the diverse field of workplace learning and performance. The ASTD-Cascadia chapter's most recent conference in 2007 drew well more than 200 participants, and in 2009 we expect to welcome some 300 people who are dedicated to their careers in a rapidly evolving profession.

The American Society for Training and Development (ASTD) represents approximately 70,000 training and development professionals in more than 100 countries. Among more than 150 local chapters, ASTD-Cascadia is one of the largest and most effective, maintaining mutually enriching affiliate relationships with numerous other professional groups.

Members specialize in areas including:

- Instructional design
- Training delivery
- Performance improvement
- Sales and marketing
- Group facilitation
- Organization development
- Career development
- Computer-based training

Conference Overview

Keynote Speaker: Greg Bell

A highly engaging speaker, trainer and facilitator, **Greg Bell** helps individuals and organizations thrive by improving their relationships and communication (and making them laugh in the process). With his lively spirit and humor, he is an inspirational resource for motivational speaking and practical hands-on training. Greg has developed a series of customized programs that give people the skills they need to succeed in today's diverse and change-driven world. The programs and tools he provides have been utilized by companies, organizations, and conferences of all sizes and disciplines.

Greg's own skills come from 20 years' experience in business, law and athletics. He earned a bachelor's and law degree at the University of Oregon, where he competed in college basketball and was consistently named Inspirational Player of the Year. For the National Association of Basketball Coaches, he helped launch the Coaches vs. Cancer campaign, an ongoing program that has raised millions of dollars for cancer research. Simply put, Greg knows how to build relationships and motivate people – in business and in life.

Learn more at: www.waterthebamboo.com

Location

The Salem Conference Center is conveniently located in the heart of Salem's downtown and offers over 30,000 square feet of versatile meeting space. We will be the only event in the building during the conference and will make use of all available space.

The Salem Conference Center was designed and constructed with the intent of conforming to the standards of LEED certification. The interior is built with local recycled materials (all from within a 500 mile radius of Salem); and features large expansive windows for natural light.

Exploring historic downtown Salem is a classic Oregon experience. In addition to a variety of nearby shops and restaurants, Salem offers a number of attractions including the Riverfront Park and Carousel, Elsinore Theater, Reed Opera House and the State Capitol all within walking distance of the Conference Center.

The attached Phoenix Grand Hotel will serve as the conference hotel. The hotel has extended special rates for the conference including the opportunity for sponsors and exhibitors to host hospitality suites.

Learn more at: www.salemconferencecenter.org

Schedule-at-a-Glance*

Pre-Conference: Tuesday, September 22, 2009	
12:00 – 1:00 PM	Registration, Light lunch
1:00 – 4:30 PM	Workshop
4:30 – 6:00 PM	Optional Dinner Networking
Conference: Wednesday, September 23, 2009	
8:00 AM – 5:30 PM	Exhibit Hall Open
8:00 AM – 5:30 PM	Cyber Café Open
8:00 – 9:00 AM	Registration
9:00 – 9:30 AM	Opening Session
9:30 – 9:50 AM	Break
9:50 – 11:20 AM	Concurrent Workshops
11:20 – 11:30 AM	Break
11:30 AM – 1:00 PM	Lunch and General Session
1:00 – 1:15 PM	Break
1:15 – 2:15 PM	Networking Session
2:15 – 2:45 PM	Break
2:45 – 4:15 PM	Concurrent Workshops
4:15 – 4:30 PM	Break
4:30 – 5:30 PM	General Session
5:30 – 8:30 PM	Dinner Networking w/ Speakers
7:00 – 11:00 PM	Hospitality Suites
Conference: Thursday, September 24, 2009	
7:30 AM – 3:30 PM	Exhibit Hall Open
7:30 AM – 3:30 PM	Cyber Café Open
7:30 – 8:30 AM	Registration, Breakfast
8:30 – 9:45 AM	Keynote
9:45 – 10:15 AM	Break
10:15 – 11:45 AM	Concurrent Sessions
11:45 AM – 12:00 PM	Break
12:00 PM – 1:30 PM	Lunch and General Session
1:30 – 1:45 PM	Break
1:45 – 3:00 PM	Networking Session
3:00 – 3:30 PM	Break
3:30 – 5:00 PM	Concurrent Workshops, Closing

Schedule is provided for reference only and is subject to change. Finalized schedule will be available August 2009.

Sponsor Benefits

Platinum - \$5,000

Pre Conference

- Your logo on ASTD-Cascadia chapter website and Conference website with link to your website through 10/15/2009
- Logo included on all event promotion (includes email)
- One time use of ASTD-Cascadia membership mailing list (preprinted labels, value up to \$150)

At the Conference

- Complimentary exhibit booth (value \$750)
- Full page ad in conference program (value \$250)
- Up to 2 free bag inserts (value up to \$200)
- Feature article in conference newsletter
- Logos on main stage screens during general sessions and lunch
- Signage at the event
- Up to six free participant registrants (value up to \$900)

Post Conference

- Attendee contact spreadsheet

Gold - \$2,500

Pre Conference

- Your logo on ASTD-Cascadia chapter website and Conference website with link to your website through 10/15/2009
- Logo included on all event promotion (including email)

At the Conference

- Reduced fee (\$350) exhibit booth
- 1/2 page ad in conference program (value \$135)
- One free bag insert (value up to \$100)
- Feature article in conference newsletter
- Logos on main stage screens during general sessions and lunch
- Signage at the event
- Up to four free participant registrants (value up to \$600)

Post Conference

- Attendee contact spreadsheet

Silver - \$1,500

Pre Conference

- Company listing on ASTD-Cascadia chapter website and conference website with link to your website through 10/15/2009
- Company listing on all event promotion (including email)

At the Conference

- Reduced fee (\$500) exhibit booth
- 1/4 page ad in conference program (value \$75)
- Feature article in conference newsletter
- Logos on main stage screens during general sessions and lunch
- Signage at the event
- Up to two free participant registrants (value up to \$300)

Post Conference

- Attendee contact spreadsheet

Bronze - \$1,000

Pre Conference

- Company listing on ASTD-Cascadia chapter website and conference website with link to your website through 10/15/2009
- Company listing on all event promotion (including email)

At the Conference

- Company listing in program
- Listings on main stage screens during general sessions and lunch
- Signage at the event
- One free participant registration (value of \$150)

Post Conference

- Attendee contact spreadsheet

Specialty Sponsorships - \$500

Pre Conference

- Company listing on ASTD-Cascadia chapter website and conference website with link to your website through 10/15/2009
- Company listing on all event promotion (including email)

At the Conference

- Company listing in program
- Listings on main stage screens during general sessions and lunch

Looking for a unique way to sponsor the conference and get your company's name in front of participants? How about sponsoring...

- Shuttle from Portland to Salem
- Coffee Breaks
- Open House
- Computers for registration and cyber café
- Bags
- Pens
- Padfolios
- Lanyards
- Print services
- Other items approved by ASTD-Cascadia

These items need to be purchased/ordered/procured by the sponsor. Products will be designed in conjunction with and approved by ASTD-Cascadia.

**Sign up early and
guarantee your
space!**

Exhibitor Information

\$650 Early Bird (prior to 05/01/09)

\$750 Regular (after 05/01/09)

To provide you the greatest exposure, exhibitor booths are very limited, so don't wait, sign up now!

Exhibit booths will be located in the lower foyer at the Salem Conference Center. All breaks, coffee service, and snacks will take place in the foyer. Each booth is 8 x 8 and includes the following:

- 8' x 8' pipe and drape booth (8' back, 3' sides)
- One 6' draped table
- Two chairs
- 72k Wifi
- Electricity and power strip
- Company listing in program
- Signage at booth
- 2 conference registrations (additional purchased at \$100)
- Post conference: Attendee contact spreadsheet

Additional furniture, equipment and signs can be rented directly through the Salem Conference Center (SCC). You can also arrange with SCC for shipment of materials to the conference center. We will provide you with contact information upon receipt of your Exhibitor Form.

Exhibit Space Assignment

Exhibit space will be assigned on a "first come, first served" basis. Don't lose out by waiting too long. You may indicate a booth preference but we cannot guarantee your selection. All exhibitors will be notified of their exhibit space assignments via email one month prior to the conference. ASTD-Cascadia reserves the right to assign and re-assign space as deemed necessary or appropriate in the best interest of the conference.

Use of Space

Each company will be assigned its own booth. Exhibitors are to arrange materials so as not to obstruct other displays. Surrounding space and aisles must be kept clear. Audio volume should be kept in a minimum.

Liability

It is mutually agreed that ASTD-Cascadia and Salem Conference Center shall not be liable to exhibitors for any damage to or for the loss or destruction of an exhibit or the property of an exhibitor or injuries resulting from any cause. All claims for any such loss, damage or injury are expressly waived by the exhibitor. All exhibitors are bound by the Exhibitor rules and regulations promulgated by the Salem Conference Center. Copies of these rules are available upon request.

Exhibit Hours

Wednesday, September 23, 2008 8:00 AM – 5:30 PM
Thursday, September 24, 2008 7:30 AM – 3:30 PM

Set-up for booths

Tuesday, September 22, 2008 4:00 PM – 7:00 PM
Wednesday, September 23, 2008 6:00 AM – 8:00 AM

Breakdown for booths

Thursday, September 24, 2008 3:30 PM – 5:30 PM

Other Opportunities

Bag Inserts

\$100 per 8 1/2 x 11 sheet

Must provide 500 insets no larger than 8 1/2" x 11" by September 1, 2009. Details on shipping will be provided upon receipt of payment.

Program Advertisements

\$350 Back cover

\$250 Full page

\$135 1/2 page

\$75 1/4 page

ASTD-Cascadia must receive photo ready artwork by Monday, August 3, 2009.

Hospitality Suites

The Phoenix Grand Hotel will serve as the host hotel. The Phoenix Grand is attached to the Salem Conference Center and features over 100 deluxe rooms and suites. The hotel has extended special rates on suites for those Sponsors and Exhibitors who would like to host a hospitality suite.

King Suite	\$149/night
Deluxe Spa	\$189/night
Governor Suite	\$249/night
Senator Suite	\$299/night

Suite reservations can be made directly through the hotel: 1-877-540-7800. Hospitality arrangements can be made through Theresa Greco, Salem Conference Center Catering Manager: 1-877-589-1700.