



ASTD-Cascadia Regional Conference

Learning to Play... Playing to Learn!

October 20 – 21, 2010
Salem Conference Center
Salem, Oregon
With Special Pre-Conference Workshop
October 19, 2010

Sponsorship & Exhibitor Prospectus

Early Bird Exhibitor Deadline: July 15, 2010

QUESTIONS?

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www.astdcascadia.org

The 2010 ASTD-Cascadia Regional Conference is being marketed to more than 1000 professionals from all over the Pacific Northwest in the workplace learning and performance industry. In addition, the conference is being marketed across the country through the national ASTD web site. The last conference drew 200 participants from across the region. In 2010 we expect to draw close to 250 participants.

The American Society for Training and Development (ASTD) represents approximately 70,000 training and development professionals in more than 100 countries. Of ASTD's more than 150 local chapters worldwide, ASTD-Cascadia is one of the largest with more than 630 members.

Members specialize in areas including:

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

Learning to Play... Playing to Learn!

Keynote Speakers



Dr. Sivasailam "Thiagi"

Thiaga: Dr. Sivasailam "Thiagi" Thiagarajan is the Resident Mad Scientist at The Thiagi Group, an organization with the mission of helping people improve their performance effectively and enjoyably.

Thiaga has published 40 books, 120 games and simulations, and more than 200 articles. He wrote the definitive chapters on simulations and games for ISPI's Handbook of Human Performance Technology, ASTD's Training & Development Handbook, and the American Management Association's Human Resources Management and Development Handbook.

Thiaga's training games and other creative interventions that deliver results quickly and effectively. Internationally recognized as an expert in multinational collaboration and active learning in organizations,

Brad Barton: Brad Barton, Certified Speaking Professional, is a member of the International Brotherhood of Magicians and President of the Mountain West Chapter of the National Speakers Association. He authored the recently published book Beyond Illusions, inviting readers to look beyond their illusions with the power of positive perception and find the real magic that is in us.



This NCAA All-American athlete was ranked internationally in the 3000 Meter Steeplechase and named Weber State University Athlete of the Year. He was a US Olympic trials qualifier and an NCAA Academic All-American. He resides in Ogden, Utah with his wife of 18 years and their six children.

A former at-risk kid, Brad insists that bad isn't necessarily bad and disasters aren't always disasters. The tricks and tales of this high-energy keynote speaker with the magical message will have you believing you've got magic before you can say "Shazaam!"

Schedule-at-a-Glance*

Pre-Conference: Tuesday, October 19, 2010	
9:00 – 10:00 AM	Registration
10:00 AM – 4:00 PM	Workshop
4:00 – 7:00 PM	Optional Dinner Networking
Conference: Wednesday, October 20, 2010	
8:00 AM – 5:30 PM	Exhibit Hall and Cyber Cafe
8:00 – 9:00 AM	Registration
9:00 – 10:15 AM	Opening and Brad Barton
10:15 – 10:30 AM	Break
10:30 AM – Noon	Concurrent Workshops
Noon – 12:15 PM	Break
12:15 – 1:15 PM	Lunch and Chapter News
1:15 – 1:30 PM	Break
1:30 – 2:30 PM	Networking Session
2:30 – 2:50 PM	Break
2:50 – 4:20 PM	Concurrent Workshops
4:20 – 4:30 PM	Closing
5:00 – 7:30 PM	Sip of ASTD Networking Event
Conference: Thursday, October 21, 2010	
7:30 AM – 3:30 PM	Exhibit Hall and Cyber Café
7:30 – 8:30 AM	Registration, Breakfast
9:00 – 10:15 AM	Dr. Thiagi
10:15 – 10:30 AM	Break
10:30 AM – Noon	Concurrent Workshops
Noon – 12:15 PM	Break
12:15 – 1:15 PM	Lunch and Chapter News
1:15 – 1:30 PM	Break
1:30 – 2:30 PM	Networking Session
2:30 – 2:50 PM	Break
2:50 – 4:20 PM	Concurrent Workshops
4:20 – 4:30 PM	Closing

Schedule is provided for reference only and is subject to change. Finalized schedule will be available August 2010.

Location

The Salem Conference Center (SCC) is conveniently located in the heart of Salem's downtown and offers over 30,000 square feet of versatile meeting space.

SCC 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.

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

Learning to **PLAY!** as a **SPONSOR**

Presenting - \$4,000 *(one available)*

Pre Conference

- Your company name as part of conference name (i.e. 2010 ASTD-Cascadia Chapter Regional Conference Presented by Your Company Name);
- Your logo on Conference website with link to your website through 12/15/2010;
- Logo included on all event promotion including email;
- Email list of conference participants two weeks prior to conference.

At the Conference

- Complimentary 20 x 10 exhibit booth (value \$1500);
- Full page ad in conference program (value \$275);
- Up to three free bag inserts (value up to \$375);
- Signage at event including logos on main stage screens during general sessions and lunch;
- Five minutes at a lunch session to share company with participants;
- Up to six free participant registrants (value up to \$1140).

Post Conference

- Attendee contact spreadsheet

Gold - \$2,500 *(one available)*

Pre Conference

- Your logo on the Conference website with link to your website through 12/15/2010;
- Logo included on all event promotion (including email).

At the Conference

- Reduced fee 10 x 10 (\$300) exhibit booth;
- ½ page ad in conference program (value \$150);
- Up to 2 free bag inserts (value up to \$250);
- Signage at event including logos on main stage screens during general sessions and lunch;
- Up to four free participant registrants (value up to \$760).

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 12/15/2010;
- Company listing on all event promotion (including email).

At the Conference

- Reduced fee 10x10 (\$450) exhibit booth;
- 1/4 page ad in conference program (value \$90);
- One free bag inserts (value \$125);
- Signage at event including logos on main stage screens during general sessions and lunch;
- Up to two free participant registrants (value up to \$380).

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 12/15/2010
- Company listing on all event promotion (including email)

At the Conference

- Company listing in program;
- Listings on main stage screens during general sessions
- Signage at event including logos on main stage screens during general sessions and lunch;
- One free participant registration (value of \$190).

Post Conference

- Attendee contact spreadsheet

Specialty Sponsorships

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
- Computers for registration and cyber café
- Bags
- Pens
- Padifolios
- Lanyards
- Print services
- Other items approved by ASTD-Cascadia

In exchange for you providing the item or service you will get...

Pre Conference

- Company listing on ASTD-Cascadia chapter website and conference website with link to your website through 12/15/2010
- 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

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!**

Learning to PLAY! as an EXHIBITOR

Exhibitor Information

\$650 Early Bird (prior to 07/15/10)
\$800 Regular (after 07/15/10)

To provide you the greatest exposure, there is a cap of 30 exhibitor booths, 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 10' x 10' and includes the following:

- 10' x 10' 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 \$125); and
- 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. A copy of these rules is available upon request.

Exhibit Hours

Wednesday, October 20, 2010 8:00 AM – 5:30 PM
Thursday, October 21, 2010 7:30 AM – 3:30 PM

Set-up for booths

Tuesday, October 19, 2010 3:00 PM – 6:00 PM
Wednesday, October 20, 2010 6:30 AM – 8:00 AM

Breakdown for booths

Thursday, October 21, 2010 3:30 PM – 5:30 PM

Other Opportunities

Bag Inserts

\$125 per 8 ½ x 11 sheet

Must provide 300 inserts no larger than 8 ½" x 11" by October 1, 2010. Details on shipping will be provided upon receipt of payment.

Program Advertisements

\$400 Back cover
\$275 Full page
\$150 ½ page
\$95 ¼ page

ASTD-Cascadia must receive payment and photo ready artwork by Monday, September 13, 2010.

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.

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