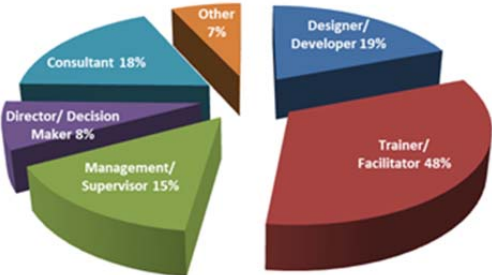


ASTD – Cascadia Chapter 2012 Conference

Back to the Basics...and Beyond

FACT SHEET

Description	The 2012 Conference is all about staying up to date with and going beyond current workplace learning technologies and techniques.														
Date / Time	Thursday, October 25, 2012 8 am – 5 pm														
Location	DoubleTree by Hilton 1000 NE Multnomah St Portland, OR 97232 503-281-6111														
Keynote Speakers	We're thrilled to bring nationally recognized speakers to the conference: Allison Rossett, PhD, San Diego State, an elearning expert Jack Zenger, an ASTD Lifetime Achievement Award recipient Tyson Wooters, motivation speaker extraordinaire														
Who Should Attend	Anyone interested in workplace learning! The 2011 conference had over 150 participants from a variety of companies, including: <ul style="list-style-type: none">• ADP, Boly Welch, Columbia Sportswear, Con-way, Datalogic Mobile• Ingersoll Rand, ISITE Design, New Seasons Market, Portland General Electric• Providence Health Systems, Banfield Pet Hospital• Various banks and insurance agencies• Various community colleges and universities• Various federal, state and local agencies  <table border="1"><thead><tr><th>Job Role</th><th>Percentage</th></tr></thead><tbody><tr><td>Trainer/Facilitator</td><td>48%</td></tr><tr><td>Designer/Developer</td><td>19%</td></tr><tr><td>Consultant</td><td>18%</td></tr><tr><td>Management/Supervisor</td><td>15%</td></tr><tr><td>Director/Decision Maker</td><td>8%</td></tr><tr><td>Other</td><td>7%</td></tr></tbody></table>	Job Role	Percentage	Trainer/Facilitator	48%	Designer/Developer	19%	Consultant	18%	Management/Supervisor	15%	Director/Decision Maker	8%	Other	7%
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CEUs and College Credits	1 hour of elective credit is available through PSU. 8 hours of recertification credit is available for CPLP. 8 hours of recertification credit has been applied for for HRCI. 8 hours of recertification credit is available for ISPI.														
Cost	\$149 for Chapter members and Partner Organizations / \$199 for Others. Prices increase on July 4 and October 22. Includes registration, continental breakfast, breaks, lunch and materials.														
Sponsors and Exhibitors	This conference is a great opportunity for access to decision makers and seasoned workplace learning professionals. See graph above.														
Contact	Douglas Dale, Conference Team Member, 503-399-2959, daled@wcb.com Maureen Fallt, Conference Team Member, 503-464-7296, maureen.fallt@pgn.com														

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SPONSOR BENEFITS

Presenting Sponsor
\$5,000

As a Presenting Sponsor, your organization will receive the following benefits:

- Company name as part of event name and event logo
- Co-branding on all event materials and advertising, including program
- Special mention during conference opening address
- Opportunity for representative to introduce one keynote speaker
- Company name and logo prominently displayed on main stage screen during keynote, general sessions and lunch (separate from other sponsors) as well as in slide show
- Logo on conference webpage with link to your website
- Full page ad on inside front cover of conference program
- Attendee list (pre and post conference)
- Three (3) complimentary inserts in participant bag
- Ten (10) complimentary conference registrations (additional registrations at \$99)
- Two (2) 8' x 8' exhibit booths

Gold Sponsor
\$1,500

As a Gold Sponsor, your organization will receive the following benefits:

- Company name and logo display on poster during keynote, general sessions and lunch (separate from other sponsors) as well as in slide show
- Logo on conference webpage with link to your website
- Listing with logo, website, description and QR code in conference program
- Half page ad in conference program
- Attendee list (pre and post conference)
- Two (2) complimentary inserts in participant bag
- Four (4) complimentary conference registrations (additional registrations at \$99)
- One (1) 8' x 8' exhibit booth

Silver Sponsor
\$1,000

As a Silver Sponsor, your organization will receive the following benefits:

- Company name and logo display on poster during keynote, general sessions and lunch (separate from other sponsors) as well as in slide show
- Logo on conference webpage with link to your website
- Listing with logo, website, description and QR code in conference program
- Quarter page ad in conference program
- Attendee list (post conference)
- One (1) complimentary inserts in participant bag
- Two (2) complimentary conference registrations (additional registrations at \$99)
- One (1) 8' x 8' exhibit booth

Bronze Sponsor
\$500

As a Bronze Sponsor, your organization will receive the following benefits:

- Company name and logo display on poster during keynote, general sessions and lunch (separate from other sponsors) as well as in slide show
- Logo on conference webpage with link to your website
- Listing with logo, website, description and QR code in conference program
- One (1) complimentary conference registrations (additional registrations at \$99)

Specialty Sponsors
Varies

Some additional ways to get your name in front of our participants are:

- \$500 – Sponsor an individual session or keynote speaker
- \$500 – Evening networking event
- \$250 – Break sponsor

All specialty sponsors will have their name and logo on a special banner in their sponsored event, will have their company listed on the conference webpage and in the conference program, and will be mentioned in the general session slide show.

All Sponsors

All sponsors will have the opportunity to post video, testimonials, articles and more on our conference Facebook page.

ASTD – Cascadia Chapter 2012 Conference

Back to the Basics...and Beyond

EXHIBITOR BENEFITS

Exhibitors
\$400

As an Exhibitor, your organization will receive the following benefits:

- Logo on conference webpage with link to your website
- Listing with logo and website in conference program
- Post conference attendee list
- Two (2) complimentary conference registrations (additional registrations at \$99)
- One (1) 8' x 8' exhibit booth which includes:
 - Pipe and drape, 8' back, 3' side, blue
 - Draped table, white
 - Two (2) chairs
 - One (1) wastebasket
 - Electricity and power strips
 - Signage at booth

All exhibitors will have the opportunity to post video, testimonials, articles and more on our conference Facebook page.

Consultants Expo
\$200 Chapter Member
\$300 Others

Consultants are defined as a one or two person organization offering business services. Persons purchasing this package will receive the following:

- One (1) 6' draped table
- One (1) chair
- One complimentary conference registration (additional conference registrations available at \$99)
- Listing in conference program

All consultant expo participants will have the opportunity to post video, testimonials, articles and more on our conference Facebook page.

Exhibit Details

Setup: 7 am

Open Hours: 8 am – 5 pm (may extend if evening networking session held)

Breakdown: 5 pm

Details: Space will be assigned on a first-come, first-served basis. Materials may be shipped to the facility but no sooner than Monday, October 22. Cancellations must be received in writing to the ASTD office no later than August 3 for a full refund. No shows will not receive a refund.

Additional Marketing Opportunities

Bag Inserts

\$150 per item no larger than 8.5" x 11"

Program Advertisements (program is 8.5" x 11" in color)

SOLD	Inside Front Cover (reserved for presenting sponsor)	7.5" x 10"
\$300	Back cover	7.5" x 10"
\$275	Full page	7.5" x 10"
\$150	Half page	7.5" x 10"
\$95	One fourth page	3.75" x 5"
\$75	Business card size	3.5' x 2"

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AGREEMENT

Contact Name _____
Contact Phone _____
Contact Email _____
Company _____
Address _____
City _____
State _____ Zip _____
Website _____

Select:

- Consultant Expo (\$200 / \$300) \$ _____
- Exhibitor (\$400) \$ _____
- Sponsor – Presenting (\$5,000) \$ _____
- Sponsor – Gold (\$1,500) \$ _____
- Sponsor – Silver (\$1,000) \$ _____
- Sponsor – Bronze (\$500) \$ _____
- Sponsor – Specialty (cost TBD) \$ _____

Additional Selections

- Bag inserts (\$150 per insert) \$ _____
- Program ad – full page – back cover (\$300) \$ _____
- Program ad – full page (\$275) \$ _____
- Program ad – half page (\$150) \$ _____
- Program ad – quarter page (\$95) \$ _____
- Program ad – business card (\$75) \$ _____
- Additional registrations (\$99 each) \$ _____

Total \$ _____

Acceptance and Payment

I, the duly authorized representative of the company listed, agree to all terms and conditions, authorizations and covenants contained in this agreement and the Sponsor / Exhibitor prospectus (electronic signatures acceptable).

Name _____ Title _____
Signature _____ Date _____

Payment Method

<input type="checkbox"/> Credit Card	Credit Card Number _____
	Expiration Date _____
<input type="checkbox"/> Check	
<input type="checkbox"/> Purchase Order	

Submit signed agreement and payment to:

Mail

ASTD-Cascadia Chapter
14780 SW Osprey Drive, Suite 365
Beaverton, OR 97007

Questions

Kathleen Bergquist, Executive Director
503-579-1552
503-579-0468 (fax)
astd@astdcascadia.org
www.astdcascadia.org

Conference Webpage (to register online)

<http://www.astdcascadia.org/conference/2012/conference2012.html>