2016 RU Online and Hybrid Learning Conference

Exhibit Space Contract
Monday, January 11 and Tuesday, January 12, 2016 – New Brunswick, New Jersey
http://onlinelearning.rutgers.edu/ruonline2016

You are cordially invited to participate in this exciting gathering of higher learning educators at our Online and Hybrid Learning Conference taking place at the Hyatt Regency in New Brunswick, New Jersey on January 11-12, 2016. This meeting is co-sponsored by our mid-Atlantic partner UPCEA and NJEdge. During the conference, attendees will have the opportunity to interact with and learn from each of our sponsors in a variety of ways, including sponsor tables and concurrent session presentations.

We are anticipating an audience of 400 faculty and students in ALL disciplines from the Mid-Atlantic area, including departmental pedagogical support coordinators, technology support coordinators, department and program chairs, online program administrators, and all interested in improving education delivered online.

Please mark one of the circles selecting your level of sponsorship and send completed pages to: bpower@docs.rutgers.edu.

**Bleeding Edge**  
$7,500.00  
- Exhibitor will present a 45-minute workshop during a concurrent session  
- Full-page ad appearing in the conference program book  
- 1-minute promotional video displayed on one of our monitors during the conference (company to provide video by November 1, 2015)  
- Become an exhibitor hub in our 2016 Conference Game designed to drive traffic to your table  
- Inclusion of promotional materials in conference packet (please send materials by December 1)  
- Exhibitor will have a 6’ table at event (does not include your electrical/other AV needs/hotel costs)  
- Company logo prominently featured on 2016 Conference Website and other promotional materials  
- 4 complimentary registrations (estimated value: $1580)

**Visionary**  
$5,000.00  
- Exhibitor will have a 6’ table at event (does not include your electrical/other AV needs/hotel costs)  
- Company logo prominently featured on 2016 Conference Website and other promotional materials  
- Half-page ad appearing in the conference program book  
- 10-second static ad displayed on one of our monitors throughout conference space (company to provide ad by November 1, 2015)  
- Become an exhibitor hub in our 2016 Conference Game designed to drive traffic to your table  
- Inclusion of promotional materials in conference packet (please send materials by December 1)  
- 2 complimentary registrations (estimated value: $790)
- **Innovator** $2,500.00
  - Exhibitor will have a 6’ table at event (does not include your electrical/other AV needs/hotel costs)
  - Company logo featured on 2016 Conference Website and other promotional materials
  - Inclusion of promotional materials in conference packet (please send materials by December 1)
  - 1/4 page ad appearing in the conference program book
  - 1 complimentary registration (estimated value: $395)

- **Pacesetter** $1,000.00
  - Inclusion of promotional materials in conference packet (please send materials by December 1)
  - Inclusion of promotional materials in conference packet

- **Supporter - Gaming Prizes** $500.00
  - With this direct marketing opportunity, you can mail us a “prize” which we will distribute to the attendee if they win the game.
  - Company logo featured on 2016 Conference Website and other promotional materials
  - Recognition during raffle
  - List the prize(s) to be sent by November 1, 2015: __________________________________________

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**SPONSOR**

1. **Contact Information for all correspondence and arrangements prior to the conference:**

   - Contact Name:
   - Company:
   - Street Address:
   - City: State: Zip/Postal Code:
   - Country:
   - Office phone: Cell Phone: Fax:
   - Email:

   **On-site contact** (please advise where you are staying after you book your own sleeping room)

   - On-site contact cell number:

   (A conference badge will be made for the on-site contact; name must be provided by December 1, 2015.)
2. EXHIBITOR DIRECTORY INFORMATION - Please print the name and address of your company as you wish it to appear in the program book.

Contact Person: ____________________________

Street Address: ________________________________  City: ______________  State: __________  Zip: ______________

Office phone: ________________________________  Cell phone: ______________  Email: ________________________________

Web address: ________________________________

The Exhibitor Directory (included in the Conference Folder) will be distributed to conference attendees. Descriptions are limited to 50 words or less per exhibit. PLEASE TYPE AND ATTACH OR FORWARD ELECTRONICALLY to bpower@docs.rutgers.edu before December 1, 2015.

3. What days will you exhibit
   ___ Monday, January 11, 2016  ___ Tuesday, January 12, 2016  ___ Both days

4. PAYMENT
   -Check enclosed in the amount of USD $______________________________
   -Credit Card (a separate form will be sent)

Make check payable to Rutgers, The State University of New Jersey. Send completed form with appropriate payment to the address below. All payments must be received before the company is advertised.

5. AUTHORIZATION
   I am authorized by my company to contract for exhibit space or other sponsorship at the 2016 Mid-Atlantic Online and Hybrid Learning Conference as indicated above and I have carefully read, understood, and accepted the information and conditions contained herein.

   Print Name ____________________________  Title ____________________________

   Signature ____________________________  Date ____________________________

6. CHECKLIST and DEADLINES - Please submit the following to Bernadette Power:
   A. July 15, 2015 - Priority deadline to advise sponsorship level.
   B. ASAP – Your company logo with this signed document in vector and JPEG format so we can post to the website. After payment is received, we will post the logo. Also, send the 50 word description for the program book.
C. **November 1, 2015** - Final camera-ready art (vector file) electronically for these items (depending on sponsorship level):
   - Static ad for the monitors
   - Print ad for the program book
   - 1-minute promotional video

D. **December 1, 2015** - Inclusion of promotional materials in conference packet and, if not sent prior, the 50-word description for the program book

**As part of being our sponsor, we ask that you please complete the following:**

1. Please direct email your members our conference link as well as place it on the front page of your homepage [http://onlinelearning.rutgers.edu/ruonline2016](http://onlinelearning.rutgers.edu/ruonline2016)

2. The RFP and conference flyer will be sent to you under separate cover. We are accepting proposals for the breakout sessions starting April 3 and it will close in June. **Please send these to those who you think would be interested in submitting a proposal.**

**7. RUTGERS CONTACT**

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