



Sponsor and Exhibitor Prospectus

Opportunity: To showcase your products and services to over 350 of South Carolina's innovative public charter school leaders, board members, educators, and decision makers. Conference participants will include new schools opening for 2012 and over 30 planning groups for 2013-14.

Dates: March 1-3, 2012

Exhibitor Set up: March 1 at 5:00 pm -8:00 pm.

Conference Exhibitor Times: March 2nd 8am-5pm. March 3rd 8am-12:20pm.

Location: Embassy Suites – Greystone, 200 Stoneridge Drive, Columbia, SC 29210

Links to Registration Forms:

[Conference Sponsorship Registration](#) Form

[Conference Exhibitor Table Registration](#) Form - Limited Exhibitor Space Still Available

For More Information Contact: Carol Aust
PCSASC Partnerships and Resource Development

843.714.0734

Carol.Aust@SCCharterSchools.org

Public Charter School Alliance
of South Carolina
Schools for South Carolina's Future



FAQs about SC's Public Charter Schools

How many students are served by SC's Public Charter Schools?

Over 17,500 students across the state are currently served by 47 public charter schools. There are 12 new schools approved to open in August of 2012 and over 30 planning groups actively developing charters to meet the future educational needs of South Carolina's students.

What does the Alliance do?

Our work focuses on transforming public education by advancing the missions of SC's public charter schools through:

- High quality new school development
- Governance and leadership training
- Technical assistance and support services
- Policy development and advocacy for all public school students, including those enrolled in public charter schools
- Cultivating partnerships and developing resources that support high student achievement

What is a charter school?

Charter schools are public schools that are allowed the freedom to be more innovative while being held accountable for improving student achievement.

How can my business or nonprofit get involved?

The students of South Carolina need your support and active involvement in creating real change. Your business can join the Public Charter School Alliance, sponsor and exhibit at the annual conference, volunteer at schools, create group purchasing programs and discounts, advocate for all public schools students, and serve on new school planning teams.

Join us today in creating positive change in public education through the development and support of high quality public charter schools.

To become a partner with the Alliance or for more information please contact:

Carol Aust

Partnerships and Resource Development
843.714.0734
Partnerships@SCCharterSchools.org

| PCSASC Corporate Leader or PCSASC Nonprofit Leader | \$1,500 | PCSASC Business Partner or PCSASC Nonprofit Partner | \$500 |
|--|---------|---|-------|
| <ul style="list-style-type: none"> ▪ Support Charter School development of high quality public charter schools in South Carolina ▪ Opportunities to develop new resources to strengthen SC's Charter Schools ▪ Corporate representative on advisory committees and work groups ▪ Prominent Listing in Vendor Guides and invited to participate in PCSASC events throughout the year ▪ Prominent Logo placement and link on website ▪ Priority on select sponsorship opportunities and early bird registration for conference table locations ▪ This is a non-voting donor membership level (only member schools have a voting representative) | | <ul style="list-style-type: none"> ▪ Logo and link on website ▪ Listing in Vendor Guides and invited to participate in PCSASC events throughout the year ▪ Support Charter Schools in South Carolina ▪ Early bird registration for conference table locations ▪ This is a non-voting donor membership level (only member schools have a voting representative) | |

2012 Conference Sponsorship Opportunities

All sponsorship levels include logo on the conference bag, an advertisement in the conference program, and special recognition in the conference program however art work must be submitted no later than January 13, 2012 to be included.

Link to: [Conference Sponsorship Registration](#)



Platinum Title Sponsorship \$10,000

- Conference Wide Recognition
- Conference registration for up to 6 people
- Full page ad in program (preferred locations – first come, first serve)
- Sponsor of leadership reception or other significant conference feature
- One or two 6 ft skirted tables in vendor area with electricity and internet (choice of location– first come, first serve)
- This level is recognized for sponsoring 10 scholarships to charter school planning groups and other participants demonstrating need

Diamond: \$5,000

- Conference registration for up to 4 people
- Full page ad in program (preferred locations – first come, first serve)
- One or two 6 ft skirted tables in vendor area with electricity and internet (choice of location– first come, first serve)
- Sponsor recognition during luncheon or other significant conference feature
- This level is recognized for sponsoring 6 scholarships to charter school planning groups.

Gold: \$3,000

- Conference registration for up to 3 people
- Full page ad in program
- One 6 ft. skirted tables in vendor area with electricity and internet
- Sponsor recognition during breakfast or other conference feature
- This level is also recognized for sponsoring 4 scholarships to charter school planning groups.

Silver: \$2,000

- Conference registration for 2 people
- 1/2 page ad in program
- One 6 ft. skirted table in vendor area with electricity and internet
- Shared sponsor recognition of break or other conference feature
- This level is recognized for sponsoring 2 scholarships to charter school planning groups.

Bronze: \$1,000

- Conference registration for 2 people
- 1/4 page ad in program
- One 6 ft. skirted table in vendor area with electricity and internet
- Shared sponsor recognition of break or conference feature

General Exhibitor Information

Exhibitor Tables (non-sponsor level): \$495.00 Link to: [Conference Exhibitor Table Registration](#)

- Full conference registration for 1 person including admission to all conference events and networking opportunities
- 6 ft skirted table
- Alphabetical Listing in the Conference Program with 30 word description
- Alphabetical Listing on the Exhibitor Conference webpage with contact information and 30 word description

Optional Exhibitor Opportunities:

- Internet connection: additional \$40.
- Electricity connection: additional \$40.
- Additional conference attendee registration with Exhibitor or Sponsor: \$135

Conference Program Advertising

Full Page Ad: \$400.00 7.5" x 10"
Half Page Ad: \$250.00 7.5" x 4.8"
Quarter Page Ad: \$150.00 3.6" x 4.8"

Flyers or Promotional Items Placed in Tote Bags \$150.00 (Free for Corporate and Business Partners)

- These will be distributed to all conference attendees in their Conference Tote Bag.
- No catalogs, please.
- Please provide 400 items.
- Suggestions: pens, pads of paper, sticky notes, hand sanitizer, etc...)

General Information

- **Links to Registration Forms:**
 - [Conference Sponsorship Registration](#) Form
 - [Conference Exhibitor Table Registration](#) Form - Limited Exhibitor Space Still Available
- **Exhibitor Set up:** March 1 at 5:00 pm -8:00 pm. Please plan on joining us for a VIP Leadership Reception from 6 pm to 7:30 pm Thursday, March 1st.
- **Conference Exhibitor Times:** March 2nd 8am-5pm. March 3rd 8am-12:20pm.
- **Exhibitor Spaces:** You will receive your table assignment at set up. We will do everything we can to accommodate your needs. These are 6 foot skirted tables with no backdrops.
- **Delivery of Exhibitor Materials:** The Embassy Suites requests that **no deliveries be made prior to Monday, February 27, 2012**. Please send Materials and Equipment to the attention of Carroll Goodpaster – Public Charter School Conference, Embassy Suites Columbia – Greystone, 200 Stoneridge Drive, Columbia SC 29210 Direct Line 803.744.8146
- **Conference Registration for individuals representing Exhibitors and Sponsors:** Your registration includes admission to all events including the Leadership Reception from 6 to pm Thursday, March 3rd and the Friday Evening Celebration.
- **Hotel Rooms:** <http://www.sccharterschools.org/hotel>
- **Ads and Logos For the Conference Program and Bags:** Please email final art work to Bill Moser, bill@kelley-moser.com