



JW Marriott  
Indianapolis, Indiana  
November 3-5, 2011

KAPPA DELTA PI  
**48<sup>TH</sup>**  
BIENNIAL  
CONVOCATION

OPPORTUNITIES  
FOR EXHIBITORS  
AND ADVERTISERS



KAPPA DELTA PI

# 48<sup>TH</sup> BIENNIAL CONVOCATION

# REACH EDUCATORS FACULTY MEMBERS AND ADMINISTRATORS



You are invited to take advantage of this special opportunity to become engaged with education's leaders as they celebrate KDP's Centennial. More than 1,300 educators, who hold positions of decision-making and budget authority on their campuses and within their districts, will come together in the Circle City. KDP's 48th conference provides a great occasion for you to network directly with potential customers and clients.

Conference attendees are dynamic K–12 practicing educators and administrators, university faculty in teacher preparation programs, and preservice teachers. Crossroads of Excellence offers more than 200 preconference and concurrent workshops, keynote addresses, and networking events. Speakers and presenters will provide critical information about current educational practices, research, and trends, and will share new ideas and practical resources for attendees to use immediately in their classrooms.

New in 2011

- **JW Marriott's inaugural year as Indy's premier hospitality venue.** Convo central is located steps from White River State Park, the Indianapolis Zoo, NCAA, and the Indiana State and Eiteljorg Museums; convenient to the State Capitol, Lucas Oil Stadium, and Conesco Fieldhouse; and adjacent to world-class shopping and dining options.
- **Dedicated exhibit hours.** The conference schedule has dedicated exhibit time for participants to visit the InfoMart. General Session and elevator proximity, along with staggered session times, encourage a steady flow of attendees through the exhibit space.
- **Traffic builders.** KDP's highly trafficked store will be strategically placed adjacent to the exhibit area. Also, introduce your company to attendees with a donated door prize or giveaway. Having recipients pick up their prize at your booth is an additional way to promote your products or services. Continental breakfast and break refreshments will be strategically offered in the exhibit area. An exhibit hall grand opening and Thursday's book signing also are designed to bring customers to your booth.
- **You're an attendee too.** All exhibitors and sponsors receive complimentary full-conference registrations. This means you get to attend Convo sessions and activities alongside our conference participants.
- **Attendee mailing list.** Take advantage of an opportunity to purchase one-time use attendee labels to promote your conference presence.

#### KDP exists ...

to honor the achievements of educators and promote excellence in education.

#### KDP represents ...

- 45,000+ members
- the top 20% entering the education field
- 625 collegiate and professional chapters
- career educators at every level of experience
  - Practicing K–12 educators 48%
  - Undergraduate students 35%
  - Graduate and doctoral students 8%
  - Superintendents and principals 4%
  - Faculty 4%
  - Retired educators 1%

KAPPA DELTA PI

# 48<sup>TH</sup> BIENNIAL CONVOCAION



# INFO MART HOURS AND DEDICATED PROMOTION TIMES

**Thursday,  
November 3**  
8:00 a.m.–Noon  
Exhibitor Move-In

Dedicated time  
Noon–2:00 p.m.  
InfoMart Grand Opening

**Friday,  
November 4**  
Noon–7:00 p.m.

Dedicated time  
Noon–2:00 p.m.  
Open Lunch

Noon–1:00 p.m.  
Book Signings

**Saturday,  
November 5**  
7:30 a.m.–2:00 p.m.

Dedicated time  
Noon–2:00 p.m.  
Open Lunch

2:00–5:00 p.m.  
Exhibitor Move-Out



Unrivaled convenience of downtown Indianapolis.

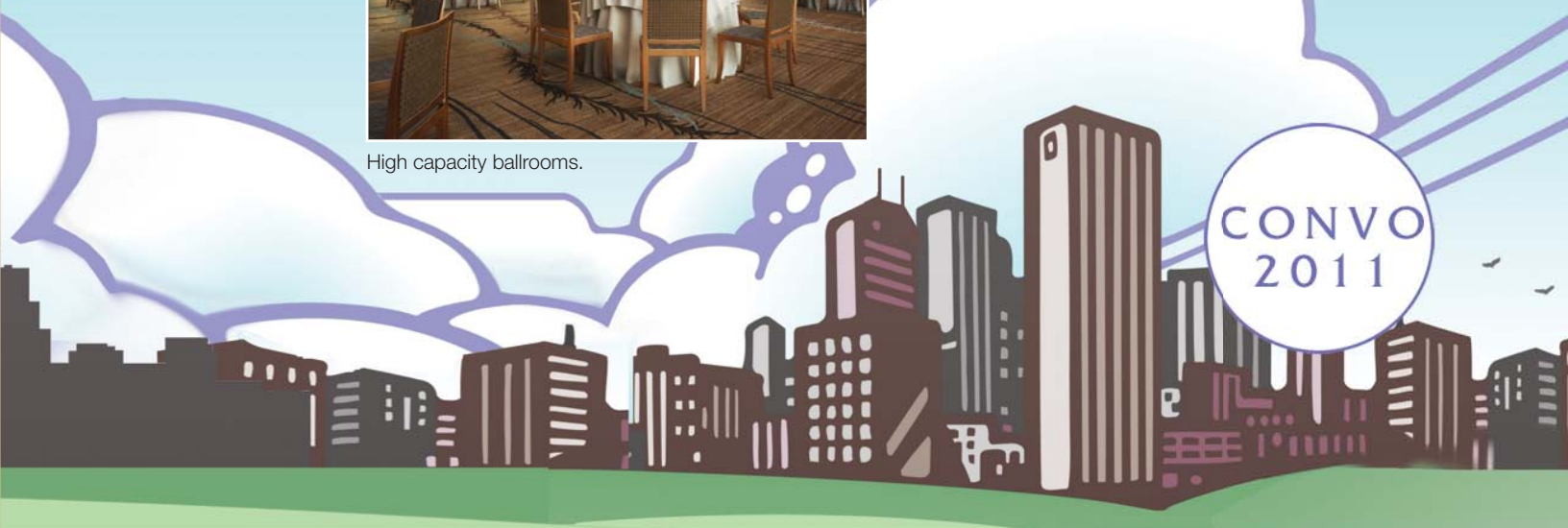


Spacious areas for high visibility.



High capacity ballrooms.

CONVO  
2011





## 2011 Biennial Convocation Sponsorship Opportunities

Kappa Delta Pi invites your support of the Centennial Convocation and educators with a commitment as an event sponsor. Sponsorship packages offer high visibility at a discounted rate.

### All Sponsors

#### Benefits:

- Logo recognition in conference program
- On-screen logo recognition in General Sessions
- Logo recognition, Web link, and organization description on the KDP Web site
- Inclusion of promotional items in tote bags (*items must be provided*)
- Complimentary full conference registration. Ticketed events, not a part of a sponsorship package, can be added for a nominal fee.

### Presenting Sponsor

**\$10,000**

(Exclusive)

#### Benefits:

- Recognition as Presenting Sponsor on all promotional materials
- Logo recognition on tote bag
- Complimentary double exhibit booth space in prime location
- Two-time use of conference attendee mailing list
- Verbal recognition at opening and closing sessions
- Full-page color ad in Convocation program
- Logo recognition in minimum of two promotional e-mails (34,000)
- Logo recognition in *KDP News* (34,000 circulation, 2 issues)
- Logo recognition in *Kappa Delta Pi Record* (25,000 circulation, 2 issues)
- Logo recognition in *New Teacher Advocate* (15,000 circulation, 2 issues)
- Four invitations to Saturday's donor recognition event
- VIP seating for four at closing banquet
- *Plus* all-sponsor benefits

TOTAL PACKAGE VALUE: \$19,800

### Centennial Sponsors

**\$7,500**

#### Opportunities:

*Convocation Program* (Exclusive) Logo recognition on program cover

*Tote Bag Sponsor* (Exclusive) Recognition on all tote bags

*Closing Banquet* (Exclusive) All-attendee banquet featuring the current National Teacher of the Year as speaker, and distinguished chapter and volunteer awards

*Name Badge Lanyard* (Exclusive) Organization name on lanyards

#### Benefits:

- Complimentary exhibit booth space in prime location
- Verbal recognition at opening and closing sessions
- 1/2-page color ad inside Convocation program
- Logo recognition in minimum of two promotional e-mails (34,000)
- Logo recognition in the *KDP News* (34,000 circulation, 2 issues)
- Logo recognition in the *Kappa Delta Pi Record* (25,000 circulation, 2 issues)
- Logo recognition in the *New Teacher Advocate* (15,000 circulation, 2 issues)
- Two invitations to Saturday's donor recognition event
- VIP seating for two at closing banquet
- *Plus* all-sponsor benefits

TOTAL PACKAGE VALUE: \$11,000

## Program Sponsors

**\$5,000**

### Opportunities:

*Opening Session* The Convocation kick-off for all attendees

*Keynote Speaker* Motivating and inspiring guest speaker presented at an all-attendee session

*Cyber Café* Attendee access to work and personal e-mail, and conference Tweets throughout the conference

*Centennial Celebration Dance* Primary Convocation social event following the closing banquet, offering attendees a final conference networking opportunity with peers

### Benefits:

- Verbal recognition at one event
- Logo recognition at sponsored event or venue
- 1/4-page color ad inside Convocation program
- Logo recognition in *KDP News* (34,000 circulation, 2 issues)
- Logo recognition in *Kappa Delta Pi Record* (25,000 circulation, 2 issues)
- Two invitations to Saturday's donor recognition event
- VIP seating for two at sponsored event
- *Plus* all-sponsor benefits

TOTAL PACKAGE VALUE: \$7,250

## Lunch & Break Sponsors

**\$2,500**

### Opportunities:

*Counselor Luncheon* Networking and recognition of university faculty representatives from the KDP's 600 chapters

*Honors Luncheon* Recognition of Foundation donors and scholarship recipients—more than 300 individuals at this highly regarded event

*Exhibit Area Breaks* Opening dessert reception, plus morning coffee and afternoon refreshment breaks available

*Networking Luncheon* An opportunity for special interests groups, committees, and Regions to exchange ideas

### Benefits:

- Logo recognition at sponsored event
- Convocation program
- Logo recognition in *KDP News* (34,000 circulation, 2 issues)
- Two invitations to sponsored event
- Two invitations to Saturday's donor recognition event
- Flyer distribution at sponsored location
- *Plus* all-sponsor benefits

TOTAL PACKAGE VALUE: \$4,500

## Event Sponsors

**\$1,000**

### Opportunities:

*Laureate Panel* Kappa Delta Pi's most distinguished scholars presenting a panel discussion on current topics in education

*President's Reception* Conference VIP reception

*Regional Meetings* Four regional sessions

*Idea Swap* Popular best-practices exchange session

### Benefits:

- Logo recognition at sponsored event
- *Plus* all-sponsor benefits

TOTAL PACKAGE VALUE: \$2,200

## Session Sponsors

**\$500**

### Opportunity:

*Individual Session* Direct access to up to 200 individuals (*specific titles available after April 1, 2011 to help match your company's target market to session audience*)

### Benefits:

- Recognition on session signage
- *Plus* all-sponsor benefits

TOTAL PACKAGE VALUE: \$1,200

SPONSORSHIP LEVEL \_\_\_\_\_

COMPANY \_\_\_\_\_

CONTACT PERSON \_\_\_\_\_

ADDRESS \_\_\_\_\_

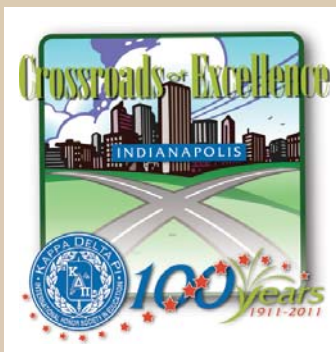
CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

TELEPHONE \_\_\_\_\_ FAX \_\_\_\_\_

E-MAIL \_\_\_\_\_

FAX to 317.704.2323 or scan and e-mail to [barb@kdp.org](mailto:barb@kdp.org)

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2011



## 2011 Biennial Convocation Exhibitor Contract

Please complete and return form with payment by April 30, 2011 to: KDP Educational Foundation, 3707 Woodview Trace, Indianapolis, IN 46268. Or fax to 317.704.2323.

EXHIBITOR (Please Print)

EXHIBITING COMPANY \_\_\_\_\_

CONTACT PERSON \_\_\_\_\_

ADDRESS \_\_\_\_\_ CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

TELEPHONE \_\_\_\_\_ FAX \_\_\_\_\_ E-MAIL \_\_\_\_\_

### BOOTH INFO

*Includes:*

\$500 Single Booth  
\$900 Double Booth

10 x 10 space  
6' x 30" draped table and 2 chairs per booth  
Exhibition space throughout conference  
Promotional item in attendee tote bags

**DESCRIPTION of Exhibit** (no more than 30 words). Your description, which may be edited, must be received by August 30, 2011 to be included in the conference materials.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### PAYMENT

One-half of booth rental fee is due with this application. The balance is due upon confirmation of booth assignment. Failure to make payment by October 15, 2011, will subject exhibitor to cancellation of contract and forfeiture of deposit. Full payment is due with applications mailed after September 15, 2011.

Check enclosed  
(Make check payable to KDP)

Please charge:  1/2 of booth rental fee  Full amount now

VISA

\_\_\_\_\_

Card account number

MasterCard

\_\_\_\_\_

Expiration date

\_\_\_\_\_

3-digit security code

### PRIZE DONATIONS

Please donate a prize for incentive drawings to attract participants to the exhibit area. Complete and return this form by October 15, 2011 so you will be listed in on-site conference materials as a prize donor.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

Please bring prize with you to the conference and display it at your booth. Prize winner will be directed to pick it up from you. Thank you for participating in this effort.

An exhibitor information packet is sent upon booth registration,  
available by request, or at  
[www.kdp.org/convo2011/exhibitors](http://www.kdp.org/convo2011/exhibitors)

### TO BE COMPLETED BY KDP

SPONSOR	ACCEPTED	DATE	SPACE	COST	DEPOSIT	CHECK	DUE
<input type="checkbox"/> YES							
<input type="checkbox"/> NO							

#### Deadlines:

##### April 30, 2011

Last day to receive \$50 discount on booth fee

##### August 30, 2011

Ads due for conference program

##### October 15, 2011

Final payment due for booth rental

For information:

Barb Richardson

Phone: 800.284.3167 or

317.829.1542

[barb@kdp.org](mailto:barb@kdp.org)

# 2011 Biennial Convocation Advertising Insertion Order

Please complete and return form to: KDP Educational Foundation, 3707 Woodview Trace, Indianapolis, IN 46268.  
Or fax to 317.704.2323.

## ADVERTISER (Please Print)

COMPANY \_\_\_\_\_

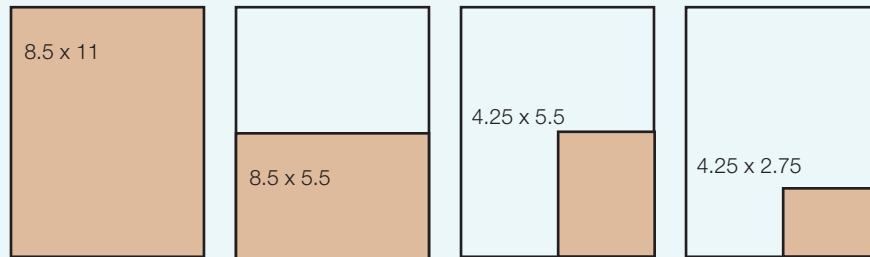
CONTACT PERSON \_\_\_\_\_

ADDRESS \_\_\_\_\_ CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

TELEPHONE \_\_\_\_\_ FAX \_\_\_\_\_ E-MAIL \_\_\_\_\_

## AD SELECTION

- Full Page \$1,000
- 1/2 Page \$ 500
- 1/4 Page \$ 250
- 1/8 Page \$ 125



## Tote Bag Promotional Items

### \$200 per item

An opportunity to include your company's coupons or promotional items in the conference tote bag that will be distributed to all attendees. A quantity of 1,400 of each item must be submitted by October 1, 2011.

## PAYMENT

- Check enclosed  
(Make check payable to KDP)

- VISA

\_\_\_\_\_

Card account number

- MasterCard

\_\_\_\_\_

Expiration date

\_\_\_\_\_

3-digit security code

## TO BE COMPLETED BY KDP

- Print-ready ad received and accepted by KDP  
Date \_\_\_\_\_

- Tote-bag promotion item received by KDP  
Date \_\_\_\_\_

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2011

Join Us for Our Centennial Celebration!



November 3–5, 2011 • Indianapolis, Indiana

**KAPPA DELTA PI**

International Honor Society in Education

3707 Woodview Trace

Indianapolis, IN 46268-1158

800.284.3167

[www.kdp.org](http://www.kdp.org)