

**CASE**  
Conferences

COUNCIL FOR ADVANCEMENT  
AND SUPPORT OF EDUCATION®

1307 New York Avenue NW  
Suite 1000  
Washington DC 20005-4701  
USA

CONTACT

Wanda Harris-Freeman  
Senior Exhibits Coordinator  
*freeman@case.org*

TEL (202) 478-5636

FAX (202) 387-4973

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

An Invitation to Sponsor and Exhibit

**Social Media & Community:  
Developing and Managing Strategies for  
Online Outreach**

*(formerly Communications, Marketing and Technology)*

April 14-16, 2010

Westin Michigan Avenue  
Chicago, Ill.

Reserve your hotel room by February 5, 2010 to receive the discounted rate. Call the hotel to make your reservation at 1(866) 716-8104 or go online to

<http://www.starwoodhotels.com/westin/property/overview/index.html?propertyID=1030>

For details on conference sessions, speakers, and more go to:

**[www.case.org](http://www.case.org)**

Enter CASE Code: **Internet**

An Invitation to Sponsor and Exhibit

Social Media & Community: Developing and Managing Strategies for  
Online Outreach



Westin Michigan Avenue  
Chicago, Ill.  
April 14-16, 2010

Take the opportunity to reach Vice presidents, School heads/principals, Executive directors, Assistant or associate directors, and Volunteers

For details on conference sessions, speakers, and more go to:  
**www.case.org**

Enter CASE Code:  
**Internet**

December 2009

Dear Colleague:

CASE invites you to sponsor and/or exhibit at our upcoming conference at the Westin Michigan Avenue hotel in Chicago, Ill. Join us at this annual event and share your expertise on tools and trends that are changing the way we interact, motivate, communicate, engage and organize.

**Audience:** Vice presidents, School heads/principals, Executive directors, Assistant or associate directors and Volunteers.

**NOTE:** These positions can represent offices as varied as alumni relations, communications and admissions from higher education and from independent schools.

CASE offers several ways you can participate and gain visibility among conference attendees. We invite you to be a part of this exciting conference:

**Sponsorships** enable your company to gain recognition as a CASE supporter. Your sponsorship entitles you to receive one complimentary registration, a copy of onsite program materials, and an advance registration list of conference participants. Sponsors receive recognition at individual functions, including signage, with company logo in all conference promotional materials and on the conference Web site. Enclosed please find a listing of sponsorship opportunities. Choose the one that is best for your company.

**Tabletop exhibits** offer you an opportunity to discuss your products and services with potential clients. We offer tabletop exhibiting opportunities for 6-10 exhibitors, contingent on availability at the hotel. Enclosed please find the tabletop exhibit registration form.

We hope you find participation in this conference to be a worthwhile investment. Please contact me at (202) 478-5636 or [freeman@case.org](mailto:freeman@case.org) if you have any questions. We look forward to hearing from you soon.

Kind Regards,

Wanda Freeman  
Senior Exhibits Coordinator



An Invitation to Sponsor and Exhibit

Social Media & Community: Developing and Managing Strategies for Online Outreach

Westin Michigan Avenue  
Chicago, Ill.

April 14-16, 2010

**EXHIBIT OPPORTUNITIES**

**Social Media & Community: Developing and Managing Strategies for Online Outreach**

**What you receive with your tabletop exhibit:**

- One 6' table for tabletop exhibit
- Exhibitor identification page in packet
- Copy of onsite program materials including one-time rental of registration list
- One free registration with access to sessions and events

**Audience:** Vice presidents, School heads/principals, Executive directors, Assistant or associate directors and Volunteers.

**Conference Chair:** Elizabeth Allen  
*Associate Director for Alumni Relations*  
California Institute of Technology

**Tabletop Fees Per Conference:**

CASE Educational Partner	<b>\$900</b>	Non-Educational Partner	<b>\$ 1,140</b>
Additional Reps	<b>\$375</b>	Additional Reps	<b>\$ 550</b>

**Where you'll stay:** Westin Michigan Avenue  
909 N. Michigan Avenue  
Chicago, IL 60611  
1 (866) 716-8104

**Discounted hotel rate: \$ 229** single or **\$289** double (plus tax)

**Deadline to receive the discounted rate:** February 5, 2010

For details on conference sessions, speakers, and more go to:

**[www.case.org](http://www.case.org)**

Enter CASE Code:  
**Internet**

Please contact Wanda Freeman at (202) 478-5636 to reserve your exhibit space or fill out the Tabletop Exhibit Registration form and fax it to my attention at (202) 332-1964.



An Invitation to Sponsor and Exhibit

Social Media & Community: Developing and Managing Strategies for Online Outreach

Westin Michigan Avenue  
Chicago, IL 60611

April 14-16, 2010

---

**SPONSORSHIP OPPORTUNITIES**

Social Media & Community: Developing and Managing Strategies for Online Outreach

**All sponsorship levels receive:**

- Company logo on conference Web site
- Sponsor identification page in packet
- Copy of onsite program materials including one-time rental of registration list
- Signage at sponsored event
- One complimentary registration

**Sponsorship**

**Level**

**Additional Recognition**

**Wednesday, April 14**

Networking Reception  
5:30 – 6:30 p.m.

- Open Bar
- Cash Bar

**\$4,000**

**(6)** Table Tents at Food Stations

**\$2,500**

**(6)** Table Tents at Food Stations

**Thursday, April 15**

Continental Breakfast  
8:00 – 9:00 a.m.

**\$2,000**

**(4)** Table Tents at Food Stations

**Friday, April 16**

Continental Breakfast  
8:00 – 9:00 a.m.

**\$2,000**

**(4)** Table Tents at Food Stations

**\*New! Wireless Access Sponsorship**

**\$5,000**

- Web site recognition
- Table Tents in meeting rooms
- Full-page ad in conference journal
- Company logo projected on screen before and after sessions in the general session meeting room

**\*Details:** We will be offering the attendees wireless access so they can utilize social media on-site.

Please contact Wanda Freeman at (202) 478-5636 to reserve your sponsorship opportunities or fill out the Sponsorship Registration form and fax it to my attention at (202) 332-1964.



An Invitation to Sponsor and Exhibit  
 Social Media & Community: Developing and Managing Strategies for  
 Online Outreach

Westin Michigan Avenue  
 Chicago, Ill.

April 14-16, 2010

**SPONSORSHIP  
 AND ADDITIONAL  
 REPRESENTATIVE  
 REGISTRATION  
 FORM**

**My company would like to sponsor:** *(check all that apply)*

- Networking Reception, Wednesday, April 14
  - Open Bar **\$4,000**
  - Cash Bar **\$2,500**
- Continental Breakfast, Thursday, April 15 **\$2,000**
- Continental Breakfast, Friday, April 16 **\$2,000**
- New! Wireless Access Sponsorship **\$5,000**

**Additional Representative:**

*For CASE use: 5520-57020*

- Educational Partner **\$ 375**
- Non-Educational Partner **\$ 550**

**Please contact  
 Wanda Freeman at  
 (202) 478-5636 or  
[freeman@case.org](mailto:freeman@case.org)  
 to reserve your  
 sponsorship or  
 you can fax your  
 form to my  
 attention at  
 (202) 332-1964.**

Name \_\_\_\_\_

First Name on Badge \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_ Web Address \_\_\_\_\_

**Please provide company description or email to [freeman@case.org](mailto:freeman@case.org) (35 words or less):**

For details on  
 conference sessions,  
 speakers, and more  
 go to:  
[www.case.org](http://www.case.org)

Enter CASE Code:  
**Internet**

**NOTE:**

Sponsorship of  
 any event is  
 inclusive of **one**  
 complimentary  
 registration. If  
 additional persons  
 would like to  
 attend please see  
 the additional  
 representative fee  
 as listed above.

<b>Payment Information</b>		For CASE use: ____-57020
<b>CHARGE to:</b> <input type="checkbox"/> VISA <input type="checkbox"/> MasterCard <input type="checkbox"/> American Express		
Account Number	Exp. Date	
Cardholder's Signature	Date	
<input type="checkbox"/> Fax credit card information to (202) 332-1964 <input type="checkbox"/> A <b>CHECK</b> payable to CASE is enclosed. Mail to: CASE, Dept 4022, Washington, DC 20042-4022		
When mailing, allow at least 2 weeks for delivery and processing		

# An Invitation to Sponsor and Exhibit

## Social Media & Community: Developing and Managing Strategies for Online Outreach



Westin Michigan Avenue  
Chicago, Ill.

April 14-16, 2010

### TABLETOP EXHIBIT REGISTRATION FORM

Please contact  
Wanda Freeman at  
(202) 478-5636 or  
[freeman@case.org](mailto:freeman@case.org)  
to reserve your  
booth space or you  
can fax your form  
to my attention at  
(202) 332-1964.

### Tabletop registration includes:

- One 6' table for tabletop exhibit
- Exhibitor identification page in packet
- Copy of onsite program materials including one time rental of registration list
- One free registration with free access to sessions and events

### Tabletop Exhibit Fees Per Conference:

- |                                                   |               |                                                  |                 |
|---------------------------------------------------|---------------|--------------------------------------------------|-----------------|
| <input type="checkbox"/> CASE Educational Partner | <b>\$ 900</b> | <input type="checkbox"/> Non-Educational Partner | <b>\$ 1,140</b> |
| <input type="checkbox"/> Additional Reps          | <b>\$ 375</b> | <input type="checkbox"/> Additional Reps         | <b>\$ 550</b>   |

### Cancellation Policy

#### If CASE receives your Exhibit booth cancellation

- **At least three weeks before the conference start date**—You will receive a full refund.
- **One to two weeks before the conference start date**—You will be refunded your registration fee for your exhibit space less a \$200 processing fee. Additional company rep. cancellation will receive a refund less a \$60 processing fee.
- **Less than one week before conference start date**—You will not receive a refund.
- **“No Shows”**—You will not receive a refund.

**CASE reserves the right to cancel any program. CASE is not responsible for any cancellation or change fees assessed by airlines, hotels or travel agents.**

Name	
First Name on Badge	
Title	
Company	
Address	
City/State/Zip	
Phone	Fax
E-mail	Web Address

**Please provide company description or email to [freeman@case.org](mailto:freeman@case.org) (35 words or less):**

<b>Payment Information:</b>	For CASE use: 5520-57020
<b>CHARGE to:</b> <input type="checkbox"/> VISA <input type="checkbox"/> MasterCard <input type="checkbox"/> American Express	
Account Number	Exp. Date
Cardholder's Signature	Date
<input type="checkbox"/> A <b>CHECK</b> payable to CASE is enclosed. Mail to: CASE, Dept 4022, Washington, DC 20042-4022	
NOTE: When mailing, please allow at least 2 weeks for delivery and processing.	