



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*

An Invitation to Sponsor and Exhibit

*Annual Conference for*

# Media Relations Professionals

March 18-19, 2010

The Madison Hotel  
Washington, DC

Reserve your hotel room by February 24, 2010 to receive the discounted rate. Call the hotel to make your reservation at (202) 862-1600 or go online to [www.loewshotels.com](http://www.loewshotels.com).

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

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

Enter CASE Code: **media**

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**Media Relations Professionals**

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Take the opportunity to reach out to media relations professionals

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

Enter CASE Code:  
**media**

Dear Colleague:

CASE invites you to exhibit and/or sponsor at our upcoming annual conference for Media Relations Professionals at The Madison Hotel in Washington, DC on March 18-19, 2010. We are offering you a chance to meet the key decision makers and gain valuable recognition and exposure.

**Audience:** Public affairs/public relations directors and managers, Media relations directors, managers and writers, Communications directors, coordinators and specialists, Public information officers, and External relations directors and managers.

**Expected Attendance: 60**

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 these conferences 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

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Washington, DC

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**EXHIBIT  
OPPORTUNITIES**

**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

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

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

Enter CASE Code:  
**media**

**Annual Conference for Media Relations Professionals**

**Audience:** Public affairs/public relations directors and managers, Media relations directors, managers and writers, Communications directors, coordinators and specialists, Public information officers, and External relations directors and managers.

**Expected Attendance: 60**

**Conference Chair:** Elaine Justice, Associate *Director, Media Relations*  
Emory University

**Tabletop Fees Per Conference:**

CASE Educational Partner	<b>\$1,090</b>	Non-Educational Partner	<b>\$ 1,300</b>
Additional Reps	<b>\$ 375</b>	Additional Reps	<b>\$ 550</b>

**Where you'll stay:** The Madison Hotel  
1177 Fifteenth St., N.W.  
Washington, DC  
Phone: (202) 862-1600  
[www.loewshotels.com](http://www.loewshotels.com)

**Discounted hotel rate:** \$ 215 (plus tax)

**Deadline to receive the discounted rate:** February 24, 2010

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**SPONSORSHIP  
OPPORTUNITIES**

*Annual Conference for Media Relations Professionals*

**All sponsorship  
levels receive:**

*Sponsorship*

*Level*

*Sponsorship Recognition*

- 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
- Additional representative registration available

Thursday, March 18

**Continental Breakfast**    **\$2,500**  
7:00-8:00 a.m.

(6) Table Tents at Food Stations

Thursday, March 18

**\*Networking Reception**    **\$3,000**  
5:00 – 6:00 p.m.

(10) Table Tents at Food Stations

Friday, March 19

**Continental Breakfast**    **\$2,500**  
7:30-8:15 a.m.

(6) Table Tents at Food Stations

**\*PLEASE NOTE: NETWORKING RECEPTION IS CASH BAR**

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

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

Enter CASE Code:  
**media**

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

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Washington, DC

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**SPONSORSHIP  
REGISTRATION  
FORM**

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

- Continental Breakfast, Thursday, March 18**      **\$ 2,500**
- Networking Reception, Thursday, March 18**      **\$ 3,000**
- Continental Breakfast, Friday, March 19**      **\$ 2,500**

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):**

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

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

Enter CASE Code:  
**media**

**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: 5810-57012
<b>CHARGE</b> to: <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  When mailing, allow at least 2 weeks for delivery and processing	



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**TABLETOP EXHIBIT  
REGISTRATION FORM**

**Please contact  
Wanda Freeman at  
(202) 478- 5636 or  
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>\$1,090</b> | <input type="checkbox"/> Non-Educational Partner | <b>\$1,300</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: 5520-57012
<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, 1307 New York Avenue, NW, Washington, DC 20005  When mailing, allow at least 2 weeks for delivery and processing	