

**2009 VSS Annual Spring Conference**  
***Learning: Anyone, Anytime, Anywhere***



**EXHIBITOR OPPORTUNITIES**

***April 21 to 23, 2009***

**Coast Plaza Hotel**  
**Vancouver, British Columbia**

# 2009 VSS Spring Conference

## *Learning: Anyone, Anytime, Anywhere*

**The Virtual School Society invites you to become an exhibitor of *Learning: Anyone, Anytime, Anywhere*, 2009 Annual Spring Conference.**

In 2008, we achieved many firsts and promise to deliver again for 2009. We accomplished:

- The highest attendance (exceeded 500) in the conference's six-year history
- Successful pre-conference with multiple sessions held for the first time
- A well attended and festive Opening Night Reception
- A VIP Reception said to be worth the price of exhibiting and sponsoring
- Technologically perfect web casts for all four keynote presentations
- Timely concurrent sessions with extremely positive participant reception
- A 60% increase in sponsors over previous years
- The largest exhibitor tradeshow in conference history
- The largest door prize give-a-way to delegates with 33 donated prizes valued at \$18,000
- A highly collaborative and inclusive environment for professional development

This conference is directed at educators, technology coordinators, curriculum developers and administrators from the K-12 and Post Secondary sectors interested in using technology to enhance teaching and learning. The number of participants is limited to 500.

Exhibitor opportunities are listed in this package.

For further information and to register as an exhibitor, contact:

**Kathryn Dafos**  
Exhibitor & Sponsor Relations  
*Learning: Anyone, Anytime, Anywhere*  
2009 Annual Spring Conference  
Virtual School Society  
[kathryn.dafos@vssociety.ca](mailto:kathryn.dafos@vssociety.ca)  
(250) 382-9675 ext. 228

Visit the 2009 Conference website regularly for more information and updates.

<http://www.learnnowbc.ca/educators/Conference/conference2009.aspx>

# 2009 Highlights

The theme for the 2009 conference is **Innovations in Online Learning: What's Working in BC and Beyond**. Based on this, the conference keynotes, spotlight presentations and peer presentations will highlight the following sub themes:

- Getting beyond putting text online and calling it teaching
- Designing programs that are interactive
- Tracking & monitoring learners to ensure their continuous engagement
- Assessing online student achievement.

We're also pleased to announce two of our keynote speakers who will be headlining the 2009 VSS Annual Spring Conference.

## **Ellen Wagner**

Ellen D. Wagner has worked for Worldwide eLearning Solutions, Adobe Systems, Inc. where she helped set the strategic direction for eLearning solutions for specialized markets, including education. She previously served as Sr. Director of Global Education Solutions at Macromedia Inc. Dr. Wagner's prior career as a tenured university professor and administrator featured positions as Chair of the Educational Technology Program at the University of Northern Colorado, Academic Affairs Coordinator of Instructional and Research Technologies and Director of the Western Institute for Distance Education. She was also Visiting Scholar and Project Director at the Western Cooperative for Educational Telecommunication, Western Interstate Commission on Higher Education. She holds a Ph.D. in Educational Psychology from the University of Colorado Boulder.

## **Tod Maffin**

According to the Globe and Mail, Tod Maffin is "one of Canada's most influential futurists". He is widely recognized as a leading international authority on new technologies, the strategic use of social media, the world of blogs and podcasts as well as online video and user-generated content. Maffin is one of the country's go-to commentators on the impact of accelerated technological change and innovation on the business and economic environment and can speak to every aspect of technology and resulting implications for the world we live in.

Concurrent sessions will be arranged in three streams:

1. K-12 Public Schools
2. Post Secondary Institutions
3. Workplace Learning.

All three streams will showcase innovations to inspire and provoke conference participants to think outside the box and employ 21st century skills, such as critical thinking, teamwork and collaboration.

# EXHIBITOR PACKAGES

## Gold Level

**\$2,500**

**Large booth with presentation in The Launching Pad  
Only 6 booths available**

### Exhibit space includes:

- Approximately 8' X 8' space
- Draped side walls where required
- Wireless Internet connection
- Two (2) conference registrations
- Two (2) invitations to Opening Night Reception
- AC power connection
- One 6' or 8' table
- Two chairs
- Presentation in The Launching Pad
- Two (2) invitations to the VIP Reception

### The Launching Pad (sponsored by Gold Trail School District #74):

The perfect place to launch or provide product training, demos or user testing (45 minutes). The Launching Pad will contain 12-16 computer terminals and one at the presenter's station, projector and a SMART board for you to use. Open seating capacity will also be available.

*People enjoyed the hands on aspect and appreciated the lab being available.*

*The Launching Pad was set up very well. The technical team was on top of everything and it went smoothly.*

(2008 Sponsor/Exhibitor Feedback Survey)

### You will need to provide the following:

- A brief statement (50 words max.) about your company/organization
- Names of two (2) conference attendees
- A door prize at a value of over \$500
- Two logo formats: a jpg and an eps (high resolution, print quality) logo for the website and conference program
- Presentation Title: \_\_\_\_\_
- Presentation Description: 200 words maximum, describing your presentation and explaining to conference participants what you will be demonstrating and discussing during your Launching Pad presentation for the conference program brochure
- Email logos, company description, door prize description, names of conference attendees, presentation overview and ads to Kelly Juhasz. All other items are to be mailed to the appropriate address as instructed.

# EXHIBITOR PACKAGES

## Silver Level \$2,000

Only 6 booths available

### Exhibit Space Includes:

- Approximately 8' X 8' space
- Draped side walls where required
- Wireless Internet connection
- Two (2) conference registrations
- Two (2) invitations to Opening Night Reception
- AC power connection
- One 6' or 8' table
- Two chairs
- Two (2) invitations to the VIP Reception

*3 business relationships were forged and almost 20 sales opportunities.*

*That is just great for any conference!*

(2008 Sponsor/Exhibitor Feedback Survey)

### You will need to provide the following:

- A brief statement (50 words max.) about your company/organization to be included in the conference program and website
- Names of two (2) conference attendees
- A door prize at a value of over \$500
- Two logo formats: a jpg and an eps (high resolution, print quality) logo for the website and conference program
- Email logos, company description, door prize description, names of conference attendees and ads to Kelly Juhasz. All other items are to be mailed to the appropriate address as instructed.

# EXHIBITOR PACKAGES

## Bronze Level \$1,250

Only 4 tables available

### Exhibit space includes:

- 6ft. dressed table for tabletop display only
- Wireless Internet connection
- One (1) invitation to Opening Night Reception
- AC power connection
- One chair
- One (1) invitation to the VIP Reception
- One (1) conference registration

*I really appreciated the VIP Reception.*

*Good Event...well attended with the right audience.*

(2008 Sponsor/Exhibitor Feedback Survey)

### You will need to provide the following:

- A brief statement (50 words max.) about your company/organization to be included in the conference program and website
- Name of one (1) conference attendee
- A door prize at a value of over \$500
- Two logo formats: a jpg and an eps (high resolution, print quality) logo for the website and conference program
- Email logos, company description, door prize description, names of conference attendee and ads to Kelly Juhasz. All other items are to be mailed to the appropriate address as instructed.

# EXHIBITOR PACKAGES

**\*New\* Copper Level**  
**\$1,000**

**Only 4 tables available**

## **Exhibitor space includes:**

- 4 ft. dressed table for tabletop display only
- Wireless Internet connection
- One (1) invitation to the Opening Night Reception
- AC power connection
- One chair
- One (1) invitation to the VIP Reception
- One (1) conference registration

*Looking forward to it already! This may well end up being the best “online education” conference in Canada.*

(2008 Sponsor/Exhibitor Feedback Survey)

## **You will need to provide the following:**

- A brief statement (50 words max.) about your company/organization to be included in the conference program and website
- Name of one (1) conference attendee
- A door prize at a value of over \$500
- Two logo formats: a jpg and an eps (high resolution, print quality) logo for the website and conference program
- Email logos, company description, door prize description, name of conference attendee and ads to Kelly Juhasz. All other items are to be mailed to the appropriate address as instructed.

# EXHIBITOR RULES

- All Exhibitor requests are granted on a first-come basis and VSS reserves the right to place all exhibitors.
- All Exhibitors will be acknowledged in the conference program, on a sign at the entrance to the exhibition space and listed on the website
- All exhibitors must provide 1 door prize (Value: \$500 +, preferably corporate product). Last year, conference participants had the opportunity to win one of 33 prizes at a combined value of over \$18,000 that were generously donated by Exhibitors and Sponsors. Don't miss out on the added promotion that your company will receive by a generous donation this year.
- Mailing address for door prizes & bag stuffers (due by March 15, 2009):  
Virtual School Society, c/o ASPECT, Attention: Barbara West  
975 Alston Street, Victoria, British Columbia V9A 3S5 Canada
- Payment is made in advance by cheque, money order or credit card (VISA, MC, AMEX) and must be paid in full by March 15, 2009. Invoices/receipts will be sent out by ProReg Registration Solutions. All fees are in Canadian funds.
- Exhibitor Cancellation Policy:  
A 15% administration fee will be charged for cancellations. Cancellations with less than 30 days notice are non-refundable.
- Display Regulations: No displays may be attached to walls or hung from the ceiling. The use of thumbtacks, double-sided tape, scotch tape, nails, screws, bolts and spikes or any tool or material which could damage the floors and walls is prohibited by the hotel.
- Internet Access: The main conference areas have wireless access. An info sheet on connectivity will be in your conference bag.
- Deliveries: All packages, parcels, crates and equipment cannot be received by the hotel more than 48 hours prior to the start of the functions. All parcels delivered by courier service should be clearly labeled with the **Name of the Sender, Name of the Function, Date of the Function and to the Attention of Banquet Services.**
- Hotel:  
Coast Plaza Hotel  
1763 Comox Street, Vancouver, BC  
Website: [www.coasthotels.com/hotels/canada/bc/vancouver/coast\\_plaza/overview.html](http://www.coasthotels.com/hotels/canada/bc/vancouver/coast_plaza/overview.html)  
Tel: 604-688-7711  
Toll free: 1-800-716-6199

# ADVERTISING INFORMATION

## 1. Program Advertising

**Program Page size – 8.5" X 11"**

### Full page

Cost: \$750

Includes:

- 1 page ad in conference program (VSS reserves the right to place where space is available)
- logo, graphic art and text

Full Page – 7.5" X 10" (.5" margin on each side and top & bottom)

### 1/2 page

Cost: \$500

Includes:

- 1/2 page ad in conference program (VSS reserves the right to place where space is available)
- logo, graphic art and text

Half Page:

Horizontal

7.5" X 5" (.5" margin)

Vertical

5" X 7.5" (.5" margin)

### 1/4 page

Cost: \$300

Includes:

- 1/4 page ad in conference program (VSS reserves the right to place where space is available)
- logo, graphic art and text

Quarter Page – horizontal only - 3.75" X 2.5"

### 1/8 page (Business Card Size)

Cost: \$150

Includes:

- 1/8 page ad in conference program (VSS reserves the right to place where space is available)
- logo and text

Eighth Page – horizontal only - 2" X 1.5"

**\*\* Deliver camera-ready eps file or text (specify font) and graphic elements (logo, graphic, picture in jpeg and eps) separately to Kathryn Dafos at [kathyrn.dafos@vssociety.ca](mailto:kathyrn.dafos@vssociety.ca).**

# REGISTRATION INFORMATION

Contact Kathryn Dafos by phone 250-382-9675 ext. 228 or email [kathryn.dafos@vssociety.ca](mailto:kathryn.dafos@vssociety.ca) with the following information to register.

## A. Company Name

Contact	Phone	Email
Fax		
Mailing Address		
Website:		

## B. Exhibitor Package:

Gold Level Exhibitor	\$2,500	**Exhibit space is sold on a first-come basis and VSS reserves the right to place all exhibitors.
Silver Level Exhibitor	\$2,000	
Bronze Level Exhibitor	\$1,250	
Copper Level Exhibitor	\$1,000	

## C. Name of Representatives Attending Conference (2 for Gold, Silver; 1 for Bronze, Copper):

- 1.
- 2.

## D. Advertising Options:

Program Ad	\$750	\$500	\$300	\$150
Bag Stuffer	\$500			

## E. Additional Conference Registrations (reduced fee of \$175 per person):

- 1.
- 2.

## F. Door Prize Description and Value (a donation from your company valued at \$500+):

## G. Total Cost: \_\_\_\_\_

## H. Payment Options: (must be paid in full by March 15, 2009):

1. Credit Card: Visa, MC or AMEX

Account #	Expiry Date
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2. Cheque/Money Order

Make cheque/money order payable to ProReg Registration Solutions.

Mail to:

ProReg Registration Solutions  
2805 Extension Road  
Nanaimo, British Columbia  
Canada V9X 1E8  
Attention: VSS Conference

3. Payment to follow on receipt of invoice from ProReg Registration Solutions.

## I. Exhibitor Cancellation Policy:

**A 15% administration fee will be charged for cancellations. Cancellations with less than 30 days notice are non-refundable.**

**\*\* I agree to these terms and policy.**