

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



SPONSORSHIP OPPORTUNITIES

April 21 to 23, 2009

Coast Plaza Hotel
Vancouver, British Columbia



The Virtual School Society invites you to become a sponsor 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 VIP Reception said to be worth the price of exhibiting and sponsoring
- A well attended and festive Opening Night Reception
- 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 participants with 33 donated door prizes worth a combined value of \$18,000
- A highly collaborative and inclusive environment for professional development

From our Sponsor/Exhibitor Feedback Survey in 2008:

- Sponsors said that VSS fulfilled their sponsorship obligations and expectations by 100%
- 100% of sponsors and 90% of exhibitors said that they would participate again in 2009

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.

Sponsorship opportunities are listed in this package. For further information please contact Kathryn Dafos, Exhibitor & Sponsor Relations at kathryn.dafos@vssociety.ca or 250-382-9675 ext. 228

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

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

See you in April!
Sincerely,
Lynne Masse-Danes
Conference Director
Virtual School Society

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.

QuickTime™ and a decompressor are needed to see this picture.

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.

QuickTime™ and a decompressor are needed to see this picture.

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.

PLATINUM Sponsorship Package - \$10,000+

Official Conference & Keynote Speakers (2)

3 business relationships were forged and almost 20 sales opportunities. That is just great for any conference!

(2008 Sponsor/Exhibitor Feedback Survey)

Includes advertising, networking, presentation and exhibitor opportunities:

- Company/organization name on sponsor signs throughout the conference facility
- Sign acknowledgement on display for all keynote speakers
- Acknowledgement in conference program and website
- Introduction and acknowledgement as "Official Conference Sponsor" at the Opening and VIP Receptions
- Inside cover (front or back) full page colour ad in conference program
- Product/company material included in 500 participant packages
- Company/organization representative introduces and comments on keynote speakers to entire conference assembly of 500 participants
- Introduction and visual acknowledgement as "Official Conference Sponsor" on live webcast of keynote speakers and on recorded keynote speech posted to VSS website
- One exhibit booth – (if desired)
- Two conference registrations
- Two invitations to Opening and VIP receptions

You will need to provide the following:

- A brief statement (50 words max.) about your company/organization
- Names of two conference attendees
- A door prize at a value of over \$500
- 500 pieces of corporate material for conference participant packages (suggested items: DVDs, luggage tags, books, USB keys, pens, samples, etc.)
- Two (2) logo formats: a jpg and an eps (high resolution, print quality) logo for the website and conference program
- Program ad: camera-ready eps file or text (specify font) and graphic elements (logo, graphic, picture in jpeg and eps) separately for 7.5" X 10" (.5" margin on each side and top & bottom) full page

GOLD Sponsorship Package - \$7,000

Opening Night Reception (April 21) (1)
VIP Reception (April 22) (1)

*I really appreciated the VIP Reception.
Good Event... well attended with the right audience!*

(2008 Sponsor/Exhibitor Feedback Survey)

Includes advertising, networking and presentation opportunities:

- Company/organization name on sponsor signs throughout the conference facility
- Acknowledgement in conference program and website
- Introduction and visual acknowledgement as reception sponsor at the event
- Product/company material included in 500 participant packages
- Full page black and white ad in conference program
- Two conference registrations
- Two invitations to Opening and VIP receptions
- A looped self-playing video or PPT presentation on display at event (if desired)

You will need to provide the following:

- A brief statement (50 words max.) about your company/organization
- Names of two conference attendees
- A door prize at a value of over \$500
- 500 pieces of corporate material for conference participant packages (suggested items: DVDs, luggage tags, books, USB keys, pens, samples, etc.)
- Two (2) logo formats: a jpg and an eps (high resolution, print quality) logo for the website and conference program
- Program ad: camera-ready eps file or text (specify font) and graphic elements (logo, graphic, picture in jpeg and eps) separately for 7.5" X 10" (.5" margin on each side and top & bottom) full page

SILVER Sponsorship Package - \$ 5,000

The Launching Pad (2)
Conference Participant Bag (1)
Meals (Breakfast, Lunch and Breaks) (2)
Book Store (1 Retailer, 1 Publisher)

Everything was well organized and well run. Having the food in the exhibit area worked very well and traffic was excellent. Our discussions with educators and interest in our solution were both excellent and perhaps better than any conference we have attended.

(2008 Sponsor/Exhibitor Feedback Survey)

Includes advertising and networking opportunities:

- Company/organization name on sponsor signs throughout the conference facility
- Acknowledgement in conference program and website
- One ½ page black and white ad in conference program
- One product/company material included in or attached to 500 participant packages
- Two (2) invitations to Opening and VIP Receptions
- Two conference registrations

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
- 500 pieces of corporate material for conference participant packages (suggested items: DVDs, luggage tags, books, USB keys, pens, samples, etc.)
- Two (2) logo formats: a jpg and an eps (high resolution, print quality) logo for the website and conference program
- Program ad: camera-ready eps file or text (specify font) and graphic elements (logo, graphic, picture in jpeg and eps) separately for either a horizontal (7.5" X 5") or vertical (5" X 7.5") half page (.5" margin)

BRONZE Sponsorship Package - \$3,000

Web-Casting (1)
Conference Program (1)
Workplace Learning Spotlight Speakers Series (1)
Post-Secondary Institutions Spotlight Speakers Series (1)

I can't imagine not attending [next year's conference].

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

(2008 Sponsor/Exhibitor Feedback Survey)

Includes advertising and networking opportunities:

- Company/organization name on sponsor signs throughout the conference facility
- Acknowledgement in conference program and website
- Product/company material included in 500 participant packages
- One (1) ¼ page black and white ad in conference program
- One (1) invitation to Opening and VIP Receptions
- One (1) conference registration

You will need to provide the following:

- A brief statement (50 words max.) about your company/organization
- Name of one conference attendee
- A door prize at a value of over \$500
- 500 pieces of corporate material for conference participant packages (suggested items: DVDs, luggage tags, books, USB keys, pens, samples, etc.)
- Two (2) logo formats: a jpg and an eps (high resolution, print quality) logo for the website and conference program
- Program ad: camera-ready eps file or text (specify font) and graphic elements (logo, graphic, picture in jpeg and eps) separately for horizontal only - 3.75" X 2.5"

COPPER Sponsorship Package - \$1,500

**Delegate Grand Prizes (2)
Speaker Gifts (2)
Lanyards (1)**

Overall - Job well done!!!

(2008 Sponsor/Exhibitor Feedback Survey)

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- Acknowledgement in conference program and website
- Product/company material included in 500 participant packages
- One (1) ¼ page black and white ad in conference program
- One (1) invitation to Opening and VIP Receptions
- One (1) conference registration

You will need to provide the following:

- A brief statement (50 words max.) about your company/organization
- Name of one conference attendee
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Administration information:

- Sponsorships are payable 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.
- Email logos, company description, door prize description, name(s) of conference attendees and ads to Kelly Juhasz at the email address below. All other items are to be mailed to the appropriate address below.
- Sponsor Cancellation Policy:
A 15% administration fee will be charged for cancellations. Cancellations with less than 30 days notice are non-refundable.
- Interested parties must contact Kathryn directly to secure participation in the 2009 VSS conference at the phone number and email information below.

Kathryn Dafos

Exhibitor & Sponsor Relations

Learning: Anyone, Anytime, Anywhere

2009 Annual Spring Conference

Virtual School Society

250-382-9675 ext. 228

kathryn.dafos@vssociety.ca

Mailing address for cheques or money orders:

ProReg Registration Solutions

Attention: VSS Conference

2805 Extension Road

Nanaimo, British Columbia

V9X 1E8

Canada

Mailing address for door prizes & bag stuffers:

Virtual School Society

c/o ASPECT

Attention: Barbara West

975 Alston Street

Victoria, British Columbia

V9A 3S5 Canada

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