



*Northeast Regional Conference*  
*Berkshire Outdoor Center, Becket, MA*  
*APRIL 20-22, 2018*

**Sponsorship/Advertising Package**



**Contact:**

**Camille Oosterman**  
[oostermanc@gmail.com](mailto:oostermanc@gmail.com)

**Andrew Jillings**  
[aeespartacus@gmail.com](mailto:aeespartacus@gmail.com)

**Amy Svedberg**  
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***The mission of the Association for Experiential Education is to promote and expand the global capacity of experiential learning***

***OUR HISTORY***

In the early 1970s, a group of educators assembled in Boone, North Carolina, USA, to discuss ways in which education could be made more relevant for students. These people knew that the core of learning is greatly enhanced by experiential forms of education.

Now, with approximately 1,500 members in 32 countries, AEE's diverse membership consists of individuals and organizations with affiliations in education, recreation, outdoor adventure programming, mental health, youth service, physical education, management development training, corrections, programming for people with disabilities, and environmental education.

***OUR VISION***

The vision of the Association for Experiential Education is to contribute to making a more just and compassionate world by transforming education.

*AEE does not discriminate on the basis of race, religion, gender, sexual orientation, age, physical ability, or professional affiliation in matters of employment or application for membership.*

*Visit the AEE website:*

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

## The Conference

Berkshire Outdoor Center and the Association for Experiential Education are proud to host the Northeast Regional Conference on April 20th – 22nd, 2018. We will bring together over 300 people to share their knowledge and practices of experiential learning.

[Conference website](#)

### Purpose

- Reach out to as many members as possible with a diverse range of topics and workshops.
- Introduce the Association for Experiential Education to as many educators as possible.
- Make the conference affordable to a wide range of participants.
- Provide opportunities for professional development through workshops where participants gather to share their expertise and ideas.
- Serve as a place for attendees to learn, grow and celebrate, to create community and culture, and to take care of regional and professional group business.

### Conference Highlights

- Pre-conference workshops
- Over 30 different workshops
- Exhibit Hall and Vendor Exhibits
- Career Connections
- Kidference
- Fun Run
- Opportunities for networking

## Berkshire Outdoor Center

**Becket-Chimney Corners YMCA** is located on 1,400 beautiful acres in the Berkshires of western Massachusetts.

With over a century of dedication to character development, our programs create life-changing experiences for children, adults and families.

[Camp Becket](#) for Boys and [Chimney Corners Camp](#) for Girls are traditional resident camps with rich traditions and commitment to character development. Our [Travel & Service Programs](#) offer a unique life experience to teens and our [Berkshire Outdoor Center](#) offers a wide-range of year-round programs for individuals, families and groups.

<http://www.bccymca.org/>

## Contact Information:

If you would like to obtain more information about the conference, please contact us through the website.

[Conference website](#)

## Your Support

The Association for Experiential Education is a **501(c) (3), tax-exempt organization. We would greatly appreciate your help!** This is a prime opportunity to introduce yourself and market your products or services to some of the most influential people in the field, including: administrators, educators, outdoor adventure programmers, therapeutic programmers, camp directors, school districts and social agencies. Your marketing effort and dollars will reach individuals and organizations committed to the development, practice and evaluation of experiential learning in all settings.

### **SPONSORSHIP:**

#### **CONFERENCE SPONSOR: \$500**

You will benefit by having:

- A half-page advertisement in the Conference Program
- Your logo on the conference program
- Your logo on the conference T-shirt
- Recognition as a sponsor on all press releases
- One member of your organization attends the conference registration free
- A display table in our exhibit area to advertise your program or products

### **EXHIBITORS:**

We are excited to offer two options to showcase your business/organization and network with conference attendees. Traditional exhibit tables offering information about your organization or business will again be conveniently located in the Berkshire Outdoor Center Dining Hall. We will also have a new option to choose a Vendor Exhibitor Table in a lockable space within the dining room. Vendor Exhibitors are welcome to offer products, books or services to conference attendees and these materials may be locked in the vendor room outside of vendor hours.

Conference Exhibitor rates are **\$100 for an Exhibitor table, \$150 for a Vendor Exhibitor table.**

*Please contact Amy Svedberg regarding Exhibit Hall questions.*

### **ADVERTISING IN CONFERENCE PROGRAM:**

- ALL Exhibitors will be mentioned in the conference program.
- Ad Rates:

<b><u>Size</u></b>	<b><u>Specs</u></b>	<b><u>Price</u></b>
Full Page	7" x 4.5"	<b>\$100.00</b>
Half Page	3.5" x 4.5"	<b>\$50.00</b>
Banner	1.75" x 4.5"	<b>\$25.00</b>

- Rates for ads are for one-time placement in the 2018 Conference Program.
- Ads must be received as camera-ready art **NO LATER THAN** April 4<sup>th</sup>, 2018.

### **SILENT AUCTION:**

Proceeds from our annual silent auction go towards scholarships for people in our regions to attend future conferences. Contributions of outdoor equipment, clothing, gift certificates, toys, recreational equipment, books, etc. are greatly appreciated. In return you will benefit by having:

- Your organization make a tax-deductible contribution
- Your organization's name displayed along with the item

*Please contact Camille Oosterman with questions about contributing items for the Silent Auction* **Payments can made here: [Conference Sponsorship](#)**



# Sponsor Agreement Form

*AEE 2018*

*NORTHEAST REGIONAL CONFERENCE*

***Berkshire Outdoor Center***

*Becket, MA*

*April 20-22, 2018*

**Please complete and return to:**

**Camille Oosterman**

[oostermanc@gmail.com](mailto:oostermanc@gmail.com)

**Andrew Jillings**

[aeespartacus@gmail.com](mailto:aeespartacus@gmail.com)

**Amy Svedberg**

[svedberg.a@gmail.com](mailto:svedberg.a@gmail.com)

As a sponsor for the 2018 AEE Northeast Regional Conference I will have the satisfaction of knowing that I am making a valuable contribution to the educational community and our world. I agree to the following conditions:

**My organization will contribute \$\_\_\_\_\_ as a sponsor of the conference.**

- My organization will provide sponsorship funding on or before April 4<sup>th</sup>, 2018
- My organization will provide a computer-generated copy of our logo, which will be used in promotional material.

We will be responsible for sending this logo by April 4<sup>th</sup>, 2018 to: Camille Oosterman at [oostermanc@gmail.com](mailto:oostermanc@gmail.com)

**My organization will contribute the following items for the silent auction or for presenter gifts**

\_\_\_\_\_  
**Value:** \_\_\_\_\_  
\_\_\_\_\_  
**Value:** \_\_\_\_\_

\_\_\_\_\_  
Organization Representative

\_\_\_\_\_  
Date

Contact Person (please print):

Address:

City/State or Province & Zip:

Phone Number:

Fax Number:

E-Mail Address:

**Payments can be made here: [Conference Sponsorship](#)**



**Advertising Contract**  
*AEE 2018*  
*NORTHEAST REGIONAL CONFERENCE*  
***Berkshire Outdoor Center***  
*Becket, MA*  
*April 20-22, 2018*

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This contract certifies that the advertiser listed below agrees to purchase advertising in the *2018 AEE Northeast Conference Program*. The advertiser also agrees to select a layout from the Sizes (below) and inform: Camille Oosterman of that selection by April 4<sup>th</sup>, 2018.

The signed contract, payment, and camera-ready art are due by April 4<sup>th</sup>, 2018.

Advertiser:

Contact Person:

Address:

City/State or Province & Zip:

Phone Number:

Fax Number:

E-Mail Address:

**Advertisement Size (Please check one):**

<b><u>Size</u></b>	<b><u>Specs</u></b>	<b><u>Price</u></b>
<input type="checkbox"/> Full Page	7" x 4.5"	\$100.00
<input type="checkbox"/> Half Page	3.5" x 4.5"	\$50.00
<input type="checkbox"/> Banner	1.75" x 4.5"	\$25.00

Total Price: \$

**Payments can be made here: [Conference Sponsorship](#)**



# Conference Exhibitor Agreement

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[svedberg.a@gmail.com](mailto:svedberg.a@gmail.com)

## **Payments can be made at [aee.org/registration](http://aee.org/registration)**

The undersigned ("Exhibitor"), in consideration for his/her exhibition at the 2018 Northeast Regional Conference of the Association for Experiential Education (AEE), and other good and valuable consideration the sufficiency of which is hereby acknowledged, agrees as follows:

1. I understand and agree that each exhibit booth receives one 6' table and one chair.
2. I understand and agree that I assume entire responsibility and hereby agree to protect, indemnify, defend and save the Association of Experiential Education, as well as the Northeast Region, and their employees and agents as harmless against all claims, losses and damages to persons or property, governmental charges or fines and attorney's fees arising out of or caused by my exhibit's installation, removal, maintenance, occupancy or use of the exhibit premises or a part thereof, excluding any such liability caused by the sole negligence of AEE, its employees or agents.
3. I understand and agree that I am solely responsible for all transportation of items that I will exhibit to and from the Conference.
4. I understand and agree that my staff and I, at my exhibit table, will conduct ourselves in a respectful, cooperative, and harmonious manner appropriate to the integrity of conference attendees, fellow exhibitors, and conference and association staff. I furthermore agree to adhere to noise restrictions deemed necessary and implemented by the conference and Association staff as needed to prevent disturbing other exhibits in progress.
5. I understand and agree that this document becomes a legally binding contract between the AEE Northeast region and me once my payment has been received, processed by the AEE, and this document signed.
6. I understand and agree that I am solely responsible for lost or stolen or damaged items.
7. I understand and agree that selection of my exhibit table is determined on a first come first serve basis.
8. I understand and agree that I am solely responsible for insurance coverage as it relates to my exhibit and its belongings.
9. I understand and agree to the retention of my payment for my expenses incurred by AEE Northeast region if the conference is prevented or interrupted by circumstances beyond the control of the AEE Northeast region (including, for example, but not limited to, natural disasters, fire, flooding, and power outages).
10. I understand and agree that the AEE Northeast region may, at any time and for any reason deemed necessary, enforce the rules of exhibiting, or remove my privilege of exhibiting at the 2018 Northeast Regional Conference.
11. I understand and agree that I will not dismantle my exhibit prior to the stated exhibition closing time on April 22nd, 2018. I understand and agree that my entire exhibit must be removed from the area **by 1:00pm** on April 22nd, 2018. I also understand and agree that the only exception to this rule is in the case where I have received permission or have been requested by the Northeast Council to tear down my exhibit prior to that time.
12. I understand that YMCA Berkshire Outdoor Center cannot accept liability for exhibit displays, merchandise, or any materials left in the meeting/banquet space provided to the AEE.
13. I understand that YMCA Berkshire Outdoor Center, will accept shipment of materials prior to the conference but no sooner than **April 8th**. It is my responsibility to inform Camille to expect materials. All boxes should be labeled clearly: Becket-Chimney Corners YMCA, Attn: AEE Conference 748 Hamilton Road, Becket, MA 01223. Please be sure to clearly label the return address.

Name of Company/Organization

\_\_\_\_\_  
Name of Exhibitor

\_\_\_\_\_  
Title

\_\_\_\_\_  
Signature of Exhibitor

\_\_\_\_\_  
Date

