



Dear Vendor Representative,

The Region 4 ESC Reading and Language Arts Virtual Conference is scheduled for **Saturday, November 14, 2020**. The conference is designed for elementary and secondary teachers, curriculum and instruction coordinators, directors, school administrators, specialists, coaches, and anyone who supports the education of our students.

We will be using ©Whova as our conference platform, which includes a Virtual Vendor Hall. It features the ability to:

- embed a video about your company or product
- live stream to interact with participants face-to-face
- display company logo and contact information
- offer raffles, coupons, or discounts (\*\*only after participants enter their contact information)

Moreover, your company will be able to participate in a live ©Whova informational session designed to support your efforts and answer your questions. Additional information is forthcoming.

To ensure that participants “enter” the Virtual Vendor Hall, we are asking for each vendor to provide a “Take-Away Strategy.” This should be a short strategy or activity that participants receive and can implement easily. This happens in three easy steps.

1. Participants register with each vendor, which grants them access to the Virtual Vendor Hall.
2. Vendors receive participant registration notifications, which include participant contact information.
3. Vendors email the Take-Away Strategy to each registered participant.

If you are interested in participating as a vendor, please review the enclosed Sponsorship Opportunities and Vendor Agreement form. After a thorough review, return the completed forms to ([twashington@esc4.net](mailto:twashington@esc4.net)).

Thank you in advance for your willingness to support our efforts to provide a premier conference that prepares educators to make a difference in the lives of their students. We are counting on your sponsorship and will be happy to answer any questions you may have.

Sincerely,

Terri Washington  
[twashington@esc4.net](mailto:twashington@esc4.net)  
Educational Specialist



## Sponsorship Opportunities

Reach a wide, diverse audience by tapping into our participant database. Engage your target audience and confirm your commitment to education by becoming a sponsor of the Region 4 ESC Reading and Language Arts Virtual Conference.

Our participants, representing 48 school districts and 37 open-enrollment charters, are a network of energized educators sharing new and creative ways to provide better education for our students. Their motivation is enhanced by the products and services that your company offers.

Your sponsorship allows us to keep our costs down, and in doing so, the teachers are able to take advantage of our low conference rates. Sponsorship at our conference allows you to reach the most qualified instructional leaders in the region.

<b>INCENTIVES PER SPONSOR LEVEL</b>	<b>PREMIERE \$300</b>	<b>ELITE \$500</b>	<b>EXECUTIVE \$750</b>	<b>PLATINUM \$1,000</b>
<b>Access to the community board</b>	✓	✓	✓	✓
<b>Custom profile with logos, product photos, and videos</b>	✓	✓	✓	✓
<b>In-add coupons, giveaways, and raffles</b>	✓	✓	✓	✓
<b>Participation in a virtual exhibit hall</b>		✓	✓	✓
<b>Vendor sponsored sessions(s)</b>			✓	✓
<b>Advertisement in a scrolling banner on the day of the event</b>				✓

### INCENTIVES

- ACCESS TO THE COMMUNITY BOARD—communicate and plan social activities with participants Custom profile with logos, product photos, and videos —boost your brand visibility with images and video
- IN-ADD COUPONS, GIVEAWAYS, AND RAFFLES—entice your audience with these custom profile features
- PARTICIPATION IN A VIRTUAL EXHIBIT HALL—show off your product or service in a virtual space
- VENDOR SPONSORED SESSIONS—highlight your brand by providing professional development
- ADVERTISEMENT IN A SCROLLING BANNER ON THE DAY OF THE EVENT—spotlight your organization with a custom digital banner visible to all participants