



Invitation to Exhibit, Sponsor, Advertise

The Community Action Association of Pennsylvania (CAAP) invites you to participate in **Lead Innovate Transform**, the 2015 CAAP annual conference. The most successful statewide event of its kind, the CAAP annual conference brings together Community Action executives and staff, related industry partners and state officials from across Pennsylvania.

- Increase your **VISIBILITY** of your company through sponsorship opportunities
- **INFORM** managers, directors and decision-makers about your product or service
- Renew **CONTACTS** through exhibit displays
- **REACH** Community Action professionals by advertising in the conference program

Holiday Inn Harrisburg East
Harrisburg, PA

LEAD INNOVATE

Need to reach a large number of people
about your product or service quickly?
Looking for an effective means to do so?

The Community Action Association of Pennsylvania (CAAP) invites you to participate in **Lead Innovate Transform**, the 2015 CAAP annual conference. The most successful statewide event of its kind. CAAP's annual event brings together hundreds of Community Action professionals, related industry partners and state officials from across Pennsylvania. For many years the CAAP annual conference has also provided a venue for companies to successfully exhibit and advertise their product or service.

Scheduled April 22 & 23, 2015 at the Holiday Inn Harrisburg East, **Lead Innovate Transform** offers a wide array of ways your company can participate. Sponsorship opportunities include receptions, meals, educational speakers and entertainment. You can also showcase your organization through opportunities to exhibit and advertise. We know that you are an integral part of the Community Action system. Join us in April to set the stage for sustaining success and effective change across Pennsylvania.

Please review all the materials and opportunities in this invitation. If you do not find a sponsorship or advertising opportunity that will fit your needs, contact us. We are open to hearing your ideas of alternative ways to promote your business.

Questions can be directed to Joe Ostrander at 717-233-1075 or joe@thecaap.org.

We look forward to hearing from you soon and having you join us at **Lead Innovate Transform**.

Best Regards,



Danielle Wismer Bowers
2015 Conference Committee Chair



LEAD INNOVATE TRANSFORM

Why should you exhibit?

Maximize your visibility by displaying your companies products or services during the conference. Exhibitors are located in the heart of the conference activities - inside the general sessions ballroom and site of the annual awards program.

CAAP will host a **virtual exhibit hall** from January 1 to April 30, 2015 through the **Lead Innovate Transform** website. Links from the site to your homepage or specially designed section created by you, provide you with control over the information available to participants before they arrive. The CAAP website averages 35,000 visits per month. This number increases as the conference draws closer.

The CAAP annual conference has an average attendance of more than 250 CAA professionals. Exhibiting at **Lead Innovate Transform** is an investment in your company's future. **Meet** CEOs, program directors, managers and front line staff all working to assure that Pennsylvania has the finest Community Action network in the country.

Following the conference all exhibitors will **receive a complete attendee list**. A preliminary list of attendees is sent to all exhibitors in March, allowing you to contact register individuals prior to the event.

Promotion

Lead Innovate Transform is promoted through:

Direct advertising - CAAP aggressively advertises the conference through its e-newsletter *CAAP Update* and through its heavily trafficked website www.thecaap.org.

Direct mail - The direct mail campaign of consists of several targeted pieces sent to a wide range of individuals.

Public relations - Press releases and association listserv announcements keep awareness of and interest in the conference sustained through the months leading up to the event.

Educational Program

The CAAP Conference Committee spends many months in the planning and development of educational opportunities important to conference attendees. The committee is planning a minimum of five keynote presentations and 20 educational workshops. Workshops, keynote speakers and presenters focus on topics that provide attendees with the very best of available knowledge in the field. Link your products or services in the Exhibit Area to the future of the Community Action network.

You are welcome to submit an workshop proposal to present during **Lead Innovate Transform**. The application can be found at www.thecaap.org.

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Exhibiting & Advertising

In order to assure that all participants enjoy a successful conference experience, guidelines and requirements are necessary. Please read all the items and contact Joe Ostrander (717-233-1075 or joe@thecaap.org) with any questions.

Exhibitors

The event is scheduled to take place at the Holiday Inn Harrisburg East, Harrisburg, PA. Conference activities fill the majority of the hotels meeting and convention space. Exhibiting days are Wednesday, April 22 & Thursday, April 23. **Exhibit fee: \$550.00, includes one full conference registration.**

Exhibitor set up & tear down - Exhibit tables consist of (1) one 6-foot skirted table and two chairs. Additional tables, electric and telephone connections are and additional cost. Internet access is not available in the exhibit area. Exhibits may be set up on Tuesday, April 21 after 2:00 p.m. All exhibits must be prepared by 7:00 a.m. on April 22. Exhibits can be dismantled beginning at 4:30 p.m. on Thursday, April 23.

Exhibitor registration & housing - Exhibitors will receive one complimentary full conference registration. Exhibitors will receive instructions on registering through the CAAP conference website. Housing is reserved directly with the hotel at 717-939-7841 or by using the link through the CAAP conference website. Conference prices are available by indicating that you are booking for the CAAP conference.

Cancellation - All cancellation must be forwarded **in writing** to Joe Ostrander, CAAP, 222 Pine Street, Harrisburg, PA 17101; 717-232-1014 (fax); joe@thecaap.org. CAAP will refund all exhibit monies paid, less \$100 processing fee for cancellations received on or before March 1, 2015. **No refunds** are made for cancellations after March 1, 2015.

Advertisers

Deadline March 10, 2015

Conference program book - Advertisement is available in the on-site program book distributed to all conference attendees, presenters and exhibitors. Several options are available for advertisers.

3x3 ad: \$150.00

6x6 ad: \$175.00

Full page, 8x10 ad: \$225.00

Full page, inside front or back cover, ad: \$325.00

CAAP retains the right to exercise control over the content of its publications. All advertising is subject to CAAP approval. The advertiser assumes liability for all ad content including text preparations and illustrations.

Advertising specifications - All ads will be produced in full color and must be submitted electronically to joe@thecaap.org. High resolution PDFs, with "press" job option selected, are the preferred method. JPEG files are also accepted. Microsoft Word, PowerPoint or Publisher ads are not accepted.

Payment and deadlines - All ads must be paid in full and received by March 10, 2015 to be included in the on-site conference program book.

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Sponsorships

CAAP is privileged to have many organizations support the annual conference through direct sponsorship of activities. Sponsorship opportunities begin as low as \$500. Networking receptions, speakers, breaks and attendee gifts are all available for sponsorship.

All sponsorships come with varied levels of benefits, including pre- and post-conference promotion. Many sponsorships include exhibiting space as part of the package.

Sponsors are sought for the following activities:

Beyond 50 reception:	\$5,000; \$1,000 for co-sponsors
Conference Bags:	\$5,000; \$1,000 for co-sponsors
Keynote speaker:	\$4,000
Cyber Café:	\$3,500
General session speaker:	\$3,000
Self-Sufficiency Awards ceremony:	\$3,000; \$1,000 for co-sponsors
Relaxation station:	\$1,500
Friday travel snack:	\$1,000
Self-Sufficiency Awards recipient gifts:	\$1,000
Lunch:	\$1,000 one day, \$1,600 two days
Breakfast:	\$900 one day, \$1,400 two days
Coffee or snack breaks:	\$600 each, \$1,900 four breaks
CAAP hospitality suite:	\$500 one night, \$800 two nights
Workshop tracks:	\$500 each

Other opportunities may also be negotiated by contacting Joe Ostrander. Package pricing is available for those organizations wishing to partake in multiple sponsorships, advertising or exhibiting opportunities.

Sponsorship opportunities are reserved early and available on a first-come, first-served basis. Co-sponsorship is permitted.



LEAD INNOVATE TRANSFORM

April 22 & 23, 2015 • Holiday Inn Harrisburg East • Harrisburg, PA

Deadline for inclusion in printed program, March 10, 2015

Exhibitor, Sponsor & Advertiser Contract

Please type or print all information. The exhibitor, Sponsor & Advertiser Contract **MUST** include payment.

Name of Exhibiting/Advertising/Sponsoring Company:

Contact Name _____ Title _____

Address _____

City _____ State _____ Zip _____ Phone _____ Fax _____

Email _____ Company website _____

Yes, I will participate in the following opportunities at **Lead Innovate Transform:**

Exhibiting:

Exhibit table \$600

Exhibit requires: electricity (\$60) telephone (\$60/line)

Products/services to be displayed: _____

Exhibitors receive one complete conference registration with payment of an exhibit booth. The registration allows participant to attend activities scheduled as part of the conference. Additional vendor representatives wishing to participate in conference activities must pay regular conference fees.

Name of exhibitor conference registrant: _____

Lodging arrangements must be made directly with the Holiday Inn at 717-939-7841.

Advertising in on-site program book:

3x3 ad: \$150.00

6x6 ad: \$175.00

Full page, 8x10 ad: \$225.00

Full page, inside front or back cover, ad: \$325.00

Negotiated SPONSORSHIP activity:

Event: _____

Cost: \$ _____

Total Amount Enclosed (*exhibitor, sponsor and advertiser fees*) \$ _____

Payment Information

Checks are payable to CAAP. Payment is also accepted via MasterCard or Visa. If paying by credit card please contact Joe Ostrander directly at 717-233-1075.

Cancellations

All exhibiting cancellation must be forwarded **in writing** to Joe Ostrander, CAAP, 222 Pine Street, Harrisburg, PA 17101; 717-232-1014 (fax); joe@thecaap.org. CAAP will refund all exhibit monies paid, less \$100 processing fee for cancellations received on or before March 1, 2015. Exhibitors who cancel after March 1, 2015 are obligated to make full payment and will forfeit all monies paid. No cancellations of advertisements will be accepted after March 10, 2015.

Deadline for inclusion in printed program, March 10, 2015

Please make a copy of this form for your records. Full payment must accompany the contract and should be sent by March 10, 2015 to:

ATTN: Joe Ostrander

Community Action Association of Pennsylvania

222 Pine Street

Harrisburg, PA 17101

717-233-1075 (phone) 717-232-1014 (fax)

joe@thecaap.org