

EXHIBITOR INVITATION

LERN Annual Conference

Nov. 20-23, 2014



WALT DISNEY WORLD DOLPHIN HOTEL – ORLANDO, FLA.



“Information That Works!”

LIFELONG LEARNING 2014



**Walt Disney World
Dolphin Hotel**
Nov. 20-23, 2014

The Learning Resources Network (LERN) is the leading association in lifelong learning in the world. This conference is the largest gathering of lifelong learning decision makers and professionals.

Administrators from all over the world attend LERN's Annual Conference for practical information and networking. Those attending come to find ways to improve their operations. They are looking for new information, as well as new products.



Here's what participants said about past LERN annual conferences:

"We get a great turnout which turns into a great number of leads. We like that we get to network with other vendors...We are looking forward to next year in Florida!"

Xenegrade Corp., software vendor, Florida

"As always, I enjoyed the LERN Conference immensely and came away with some new refreshing areas to explore. I always find the LERN Conference one of the best for anyone involved in CE activity."

Lynn Walker, Community Advancement, Skills Training, St. Lawrence College, Ontario

"Special care was taken to supply very relevant & current topics within the ever-changing technical landscape of education."

Rhonda LaPointe, Camosun College, Victoria, British Columbia



"What I liked most about the conference was the enormous amount of information; very pragmatic approach."

Irene Benedik, Ljubljana, Slovenia

"The LERN Annual Conference is the best I have ever attended."

Terri House, City of Concord Parks & Recreation Department, California

"I got MANY great ideas from the LERN fall conference & have earned us some extra revenue already for this spring by utilizing those ideas!"

Dana Thorp Patterson, Ozarks Technical Community College, Springfield, Missouri

LERN ANNUAL CONFERENCE

Why You Should Exhibit This Year

This is the largest continuing education and lifelong learning conference in the world.

The most exciting week of the year in lifelong learning! LERN is recognized as the leading organization in lifelong learning and has a world-class reputation among administrators and decision makers who will be attending the conference.

Who Will Attend

Professionals in the field of lifelong learning are expected from throughout Canada and the United States.

Practitioners will come from state universities, four-year colleges, community colleges, public schools, associations, recreation departments, museums, hospitals, independent programs, and other organizations offering continuing education, leisure learning or other lifelong learning programs.

Lifelong learning organization **decision makers**. Those attending are administrators, including deans, directors, department chairs and program managers.

Professionals looking to improve the efficiency and the capabilities of their organizations. They come to a LERN conference to learn practical skills and find out about and purchase new products.



Benefits

1. LERN has created dedicated coffee breaks designed to maximize booth traffic.
2. Free advanced and post-conference participant mailing list to all exhibitors
3. Conference attendees are buyers! Deans, directors, department chairs and program managers make up most of the conference's participants.
4. A complimentary 50-word description of your company in the conference program
5. Opportunity to be included in our exhibitor directory
6. Free company listing with contact info on our website
7. Exhibitor drawing courtesy of LERN for a flat-screen LCD TV motivates attendees to visit every booth to get their drawing cards validated.



Highlights

Superstar keynote speakers on future trends, marketing and more!

More than 70 of the most advanced, current, practical how-to sessions

More top experts and consultants than ever before, with seminar leaders, newsletter editors, authors and the best practitioners from the most successful programs

Internet demonstrations, all day, with the best home pages and websites

The Hall of Learning, LERN's original Networking Central, with brochure table, open discussion tables, poster displays, best websites, and much more

Roundtables, special interest groups, luncheons, dinner groups, receptions - more ways to network with your colleagues than any other conference

Participants from more than 45 states and around the world

AGENDA

Thursday, Nov. 20

8:30 a.m. – 3 p.m.

- Pre-Conference seminars (additional fee)
- More seminars than ever!
- The latest, most in-depth info

10 a.m. – 5 p.m.

- Conference registration

1 p.m. – 4 p.m.

- Exhibitor set up

3 p.m. – 4:30 p.m.

- About the Conference
- About LERN
- About Orlando

3:30 p.m. – 5 p.m.

- LERN Leader Retreat

5 p.m. – 6:30 p.m.

- All-conference reception, located in the LERN Exhibit Hall. Exhibits are open! A great way to make first contact with attendees.

Friday, Nov. 21

8 a.m. – 5 p.m.

- Opening Session & Keynote
- 30 or more Concurrent Sessions and roundtable discussions
- Exhibits open until 3 p.m.
- Networking luncheon
- President's reception

Saturday, Nov. 22

8 a.m. – 3 p.m.

- 30 or more Concurrent Sessions and roundtable discussions
- General session keynoter
- International Awards Luncheon
- All Day — Exhibits open
- Silent Auction

Sunday, Nov. 23

8 a.m. – Noon

- More Concurrent Sessions
- All new Nine Shift for 2014
- Conference ends by noon

LEARN ANNUAL CONFERENCE

LERN's Hall of Learning

LERN's Hall of Learning is the place to be. Located in the Hall of Learning will be:

- All registration
 - Customer service booth
 - Conference coffee break and snack bar area
 - LERN's bookstore
 - Award-winning poster displays
- and much more!*

Reserving a Hotel Room

You'll want to make time to pamper yourself at this resort-like setting which offers seventeen restaurants and lounges along with an awesome pool, health club, and fabulous spa. The daily resort fee includes free guest room internet access, free access to the health club, free local and domestic long distance calls, and two bottles of water daily. As a guest of the Walt Disney World Dolphin, you also benefit from Disney's extra magic hours where each day, one of the four theme parks, grants you access either one hour early, or two hours later, than the regular park hours.

To make resort reservations, call the hotel at: (407) 934-4000 or visit the LERN website to book online. If you call, tell the agent you are attending the Learning Resources Network meeting. The rates are \$179 single and double, \$204 triple, and \$229 quad, excluding taxes, fees and a daily \$10 resort fee. A portion of the room rate is used to offset convention expenses.

Reservations must be made by Wednesday, Oct. 29 at 5 p.m. ET, but we expect the room block will sell out well in advance of this date. Even if you aren't sure about your plans, we suggest you at least make a tentative room reservation well in advance.

Walt Disney World Dolphin

1500 Epcot Resorts Boulevard
Lake Buena Vista, Florida, 32830

phone: (407) 934-4000

Past LERN Conference exhibitors include:

ACEware Systems	EBRC	Mind Edge
Administrative Software Applications, Inc.	Ed2go	MK Education
AppsToGo	Education To Go	Modern Earth
ASAP	Elearn Campus	MySpanishTeacher.com
Augusoft	Entrinsic	National Institute for Social Media
Bilingual Books	Everything Marketing	National Mail-It
Blackboard	The Fairfax Lectern	OnCourse Learning
Black Rocket Productions	Funutation Tekademy	Pearson
Boston Reed College	GeoDemographics, Ltd	Peopleware, Inc.
Cambridge Educational Services	The George Washington University	Pronto Spanish ProTrain
Career Step	Greater Washington Society of Association Executives	Qualcomm
Casey Printing	Intelliworks	The Quality Group
The Center for Legal Studies	Jaxxon Promotions, Inc.	Quality In Action
Classware	JMH Consulting	RecWare by Sierra Digital
Computer Consultants International	Jenzabar	University of South Dakota
Condensed Curriculum International	JER Online	University of Wisconsin-Madison
Data to Design	JonesKnowledge.com	The Wedding Planning Institute
DataTrain Institute	Jossey-Bass, Inc.	World Instructor Training Schools
Development Dimensions International	Kangaroo Method	Xenegrade
Digital University	Labyrinth Learning	and more ...
	Magna Systems	
	MeetingWare International	

EXHIBITOR RULES & REGULATIONS

Each exhibitor must fill out an application for exhibit space. Please send application and payment to: LERN, PO Box 9, River Falls, WI 54022, USA.

Prepayment is required to secure booth space.

All booths are provided with side and back drape, six-foot draped table, two chairs and wastebasket.

Each exhibitor will receive a 7" x 44" company identification sign.

All conference coffee breaks will take place in the exhibit hall, maximizing booth traffic and contact opportunities.

All exhibitors are eligible for one mailing list prior to the conference for promotional mailing purposes. A complete participant list will also be provided following the conference.

The cost for a regular booth is \$1,499 US. This includes exhibitor registration for two company representatives, admission to all general sessions and to the all-conference reception. Additional exhibit levels are available.

Please note that exhibitor registration does not include meal functions or admission to concurrent sessions. Tickets for these events may be ordered separately by contacting info@lern.org.

Exhibitors may set up 1 p.m. – 4 p.m., Thursday, Nov. 20.

The exhibit hall will be open to conference attendees during the following hours:

5 p.m.-6:30 p.m. – Thursday, Nov. 20

7:30 a.m.-4 p.m. – Friday, Nov. 21

7:30 a.m.-3 p.m. – Saturday, Nov. 22

Information on drayage, electrical, extra booth furniture, and other exhibit booth services will be forwarded in your exhibitor acceptance packet.

Exhibit booths can be cancelled up to Sept. 1, 2014. Cancellations received on or before Aug. 21, 2014 are subject to a \$500 cancellation fee. No cancellations or refunds will be accepted after Sept. 1, 2014.

Please send, via email to dan@lern.org, a 50-word description of your company for use in the proceedings manual.

INSURANCE: LERN requires that every exhibitor carry adequate liability and property insurance. Liability insurance should provide public liability coverage for bodily injury and property damage occurring from an accident in your exhibit booth. Property insurance should cover theft or damage of your property from the time materials leave their point of origin until they reach their post-show destination, including the time on the show floor. Some exhibitors also insure against non-arrival of freight material at the show site. The most economical and practical way to obtain this coverage is to contact your current insurance company and ask them for a rider on your existing policy.

Questions

Contact Dan Torrez via email at dan@lern.org.



LERN 2014 CONFERENCE EXHIBITOR RATES

	Regular Booth \$1,499	Premier Booth \$2,199	Silver† Exhibitor \$2,999 2 available	Gold† Exhibitor \$4,199 3 available	Diamond† Exhibitor \$4,499 1 available	Platinum† Exhibitor \$4,999** 3 available	Platinum† Exhibitor \$5,499*** 1 available	Platinum† Exhibitor \$14,999- \$19,999 1 available
8' deep & 10' wide booth	✓							
8' deep & 20' wide double booth		✓	✓	✓	✓	✓	✓	✓
Side and back drape	✓	✓	✓	✓	✓	✓	✓	✓
Six-foot draped table	✓							
Two Six-foot draped tables		✓	✓	✓	✓	✓	✓	✓
Two chairs and wastebasket	✓							
Four chairs and wastebasket		✓	✓	✓	✓	✓	✓	✓
Registration for two exhibit personnel	✓							
Registration for four exhibit personnel		✓	✓	✓	✓	✓	✓	✓
7" x 44" company identification sign	✓	✓	✓	✓	✓	✓	✓	✓
Mailing list of all conference attendees - one Pre-Conference, and one post-conference (does not include e-mail addresses)	✓	✓	✓	✓	✓	✓	✓	✓
50-word description in conference proceedings manual	✓	✓	✓	✓	✓	✓	✓	✓
Company listing in conference pocket manual	✓	✓	✓	✓	✓	✓	✓	✓
Company listing on LERN's Conference web site with link	✓	✓	✓	✓	✓	✓	✓	✓
Company listing in LERN's Conference mobile app with link	✓	✓	✓	✓	✓	✓	✓	✓
Priority booth placement			✓	✓	✓	✓	✓	✓
Silver Exhibitor Recognition in final program			✓					
Gold Exhibitor Recognition in final program				✓				
Diamond Exhibitor Recognition in final program					✓			
Platinum Exhibitor Recognition in final program						✓	✓	✓
Company literature inserted in conference packets			✓	✓	✓	✓	✓	✓
One promotional item (not literature) in conference tote bags	✓	✓	✓	✓	✓	✓	✓	✓
Sponsorship of either Pre-Conference morning coffee station (Thursday) or Saturday morning coffee station			✓					
Cosponsorship of Thursday's All-Conference Reception				✓				
Cosponsorship of Friday's President's Reception				✓				
Sponsorship of Thursday's Future Leader Meeting				✓				
Cosponsorship of Conference Portfolios					✓			
Sponsorship of Thursday, Friday, or Saturday dessert at luncheon. Your logo and QR code printed on dessert napkins.						✓		
Sponsorship of a Relaxation Lounge (white glove service massage chair booth) for attendees						✓		
Five-minute speaking opportunity at opening session to include a brief slide show							✓	
*Sponsorship of Pre-Conference Buffet Breakfast (\$15,000 for Continental Buffet/\$20,000 for full Breakfast Buffet)								✓

NOTE: All rates in US dollars.

† All exhibitors are subject to LERN approval.
No refunds after Sept. 1, 2014

EXHIBITOR APPLICATION

LERN Annual Conference

Nov. 20-23, 2014 — Walt Disney World Dolphin Hotel – Orlando, Fla.

We hereby contract for exhibit booth space and fully accept the policies for exhibitors as set forth by LERN. No cancellations or refunds after Sept. 1, 2014.

Please type or print clearly.

Name of Company

Mailing Address

City, State/Province

ZIP/Postal Code

Country

Phone

Fax

Main Contact Email Address

Web Site

Regular Exhibit Booth Personnel (First Representative First/Last Name)

Premier, Silver, Gold, & Platinum Exhibit Booth Personnel (First Representative First/Last Name)

Regular Exhibit Booth Personnel (Second Representative First/Last Name)

Premier, Silver, Gold, & Platinum Exhibit Booth Personnel (Second Representative First/Last Name)

Premier, Silver, Gold, & Platinum Exhibit Booth Personnel (Third Representative First/Last Name)

Premier, Silver, Gold, & Platinum Exhibit Booth Personnel (Fourth Representative First/Last Name)

Company Name (as it is to appear on booth sign and in conference program)

Booth Cost (please select one of the following):

- Regular - \$1,499 US Premier - \$2,199 US Silver - \$2,999 US Gold - \$4,199 US
 Diamond - \$4,499 US **Platinum Level:** \$4,999 US \$5,499 US \$14,999-\$19,999 US

Please check method of payment:

- My check is enclosed.
 My purchase order is enclosed. P.O. # _____
 Please charge my credit card. Visa MasterCard American Express Discover

Card Number

Expiration Date

CVC #

Card Holder's Name (please print)

Card Holder's Signature

Return to: LERN, PO Box 9, River Falls, WI 54022, USA. Fax: (888) 234-8633