

# Sponsorship Opportunities

141<sup>st</sup> Congress of Correction  
Kissimmee, Florida  
August 5 - 10, 2011

## General Session Keynote Speaker

**\$30,000 SOLD**

Sponsorship of the General Session Keynote Speaker is a prestigious event to have your company name allied with. Traditionally the keynote speaker will motivate and move our audience to positive action both at work and at home. Some previous speakers include Donna Brazile, Pat Buchanan, and others. The General Session is the official gathering of over 1,500 people to listen and to learn from the speaker's experiences.

## E.R. Cass Award Banquet Entertainment

**\$25,000**

Sponsorship of the E.R. Cass Award Banquet Entertainment allows your company to be associated with this prestigious event. Traditionally, the E.R. Cass Award Banquet recognizes individuals who have exceptionally served in the field of corrections. The E.R. Cass Award is one of the highest honors in corrections, and your company would provide the entertainment for the evening. Your company will be recognized up on stage as well as in the event program and any other promotional materials associated with the event.

## E.R. Cass Award Banquet Wine Service **\$6,000 Exclusive or \$3,000 Co-Sponsorship**

Sponsorship of the E.R. Cass Award Banquet Wine Service allows your company to have your name in front of the top decision makers at this prestigious event. Traditionally the E.R. Cass Award Banquet recognizes individuals who have exceptionally served in the field of corrections. The E.R. Cass Award is one of the highest honors in corrections, and your company would provide the wine on the tables to go with the dinner. On each bottle, your company will have a tag with your company name and logo indicating your valued sponsorship. Also, your company will be recognized up on stage as well as in the event program and any other promotional materials associated with the event.

## Registration Services

**\$10,000**

Sponsorship of the Summer Conference registration services allows your logo to be placed on each confirmation sent to attendees. The attendees will recognize your company logo and associate it with the state-of-the art registration services provides before and during the conference.

## General Session Audio Visual

**\$10,000**

Sponsorship of the General Session audio visual will bring attention to your company during the General Session. As attendees enter the hall, your company logo will be on display and your company will be recognized from the podium during the event. Your company will be associated with this prestigious event.

## Registration Tote Bags

**\$6,000 SOLD**

This sponsorship involves providing Tote Bags to all of the attendees of the conference which will have your company name and logo as well as ACA's logo on each bag. Your company name will be in front of everyone in attendance on a daily basis.

## Lanyards/Badge Holders

**\$6,000 SOLD**

This sponsorship involves providing Badge Holders to all of the attendees of the conference which will have your company name and logo as well as ACA's logo on each badge. Your sponsorship will reinforce your company's presence at the conference because every attendee must have a badge.

## Hotel Room Key Cards

**\$6,000 SOLD**

This sponsorship involves providing Hotel Room Key Cards to all of the attendees of the conference which will have your company name and logo as well as ACA's logo on each key. It's a great way to advertise your company at the conference because every attendee staying at a conference hotel will receive one.

## Healthcare Reception

**\$15,000**

The Healthcare Reception sponsorship can either be a co-sponsorship or an exclusive sponsorship. This is an exceptional event where healthcare professionals meet and greet in a social setting with their peers and the vendors and agents they work with throughout the year. Reception will honor those serving in corrections healthcare.

## Healthcare Luncheon

**\$14,000**

This sponsorship is an exclusive luncheon for healthcare professionals which will provide both an educational and social forum to the men and women in the corrections field. This is a wonderful event that has been a part of the Summer Conference for several years and is always a huge success.



# *Sponsorship Opportunities (continued)*

## **Military Reception Co-Sponsorship**

***\$5,000 each***

The Military Reception is one of the most prestigious events at the ACA Conference. Sponsorship of this event will allow your company to show their patriotism and support for the military. This "by invitation only" event recognizes the sacrifices and efforts our military make every day on behalf of America.

## **Exhibit Hall Open House Co-Sponsorship**

***\$5,000 each***

The "Grand Opening" reception in the exhibit hall will allow you and your staff to participate in this festive event. This conference's theme will be a 1920's speakeasy...so get ready for some good old fashion fun! All companies participating will be recognized and participate in an evening prize drawing.

## **Grand Prize Co-Sponsorship**

***\$5,000 each***

This sponsorship helps provide a spectacular Grand Prize to the attendees. The sponsorship includes attendees going to each sponsor's booth to have a card stamped before they can enter to win the Grand Prize, guaranteeing a large volume of foot traffic to your booth. Also with this sponsorship during the drawing itself a representative from your company will participate in the drawing on stage.

## **Condensed Meeting-at-a-Glance**

***\$3,500 SOLD***

This sponsorship is commonly referred to as a pocket guide and is distributed along with the program book to all attendees. The Condensed Meeting-at-a-Glance is a compact listing of all the events with locations and times, very handy for the on the run attendee.

## **Cyber Café**

***\$3,000 each cluster***

Sponsorship allows a company to have up to three different locations of internet service. The company also may have their website set as the homepage and have a screen saver with their logo on it. This sponsorship will give your company continued exposure throughout the conference.

## **Rise and Shine Morning Coffee**

***\$6,000 each day***

Sponsorship of the morning coffee service at the convention center each day-Saturday, Sunday, Monday, and Tuesday, will be a wakeup call each person will appreciate. Your staff is welcomed to greet the guests each day.

## **Monday Morning Munchies Co-Sponsors**

***\$3,000 each SOLD***

Sponsorship is open to have multiple sponsors to provide some light refreshments and snacks to the attendees after the General Session. The audience will be most appreciative of the food and beverage provided by the sponsors. Everyone likes to eat.

## **Expo Map**

***\$2,500***

This sponsorship includes the company logo and booth location to be highlighted on the expo maps that will be in and around the Exhibit Hall. Your booth location will be highlighted on the map for everyone to locate you and your products.

## **Shuttle Service**

***\$15,000***

Daily shuttle service starting Friday thru Wednesday for our guests staying at the Gaylord Palms and Radisson hotels.

**We encourage you to become an integral part of the American Correctional Association's 141<sup>st</sup> Congress of Correction. Without support from you, we could not continue to provide the educational and professional opportunities to the field of corrections. These are the people that allow us to have the quality of life we enjoy in this country. Don't let them down. Support this event and help ACA continue its mission.**



# ACA Sponsorship Form

141<sup>st</sup> Congress of Correction  
August 5 – 10, 2011  
Kissimmee, Florida

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

## Exclusive Sponsorship Opportunities

_____ Expo Map	\$2,500
_____ Bottled Water*	\$2,500
_____ Cyber Café*	\$3,000
<b>SOLD</b> Condensed-Meeting-at-a-Glance	\$3,500
<b>SOLD</b> Tote Bags*	\$6,000
<b>SOLD</b> Hotel Key Cards	\$6,000
_____ Coffee (Daily Service)	\$6,000
<b>SOLD</b> Lanyards/Badge Holders*	\$6,000
_____ E.R. Cass Banquet Wine Service	\$6,000
_____ General Session Audio/Visual	\$10,000
_____ Registration Service	\$10,000
_____ Healthcare Luncheon	\$15,000
_____ Healthcare Reception	\$16,000
_____ Shuttle Service	\$15,000
_____ E.R. Cass Entertainment	\$25,000
<b>SOLD</b> General Session Keynote Speaker	\$30,000

## Co-Sponsorship Opportunities

_____ E.R. Cass Banquet Wine Service	\$3,000
_____ Grand Prize	\$5,000
<b>SOLD</b> Monday Morning Munchies	\$3,000
_____ Military Reception	\$5,000
_____ Healthcare Reception	\$8,000
_____ Exhibit Hall Open House	\$5,000
_____ Healthcare Luncheon	\$6,000

### Sponsorship Benefits:

*Ribbon on Badge  
Recognition in Program Book  
Recognition in Promotional Materials  
Pre-Registration List of Attendees  
Post-Show List of Attendees  
Recognition in CT Magazine  
Floor Stickers at Exhibit Booth*

**\*Sponsor Responsible for all costs associated with sponsorship. Payment must accompany request.**

**NOTE: Only current exhibiting companies may be a sponsor for the 141st Congress of Correction.**

Signature Required: \_\_\_\_\_ Date: \_\_\_\_\_

Printed Signature: \_\_\_\_\_

Payment:

Credit Card #: \_\_\_\_\_ Expiration Date: \_\_ / \_\_

Security Code (on back of credit card): \_\_\_\_\_

Please Return Form with Payment to: American Correctional Association  
Fax: 703-224-0040 Email: caitlinm@aca.org



# 141<sup>st</sup> Congress of Correction Program Book Advertising Contract

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

**Ad Space Reservations due June 10, 2011 Ad Materials due June 24, 2011**

**\*Please Note: In the case of a cancellation, notice must be sent in writing on or before June 24, 2011 in order to be eligible for a 50% refund. Cancellation after June 24, 2011 will result in no refund of any kind, nor can monies be applied or transferred to any other marketing areas.**

## Standard Space

\_\_\_\_\_ Full Page, 4 Color Ad \$1,000  
\_\_\_\_\_ Half Page, 4 Color Ad \$750 (Horizontal Only)  
\_\_\_\_\_ Full Page, BW \$750  
\_\_\_\_\_ Half Page, BW \$500 (Horizontal Only)

## Premium Space

\_\_\_\_\_ Cover 2, Color \$2,000  
\_\_\_\_\_ Cover 3, Color \$2,000  
\_\_\_\_\_ Cover 4, Color \$3,000  
\_\_\_\_\_ Special Positions 20% surcharge

Preferred Position: \_\_\_\_\_

**Specs: Full Page – 7"x10", bleed 8 5/8" x 11 3/16" Half Page – 7" x 4 7/8", bleed 7 1/4" x 5 1/8"**

\_\_\_\_\_ Repeat ad copy from: \_\_\_\_\_ (list publication/date)

**These prices are NON-COMMISSIONABLE. Please sign below and return to ACA immediately.  
Prepayment required for this publication.**

Authorized by \_\_\_\_\_ Date \_\_\_\_\_

## Payment Options:

Check Number: \_\_\_\_\_ Amount: \_\_\_\_\_

Card #: \_\_\_\_\_ Exp. Date \_\_\_\_\_ Security Code \_\_\_\_\_

Amount Charged \$: \_\_\_\_\_ Signature: \_\_\_\_\_

Please return orders and payment either by fax: 703-224-0040 or email: [marym@aca.org](mailto:marym@aca.org)  
Note: Only current exhibiting companies may have an ad in the Program Book

# 141<sup>st</sup> Congress of Correction Planning Guide Advertising Contract

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

**Ad Space Reservations due February 25, 2011    Ad Materials due March 11, 2011**

**\*Please note: in the case of a cancellation, notice must be sent in writing on or before March 11, 2011 in order to be eligible for a 50% refund. Cancellation after March 11, 2011 will result in no refund of any kind, nor can monies be applied or transferred to any other marketing areas.**

## Standard Space

\_\_\_\_\_ Full Page, 4 Color Ad      \$1,000

\_\_\_\_\_ Full Page, BW      \$750

## Premium Space

\_\_\_\_\_ Cover 2, Color      \$2,000

\_\_\_\_\_ Cover 3, Color      \$2,000

\_\_\_\_\_ Cover 4, Color      \$3,000

\_\_\_\_\_ Special Positions 20% surcharge

Preferred Position: \_\_\_\_\_

**Specs: Full Page – 7"x10", bleed 8 5/8" x 11 3/16"    Half Page – 7" x 4 7/8", bleed 7 1/4" x 5 1/8"**

\_\_\_\_\_ Repeat ad copy from: \_\_\_\_\_ (list publication/date)

**These prices are NON-COMMISSIONABLE. Please sign below and return to ACA immediately.  
Prepayment required for this publication.**

Authorized by \_\_\_\_\_ Date \_\_\_\_\_

## Payment Options:

Check Number: \_\_\_\_\_ Amount: \_\_\_\_\_

Card #: \_\_\_\_\_ Exp. Date \_\_\_\_\_ Security Code \_\_\_\_\_

Amount Charged \$: \_\_\_\_\_ Signature: \_\_\_\_\_

Please return orders and payment either by fax: 703-224-0040 or email: [marym@aca.org](mailto:marym@aca.org)

**Note: Only current exhibiting companies may have an ad in the Planning Guide.**