



Advancing
Quality Education

Because
Every Child

Can Succeed!

Missouri Charter Schools
2011 Annual Conference

*October
6 & 7, 2011
Lake Ozark,
Missouri*

Sponsor/Exhibitor Prospectus

5th Annual Missouri Charter Public School Conference
October 6th & 7th, 2011
Lodge of Four Seasons, Lake Ozark, MO
www.mocharterschools.org



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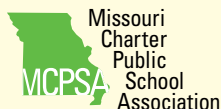
You are invited!

The Missouri Charter Public School Association (MCPSA) is pleased to announce the Missouri Charter School Conference will be held October 6th & 7th, 2011, at the Lodge of Four Seasons in Lake Ozark, MO. Providing conference attendees the chance to connect with companies like yours is an important part of the overall conference experience.

The annual conference will be attended by leaders in education throughout the state including school administrators, board members, teachers and new school development representatives. Our conference is built on quality professional development and networking opportunities only possible through this event. Our attendees come anxious to learn about ways they can improve education, systems, and themselves as individuals.

MCPSA appreciates your commitment to education and encourages all organizations to continue to support our goal of providing quality education to all children in Missouri through our annual conference.

Dr. Douglas P. Thaman
Executive Director, MCPSA



ABOUT MISSOURI CHARTER PUBLIC SCHOOL ASSOCIATION:

The Missouri Charter Public School Association (MCPSA) is the membership and professional organization serving charter public schools in the state of Missouri. MCPSA's purpose is to improve student achievement by increasing access to high quality charter public education options throughout Missouri.



The Charter Schools Movement:

Charter schools stand at the center of our nation’s growing effort to reform and improve public schools and provide greater educational options to every family. Charter schools are independently designed and operated and committed to improve the academic achievement of every student.

Like the traditional neighborhood school, charters are public and are open to all students regardless of wealth, gender, race, or religion. Unlike other public schools, charters place a strong focus on autonomy, innovation and parent choice.

Missouri Charter Schools Market:	51	34%	100%	
	There are presently 51 charter schools in Missouri serving approximately 20,000 students.	Over 34% of all public school students (in the Kansas City & St. Louis school districts) are charter school students.	Unlike traditional public schools where the decision making power lies with the district, charter schools have 100 percent control of the budget for their school site.	Charter schools are more likely than district public schools to contract out for management and operations services from the private and nonprofit service providers.

*Sold out in
2008, 2009
and 2010
Don't delay!*

Exhibitor opportunities

The Missouri Charter Public School Association cordially invites your organization to establish its foothold in the rapidly expanding charter school market and partner with us at the 5th Annual Missouri Charter Schools Conference. Exhibits are an integral part of the conference program, offering attendees the chance to gather information on exciting and cutting-edge products and services relevant to their unique needs.

EXHIBITORS...	Join Us!	We sell out every year!	Don't delay!
<p>Essential Information:</p> <p>.....</p> <p>Dates: October 6th & 7th, 2011</p> <p>Location: Lodge of Four Seasons Lake Ozark, Missouri</p> <p>Exhibit Hours: October 6th Set-up After 10:00 am</p> <p>October 7th 7:30 am – 4:00 pm</p> <p>Exhibit Space Fee: \$800.00</p> <hr/> <p><i>No price increase from 2010!</i></p> <p>.....</p> <p><i>NEW THIS YEAR..</i></p> <p><i>Early Bird Rate: sign-up by August 1, 2011 and pay only \$650.00 for your exhibit space fee.</i></p>	<p>Exhibitor Privileges:</p> <p>.....</p> <ul style="list-style-type: none"> • 1 table clothed and skirted. • 2 Chairs • Additional table space may be reserved for \$450.00 each. • Company name in exhibit directory of Conference Program Guide. • 50 word descriptive listing and contact information in Conference Program Guide. • 50 word descriptive listing on (conference) website • Company logo on website, and a link to exhibiting company's website. • (2) Complimentary full-conference registrations. • Please see page 4 for additional exhibitor opportunities. 	<p>Guest Room Information:</p> <p>.....</p> <p>Rooms have been reserved at Lodge of Four Seasons at a MCPSA group rate of \$99.00 per day, plus taxes and a \$6.00 resort fee, (for a single or double room) per night.</p> <p>Reservations may be made by calling the Hotel Reservations Department at: 888.265.5500.</p> <p>Please inform the reservation agent that you will be attending the MCPSA Conference.</p>	<p>Hotel Reservation Deadline:</p> <p>.....</p> <p>Reservations will be accepted at Lodge of Four Seasons no later than September 7, 2011.</p>

Additional opportunities for Exhibitors or Sponsors



Conference Program Guide Advertisements

Advertise in the Conference Program Guide to drive traffic to your booth and create additional awareness of your company!

Ad specs, ad copy due date, and submission instructions provided upon payment.

Size	Exhibitor Rate	Non-Exhibitor Rate
Full Page	\$300.00	\$400.00
1/2 Page	\$200.00	\$300.00
1/4 Page	\$100.00	\$200.00

Totebag Insert

- Provide one 8.5 x 11 flyer, to be distributed to all conference attendees. Sorry, no catalogs will be accepted.
- Exhibitor Rate - \$100.00 Non-Exhibitor Rate - \$200.00

Registration List Mailing Labels

- Conference pre-registration and post-registration mailing lists are available for purchase for one time only use by exhibitors. Lists will be provided in electronic format. A sample of your proposed mailing may be required in advance. Only exhibitors are eligible to purchase attendee registration lists.
- Rate - \$100.00

*New
LOWER
rates
for 2011!*

Sponsorship opportunities

Gain greater visibility and demonstrate your support for Missouri Charter Public schools by becoming a sponsor of the 2011 Conference. Choose from one of the sponsorship opportunities below or you can customize a unique sponsorship to fit your organization's goals/needs. To discuss sponsorship opportunities, contact: Frank Ebling at: febbling@mocharterschools.org, or at: 816.569.5305

\$4,000 Level (3 exclusive opportunities)

Dinner Presentation/Speaker – Thursday, October 6th

At the official kick-off event of the 5th Annual Missouri Charter Schools Conference, you will have the opportunity to show your organization's support of the charter school movement from the start, opening the door for key networking opportunities throughout the rest of the conference.

Breakfast/Speaker – Friday, October 7th

As a sponsor of the keynote breakfast, you will be recognized at the largest gathering of conference attendees and be remembered as a part of what is certain to be one of the top takeaways from the conference. Your support of this breakfast makes it possible for us to provide an inspiring presenter with a powerful message.

Luncheon/Awards – Friday, October 7th

This is a key part of our conference when individuals and schools are acknowledged for their outstanding service to the charter school movement as well as to charter school students.

Any of these three opportunities will entitle you to the following:

- Exhibitor table space (an \$800 value).
- Recognition with introduction of speaker.
- Recognition of sponsorship on each table.
- Two full conference registrations to be distributed at sponsor's discretion.
- Logo placed on (conference) Website home page and a link to exhibitor company's Website.
- 200-word descriptive listing on (conference) Website.
- 200-word company profile in "Sponsor" section of Conference Program Guide.
- Name in conference media releases.
- Name placed on all sponsored event signage.
- Opportunity to provide one 8.5 x 11 flyer or other promotional item in all conference participant totebags (a \$200 value*).
- One full-page ad in Conference Program Guide (a \$400 value*).

*Based upon Non-Exhibitor rates

Sponsorship opportunities

continued

\$3,000 Level (3 exclusive opportunities)

Conference Totebags

All registered attendees receive a conference totebag – a highly sought after item for teachers!

Keep your company's logo (which may be placed on the totebag) in the spotlight year 'round with this sponsorship opportunity.

VIP Welcome Reception – Thursday, October 6th

As attendees arrive to register, eager for networking opportunities, be the first to have your company highlighted at this reception.

Portfolios

Gain high exposure for your company by underwriting the portfolios for the Conference. All attendees will receive a portfolio as part of their Conference registration. Your company's name and logo will be imprinted on each portfolio.

Any of these three opportunities will entitle you to the following:

- Exhibitor table space (an \$800 value).
- Two full conference registrations to be distributed at sponsor's discretion.
- Logo placed on (conference) Website home page and a link to exhibitor company's Website.
- 150-word company profile in "Sponsor" section of Conference Program Guide.
- 150-word descriptive listing on (conference) Website.
- Name in conference media releases.
- Name placed on all sponsored event signage.
- Opportunity to provide one 8.5 x 11 flyer or other promotional item in all conference participant totebags (a \$200 value*).
- One one-half-page ad in Conference Program Guide (a \$300 value*).

*Based upon Non-Exhibitor rates

SHOWCASE your products and services to hundreds of the most innovative leaders, educators and decision-makers in K-12 education.

Sponsorship opportunities_{continued}

\$2,000 Level (3 exclusive opportunities)

Conference Program Guide Sponsor

All conference attendees will receive a Conference Program Guide to direct their time during the conference. Sponsorship of this highly visible piece is sure to put your company in the spotlight.

Refreshments and Snacks

There will be one opportunity for attendees to have refreshments and snacks. Have you ever attended a conference that you didn't visit this area?

Attendee Nametags

Put your company in the spotlight over and over with this sponsorship opportunity. Nametags are required to be worn by all attendees, ensuring you the exposure you want!

Any of these three opportunities will entitle you to the following:

- Exhibitor table space (an \$800 value).
- Two full conference registrations to be distributed at sponsor's discretion.
- Logo placed on (conference) Website home page and a link to exhibitor company's Website.
- 100-word company profile in "Sponsor" section of Conference Program Guide.
- 100-word descriptive listing on (conference) Website.
- Name in conference media releases.
- Name placed on all sponsored event signage.
- One-fourth page ad in Conference Program Guide (a \$200 value*).

*Based upon Non-Exhibitor rates

Sponsorship opportunities

continued

\$1,500 Level (6 exclusive opportunities)

Registration Booth

As all conference attendees approach the conference and registration area, your company name and logo will be front and center.

Conference Lanyards

Lanyards are loved by conference attendees – some even collect them! Have your company name and logo printed on the lanyard for all to see.

Breakout Session (4 opportunities available)

School leaders and teachers attend this event eager to learn! Show your support of their commitment to providing quality education to Missouri's children by sponsoring a breakout session.

Any of these six opportunities will entitle you to the following:

- Exhibitor table space (an \$800 value).
- Two full conference registrations to be distributed at sponsor's discretion.
- Logo placed on (conference) Website home page and a link to exhibitor company's Website.
- 75-word company profile in "Sponsor" section of Conference Program Guide.
- 75-word descriptive listing on (conference) Website.
- Name placed on all sponsored event signage.
- One-fourth page ad in Conference Program Guide (a \$200 value*).

*Based upon Non-Exhibitor rates

*If you are interested
in becoming a
conference sponsor,
please call:
Frank Ebling at
816.569.5305
or email: febling@
mocharterschools.org*

Registration/ information form

Sponsor/Exhibitor Application Contract

2011 Missouri Public Charter School Association Conference
October 6th & 7th, 2011-Lodge of Four Seasons, Lake Ozark, MO www.mocharterschools.org
Questions? Contact Frank Ebling at: febbling@mocharterschools.org or 816.569.5305

Organizational Information: *(please print)*

Organization Name: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Key Contact: _____ Title: _____

Published Phone: _____ Cell: _____ Published Fax: _____

Email: _____

Organization Web Address: _____

Onsite Exhibitor/Sponsor Contact: _____ Email Address: _____

Onsite Exhibitor/Sponsor Contact: _____ Email Address: _____

Limit TWO individuals per exhibitor table. An additional fee will be charged for more than two at each table.

Authorizing Signature: _____

Description of Exhibit:

All conference exhibitors will be entitled to a 50 word description of their exhibit in the Sponsor section of the Conference Program Guide. "Exclusive" sponsors, those who are helping to underwrite specific conference activities/products, are entitled to a larger description (for specific word limits, please see the appropriate dollar level for guidelines.)

The company descriptions, along with your company logo, must be submitted no later than August 15, 2011 for it to be included in the Conference Program Guide. Please include your company description with this contract. Company logo may be sent via email to: **Frank Ebling at: febbling@mocharterschools.org**

Booth Selection:

Booth/table space will be available on a "first come - first served" basis. Set-up may begin at 10:00 am on Thursday, October 6, 2011.

Terms and Conditions:

Please read the Terms and Conditions included in this Prospectus and sign below to finalize your application. The undersigned ("Exhibitor") understands that this application becomes a binding contract when accepted by MCPSA. A counter-signed copy will be returned to Exhibitor upon acceptance of this application. Exhibitor has read the terms and conditions and has the authority to enter into this contract. Exhibitor agrees to abide by all requirements, restrictions, and obligations set forth in this contract, and the Terms and Conditions, which are a part of this contract.

Signature: _____ Date: _____

Print Name and Title: _____

Payment must be received IN FULL no later than two weeks prior to the date of the Conference.

Payment form

Exhibitor/Sponsorship Rate Fee Calculation:

_____ Exhibit Space - _____ @ \$800 \$650 Early Bird rate if signed up by August 1, 2011	\$ _____
_____ Sponsorship Opportunity - \$4,000 Level (3 opportunities available)	\$ _____
_____ Sponsorship Opportunity - \$3,000 Level (3 opportunities available)	\$ _____
_____ Sponsorship Opportunity - \$2,000 Level (3 opportunities available)	\$ _____
_____ Sponsorship Opportunity - \$1,500 Level (6 opportunities available)	\$ _____

Please write on the line below, any specific Opportunity you are interested in sponsoring. Preference will first be given to previous year's sponsors.

_____ Conference Program Guide Advertisement - _____ @ (See pg. 4 for rates)	\$ _____
_____ Totebag Insert - _____ @ (Exhibitor - \$100, Non - \$200)	\$ _____
_____ Registration List Mailing Labels @ \$100	\$ _____

Total Amount Due: \$ _____

Payment Information:

Method of Payment:

_____ Check **(Please make check payable to MCPSA and send to: 3908A Bell, Kansas City, MO 64111)**

_____ Money Order _____ Purchase Order # _____

_____ Please charge my credit card: Visa Master Card

Account #: _____ Exp: _____ 3-digit Sec. Code: _____

Card Holder Name (please print): _____

Signature: _____

Submission:

Please send completed **"Registration/Information Form"** along with **"Payment Form"** for the 5th Annual MCPSA Conference to: **MCPSA - Attn: Frank Ebling, 3908A Bell St., Kansas City, MO 64111.** To expedite the process completed forms may also be faxed to: 816.569.5306 with payment being promptly sent via mail.

Cancellation Policy:

Exhibit space payment is due two weeks prior to the event. Cancellations made prior to September 6, 2011, will be allowed a refund less a \$200 administrative fee. Cancellations after that date will be charged the FULL rental fee. Cancellations of exhibit space must be e-mailed or faxed to MCPSA. **Phone cancellations will not be accepted.**

Exhibitor terms & conditions

Payment and Refund

Booth payment is due two week prior to the event. Cancellations made prior to September 6, 2011, will be allowed a refund less a \$200 administrative fee. Cancellations after that date will be charged the FULL rental fee. Cancellations of exhibit space must be e-mailed or faxed to MCPSA. Phone cancellations will not be accepted.

Booth Assignments

Booth/table space will be available on a "first come - first served" basis. Set-up may begin at 10:00 am on Thursday, October 6, 2011.

Subletting of Space

The exhibitor shall not assign, sublet, or apportion the whole or any part of the space assigned or have representatives, equipment, or materials from firms other than its own in the exhibit space without written consent of MCPSA

Exhibitor Representatives

The exhibiting company shall name one individual as the duly authorized representative, to have charge of the exhibit, and to accept and assume responsibility for such representatives, or alternates, in attendance at the exhibit throughout all exhibit periods. Exhibitors (no more than two per booth) shall receive and wear identification tags.

Electrical, Internet and Phone Needs

All electrical, Internet and phone needs are at the exhibitor's expense and must be handled through the facility.

Property Damage

Nothing shall be posted, tacked, nailed, screwed, or otherwise attached to the walls, floors, or other parts of the facility. Packing, unpacking and assembly of exhibits shall be done only in designated areas and in conformity with the directions of MCPSA, the hotel, or their assistants.

Exhibit Restrictions

Exhibits may not extend beyond the space allotted and aisles must be kept clear for traffic. Exhibits may not obstruct the view or interfere with traffic to exhibits of others.

Noise

Mechanical reproduction of sound or music relating to an exhibit must be kept at a sufficiently low volume so as to not project beyond the confines of the exhibitor's booth.

Security

Reasonable precaution will be taken to protect property during the set-up, show and move-out periods. MCPSA is not liable for damages or stolen property.

Floor Sales

Merchandise may be sold on the exhibition floor.

Samples and Souvenirs

Distribution of samples and souvenirs is permitted providing there is no interference with adjoining exhibitors and is conducted in a dignified basis.

Liability and Insurance

Exhibitor assumes responsibility and agrees to indemnify and defend the conference and hotel and its respective owners, employees, and agents against any claims and expenses arising out of the use of the exhibition area. Exhibitor understands that neither the conference nor the hotel maintains insurance covering the exhibitor's property, and it is the sole responsibility of the exhibitor to obtain such insurance.

All property of the exhibitor remains under its care, custody and control in transit to and from the hotel, during installation and removal, and while it is within the confines of the hotel. Exhibitor understands that neither MCPSA nor the hotel, carry business interruption and/or property damage insurance coverage for loss or damage of exhibitor's property. The exhibitor agrees to obtain commercial general liability insurance coverage including protective and contractual liability for bodily injury

and property damage during the dates of the exhibition including move-in and move-out days.

The MCPSA reserves the right without recourse to absolutely control or prohibit any exhibit, which in its opinion, is not suitable or in keeping with the character of the conference. This regulation concerns persons, things, conduct, printed matter, souvenirs, catalogues, etc. MCPSA reserves the right to withdraw an exhibitor if payment has not been received by the conference date.

Amendments

Any and all matters not specifically covered by the preceding rules and regulations shall be subject solely to the decision of the MCPSA conference organizers. MCPSA conference organizers shall have full power to interpret, amend, and enforce these rules and regulations, providing any amendments, when made, are brought to the notice of the exhibitors. Each exhibitor, for itself and its employees, agrees to abide by the foregoing rules and regulations and by any amendments or additions thereto in conformance with the preceding sentence.

Did you
know?



In Missouri alone, we have launched 51 charter schools in St. Louis and Kansas City, with an additional 7 schools expected to open in August 2011.

THESE SCHOOLS ARE LOOKING FOR VENDORS LIKE YOU!

Unlike district-governed schools, charter schools retain 100% control of their budget. This boils down to substantial business opportunities for a wide variety of private and nonprofit product and service providers.

Now is
the time!

...to establish your foothold in this rapidly expanding market. Since the 1990's, over 5,000 new charter schools have been opened across the United States.

See who joined us in 2010:

Achievia Tutoring • Arthur J. Gallagher Risk Management • Bukaty Company • CI Select • Common Goal Systems • Fresh Ideas Management • Haake Companies • IFF • Imagine Schools • Interactive Educational Technologies • McGraw-Hill School Education Group • MIS Technologies • NCT • Netelligent Corp. • NWEA • Pearson • Performa Albrecht & Co. • Pritchard-Osborne • Renaissance Learning • Schiller's Audio-Visual • School Reach Instant Parent Contact • SpedTrack • Staples Advantage • Stinson Morrison Hecker LLP • Toshiba Business Solutions • Westbrook & Company, P.C.

***We hope your company
joins us in 2011!***

“The annual Missouri Charter School Conference is one of the best opportunities each year to meet new clients and to cement your relationship with existing clients.”

*Bottom line,
an opportunity you don't
want to miss!*



Questions?

Contact: Frank Ebling
Business Manager, MCPSA
febbling@mocharterschools.org
or call: 816.569.5305
or fax: 816.569.5306