

ERAPPA 2021

SPONSOR & EXHIBITOR PROSPECTUS



OCTOBER 3-6, 2021
VALLEY FORGE CASINO & RESORT
KING OF PRUSSIA, PA

WWW.ERAPPA2021.ORG

ERAPPA 2021 COMMITTEE

Dear Business Partner,

The Delaware Valley Chapter (DVAPPA) of the Eastern Region of APPA (ERAPPA), is pleased to be hosting the 2021 annual Eastern Regional conference at the Valley Forge Casino Resort in King of Prussia, PA. The conference takes place October 3-6, 2021, and includes an exciting array of educational and networking programs that are sure to inspire against the historic backdrop of Valley Forge National Historic Park.

ERAPPA members include facility management professionals from colleges and universities, community colleges, and private K-12 institutions from Eastern Canada and Northeastern United States (Maine to Washington, D.C.). The annual conference provides a unique opportunity for our Business Partners to interact with institutional members, build new relationships, and reinforce existing ones.

Your support of ERAPPA is extremely important to our members who rely on business partners daily to successfully address the needs of their institutions. As a Business Partner Sponsor, your company's representatives will have access to all the educational sessions of this exceptional conference, as well as multiple opportunities to network, interact and gain valuable face time with decision makers. And we are delighted to offer some new sponsorship opportunities this year!

We are looking forward to engaging with institutional members and business partners alike in the spirit of collegiality to advance our common interests, and invite you to consider supporting our 2021 event as we explore the many ways we can all "Lead to Inspire".

We hope to see you at the Valley Forge Casino Resort in 2021!

Sincerely,

Patricia Smith, Cabrini University
Business Partners Committee Co-Chair

Mary Ely, Torcon, Inc.
Business Partners Committee Co-Chair

CO-CHAIRS

Jon Brighton
Temple University

Leslie K. Whitby
Stantec

BUSINESS PARTNERS

Patricia Smith
Cabrini University

Mary Ely
Torcon, Inc.

PROFESSIONAL DEVELOPMENT

John Camusi
Villanova University

Ronda Bailey
R. Bailey Consulting

Chuck Rudalavage
Gensler

COMMUNICATIONS & PROMOTIONS

Brett Fulton
Muhlenberg University

Meaghan Finney
Voith & Mactavish Architects LLP

FINANCE

Amber Donato
Moravian College

Mike Brennan
EnTech Engineering, PC

CONFERENCE PLANNER

Yvonne Shaw
Direct Travel Syracuse



VISIONARY SPONSOR

One (1) Opportunity
\$15,000 Member / \$15,750 Non Member
Booth # 95

BENEFITS:

- Identified as Visionary partner on all media Guidebook APP, 2021 newsletter, 2021 website and recognition signage
- Three (3) full business partner registrations for the conference
- Three (3) tickets for the Monday night networking event and the Tuesday night annual awards banquet
- Opportunity to introduce the Keynote speaker. Your company logo placed on the presentation room signage and highlighted in the Guidebook APP
- Provided a 25-minute Tabletop Session in the Hall of Resources during exhibiting hours (see p. 9)
- Opportunity to provide one piece of collateral and/or promotional item to be included in delegate bag, must be approved by committee
- Receipt of registered attendee list one month prior to conference
- Company logo cycles on the ERAPPA 2021 home page
- Company highlight in the monthly ERAPPA 2021 newsletter
- One exhibit booth in premier location
- Verbal recognition from the podium

KEYNOTE SPEAKER:

- One (1) opportunity



GRACE KILLELEA

During her remarkable career working with managers, directors and executives on multiple levels, Grace identified four areas that play key roles in leadership and professional development that have become the cornerstones for her firm: Reputation, Relationships, Results and the critically important Resiliency. Grace will address the group on Monday morning.



MOTIVATOR SPONSOR

Three (3) Opportunities

\$10,000 Member/ \$10,750 Non Member

Booths: 1, 75, 94

BENEFITS:

- Identified as Motivator sponsor on all media Guidebook APP, 2021 newsletter, 2021 website and recognition signage
- Two (2) full business partner registrations for the conference
- Two (2) tickets for the Monday night networking event and Tuesday night annual awards banquet
- Provided a 25-minute Tabletop Session in the Hall of Resources during exhibiting hours (see p. 9)
- Opportunity to provide one piece of collateral and/or promotional item to be included in delegate bag, must be approved by committee
- Receipt of registered attendee list one month prior to conference
- Company logo cycles on the ERAPPA 2021 home page
- Company highlight in the monthly ERAPPA 2021 newsletter
- One exhibit booth in premier location
- Verbal recognition from the podium

Each Motivator sponsor will be exclusively associated with one of the opportunities below. Commit early, as these will be assigned on a first come/first served basis.

PLENARY SPEAKER

One (1) Opportunity

Podium recognition on Tuesday; company name and logo at entrance to room

CONFERENCE BAGS

One (1) Opportunity

Company name and logo on conference bags provided to all attendees

GUIDEBOOK CONFERENCE APP

One (1) Opportunity

Company logo on the Splash page of the App and recognition signage and mention from the podium



TRAILBLAZER SPONSOR

Six (6) Opportunities

\$8,000 Member / \$8,750 Non Member

Booths: 2, 6, 7, 35, 49, 96

BENEFITS:

- Identified as a Trailblazer sponsor on all media Guidebook APP, 2021 newsletter, 2021 website and recognition signage
- Two (2) full business partner registrations for the conference
- Provided a 25-minute Tabletop Session in the Hall of Resources during exhibiting hours (see p. 9)
- Opportunity to provide one piece of collateral and/or promotional item to be included in delegate bag, must be approved by committee
- Receipt of registered attendee list one month prior to conference
- Company logo cycles on the ERAPPA 2021 home page
- Company highlight in the monthly ERAPPA 2021 newsletter
- One exhibit booth in premier location
- Verbal recognition from the podium

Each Trailblazer sponsor will be exclusively associated with one of the opportunities to the right. Commit early, as these will be assigned on a first come/first served basis.

SCHEDULE AT A GLANCE

One (1) Opportunity

Company name and logo on pocket schedule for all attendees

CONFERENCE LANYARDS

One (1) Opportunity

Company logo on the lanyards for all attendees.

CONFERENCE ROOM KEYS

One (1) Opportunity

Company ad on the hotel room keycards for all attendees. Committee to approve.

HALL OF RESOURCES GRAND OPENING RECEPTION

One (1) Opportunity

Recognition sign with company name and logo at entry and on food/beverage tables

MONDAY EVENING SPECIAL EVENT

One (1) Opportunity

Recognition with company name and logo at entry to room and on cocktail tables and two (2) tickets to the event

TUESDAY EVENING AWARDS DINNER

One (1) Opportunity

Recognition with company name and logo at entry to room and on tables and two (2) tickets to the Awards Dinner



ZOOMED IN SPONSOR

Fifteen (15) Opportunities

\$6,000 Member / \$6,750 Non Member

Booths: 4, 5, 8, 9, 10, 30, 31, 34, 48, 81, 85, 86, 87, 88, 97

BENEFITS:

- Identified as a Zoomed In sponsor on all media Guidebook APP, 2021 newsletter, 2021 website and recognition signage
- Video vignette display to be highlighted during the conference
- Two full business partner registrations for the conference
- Opportunity to provide one piece of collateral and/or promotional item to be included in delegate bag, must be approved by committee
- Receipt of registered attendee list one month prior to conference
- Company logo cycles on the ERAPPA 2021 home page
- Company highlight in the monthly ERAPPA 2021 newsletter
- One exhibit booth in premier location
- Verbal recognition from the podium

VIDEO VIGNETTE DISPLAY:

A maximum 2-minute video or slide show presentation providing an opportunity to tell the story about your company, products, and services to members of your target audiences on an on-going basis. The Video Vignette displays will be played on a continuous loop on the 48" flat screen monitors provided throughout exhibition hall. The Video Vignette displays will be limited to 15 sponsorship opportunities allowing your video to play once every 30 minutes to attract attention to your company. Videos will be played without sound within the exhibition hall and are required to be provided in PowerPoint or video format. **Videos will be required to be submitted 30 days in advance of the conference** (September 2) to ERAPPA for approval and will be arbitrarily truncated at 120 seconds.

Each Zoomed In sponsor will be exclusively associated with one of the opportunities on the following page. Commit early, as these will be assigned on a first come/first served basis.

ZOOMED IN SPONSOR

EDUCATIONAL TRACK 1

One (1) Opportunity

Recognition sign, session presented by.... with company name and logo outside session room Monday & Tuesday

EDUCATIONAL TRACK 2

One (1) Opportunity

Recognition sign, session presented by.... with company name and logo outside session room Monday & Tuesday

EDUCATIONAL TRACK 3

One (1) Opportunity

Recognition sign, session presented by.... with company name and logo outside session room Monday & Tuesday

EDUCATIONAL TRACK 4

One (1) Opportunity

Recognition sign, session presented by.... with company name and logo outside session room Monday & Tuesday

EDUCATIONAL TRACK 5

One (1) Opportunity

Recognition sign, session presented by.... with company name and logo outside session room Monday & Tuesday

EDUCATION SESSION BREAKS

Two (2) Opportunities

Recognition sign with company name and logo at entry to space
Monday Morning & Afternoon Educational Session Break (located in the Hall of Resources)

OR

Tuesday Morning (located in the Hall of Resources) & Afternoon (located near sessions) Educational Session Break

SUPERVISOR TOOLKIT

One (1) Opportunity

Recognition sign with company name and logo at entrance to session Saturday- Tuesday

ATTENDEE BREAKFAST MONDAY

One (1) Opportunity

Recognition sign with company name and logo at entry to room

ATTENDEE LUNCH MONDAY

One (1) Opportunity

Recognition sign with company name and logo at entry to room

ATTENDEE BREAKFAST TUESDAY

One (1) Opportunity

Recognition sign with company name and logo at entry to room

ATTENDEE BUSINESS LUNCH TUESDAY

One (1) Opportunity

Recognition sign with company name and logo at entry to room

FIRST-TIME ATTENDEE RECEPTION

One (1) Opportunity

Recognition sign with company name and logo at entry to room and one (1) invitation to reception. We have approximately 100 guests at this reception.

PRESIDENT'S RECEPTION

One (1) Opportunity

Two invitations to reception Saturday evening and recognition from the podium and signage

TUESDAY EVENING AFTER PARTY

One (1) Opportunity

Recognition sign with company name and logo at entry to room and one (1) ticket to the Awards Dinner



CAPSTONE SCHOLARSHIPS

CAPSTONE SCHOLARSHIPS

Five (5) Opportunities \$5,000 ERAPPA Member/ \$5,750 Non Member

Booths: 16, 17, 23, 27, 60

BENEFITS:

- Identified as a Capstone Scholarship sponsor on all media Guidebook APP, 2021 newsletter, 2021 website and recognition signage
- Two (2) full business partner registrations for the conference
- One (1) invite to the First Time Attendee Reception
- Opportunity to provide one piece of collateral and/or promotional item to be included in delegate bag, must be approved by committee
- Receipt of registered attendee list one month prior to conference
- Company logo cycles on the ERAPPA 2021 home page
- Company highlight in the monthly ERAPPA 2021 newsletter
- One exhibit booth in premier location
- Verbal recognition from the podium

New to ERAPPA 21 is an initiative for sponsoring attendees to the conference from the ERAPPA member institutions. This sponsorship will enhance the professional development resources that are already scarce and potentially more due to the Pandemic. Business Partners look forward to meeting attendees and learning about their institutional needs. Educational attendees meet their peers, engage in meaningful dialogue with service providers, and gain invaluable experiences.

The Capstone Scholarship will cover the cost of a full registration and hotel expenses for 3 nights for an institutional attendee.



INFLUENCER SPONSOR

Fifteen (15) Opportunities

\$4,500 Member / \$5,250 Non Member

Booths: 28, 29, 33, 42, 54, 55, 59, 63, 64, 68, 69, 70, 74, 80, 91

BENEFITS:

- Identified as an Influencer sponsor on all media Guidebook APP, 2021 newsletter, 2021 website and recognition signage
- Two (2) full business partner registrations for the conference
- Provided a 25-minute Tabletop Session in the Hall of Resources during exhibiting hours (see side)
- Opportunity to provide one piece of collateral and/or promotional item to be included in delegate bag, must be approved by committee
- Receipt of registered attendee list one month prior to conference
- Company logo cycles on the ERAPPA 2021 home page
- Company highlight in the monthly ERAPPA 2021 newsletter
- One exhibit booth in premier location
- Verbal recognition from the podium

As a new initiative this year, ERAPPA 2021 is offering 25-minute Tabletop presentations to our VISIONARY, MOTIVATOR, TRAILBLAZER and INFLUENCER sponsors. Limited to 4 sessions at a time throughout the exhibit hall, Tabletop presentations are a way to connect with attendees using your preferred presentation methods – laptop or monitor display, demonstration, or simply talking to your audience.

TABLETOP PRESENTATION DETAILS

What's included:

- A standard booth size table with cloth covering
- Access to power

What do I need to bring?

- Any presentation materials you deem appropriate (laptop, monitor, presentation boards, tools/equipment)
- Your expertise, enthusiasm, and vision!
Please note:
- In order to minimize distraction from our loyal booth exhibitors, no amplified audio or seating will be permitted
- All materials must fit on a table top
- In order to accommodate all timeslots, sessions will begin and end promptly. Please be ready to set up and break down efficiently.
- Tabletops will not be juried, however content should reflect industry appropriate material and be in keeping with the ERAPPA code of conduct.

How will people know I'm there?

- The Tabletop presentation schedule will be listed on the website and in the full program and indicated on the schedule at a glance
- We encourage all presenters to let their clients and colleagues know

How do I reserve my spot?

- Reserve your timeslot when you book your sponsorship and reserve your booth.



FOUNDATION SCHOLARSHIPS

Five (5) Opportunities

\$4,000 ERAPPA Member / \$4,750 Non Member

Booths: 19, 89, 99, 100, 101

BENEFITS:

- Identified as a Foundation Scholarship sponsor on all media Guidebook APP, 2021 newsletter, 2021 website and recognition signage
- Two (2) full business partner registrations for the conference
- One (1) invite to the First Time Attendee Reception
- Opportunity to provide one piece of collateral and/or promotional item to be included in delegate bag, must be approved by committee
- Receipt of registered attendee list one month prior to conference
- Company logo cycles on the ERAPPA 2021 home page
- Company highlight in the monthly ERAPPA 2021 newsletter
- One exhibit booth in premier location
- Verbal recognition from the podium

New to ERAPPA 21 is an initiative for sponsoring former First Time Attendees to attend the conference from the ERAPPA member institutions. The second time an attendee returns to an ERAPPA Conference, they are able to absorb so much more information and engage on a different level. Often their institutional employer has limited funding and has to make difficult decisions on which employees can attend an ERAPPA Annual Conference. This sponsorship will ease that burden and get deserving employees the opportunity to participate in this extraordinary event.

The Foundation Scholarship will cover the cost of a full registration for an institutional attendee.



AMBASSADOR SCHOLARSHIPS

Ten (10) Opportunities

\$3,700 ERAPPA Member / \$4,450 Non Member

Booths: 3, 32, 41, 45, 46, 47, 58, 61, 93, 98

BENEFITS:

- Recognition by ERAPPA for the contribution to its scholarship fund
- Two (2) full business partner registrations for the conference
- One (1) invite to First Time Attendee Reception
- Receipt of registered attendee list one month prior to conference
- One exhibit booth in premier location

Attending an annual ERAPPA Conference is one of the most rewarding learning experiences for educational facilities professionals. The conference learning experience begins with the conference registration and never ends as attendees meet business partners, attend educational sessions, and engage in socialization activities. This experience allows them to bring back a wealth of information to their campuses. Attending an annual conference is a fulfilling experience. However, there is never enough funding for everyone and sometimes the facilities employees must wait until it is their turn to attend the annual conference. For the last 8 years, Business Partners have sponsored the Ambassador Scholarship Program. This highly successful program has created opportunities for the newest professionals to attend the Annual ERAPPA Conference.



EXHIBIT ONLY SPONSOR

Forty (40) Opportunities
\$3,450 Member / \$4,200 Non Member

BENEFITS:

- Two (2) full business partner registrations for the conference
- Receipt of registered attendee list one month prior to conference
- One exhibit booth

GENERAL INFORMATION:

- Exhibit booth size is 8'x10'. Booth fee includes pipe and drape, one 6' draped table, two chairs, 1 wastebasket, and 7"x44" one-line ID sign.
- Premier booth location is based on sponsorship level and date of receipt of payment.
- The Valley Forge Casino Resort WILL NOT accept materials or shipments sent directly to the Resort. Shipping instructions will be provided.
- Costs of the use of any AV equipment are not included in the booth price and must be ordered separately.
- Electrical is NOT included in booth price. Electrical order forms will be supplied in the Exhibitor Kit.
- ERAPPA reserves the right to change the floor plan without notice.
- ERAPPA reserves the right to accept or reject any application at its sole discretion.
- Full conditions of participation are listed on the conference website **www.ERAPPA2021.org**.

SCHEDULE OF TABLE TOP SESSIONS:

Four (4) Sessions during each time slot will be available.

Monday, October 4: 9:30am-9:55am
Monday, October 4: 10:00am-10:25am
Monday, October 4: 11:30am-11:55am
Monday, October 4: 12:00pm-12:25pm
Monday, October 4: 12:30pm-12:55pm
Monday, October 4: 2:00pm-2:25pm
Monday, October 4: 2:30pm- 2:55pm
Tuesday, October 5: 8:00am-8:25am
Tuesday, October 5: 8:30am-8:55am
Tuesday, October 5: 9:00am-9:25am

FLOOR PLAN



SPONSORSHIP LEVELS:

- Visionary
- Motivator
- Trailblazer
- Zoomed In
- Capstone
- Influencer
- Foundation
- Ambassador
- ★ ERAPPA