

# **APLUS+ Personalized Learning Network Association 17<sup>th</sup> Annual Conference 2019**

## **Call for Presenters, Sponsors, Exhibitors**

**Deadline for Submissions: August 23, 2019**



***"Strengthen That Which We Can Control"***

**Wednesday October 23<sup>rd</sup>—Friday, October 25<sup>th</sup>, 2019  
Bahia Resort Hotel, Mission Bay  
San Diego, California**

***the Association of Personalized Learning Schools & Services***

*Every Child's Learning is Personal*

***[www.theaplus.org](http://www.theaplus.org); [www.voice4choice.org](http://www.voice4choice.org)***



# APLUS+ Conference 2019 Overview

With California's 2018 elections for key policy-making offices such as Governor, State Superintendent of Public Instruction, and the State Legislature now behind us, the results are what they are.

The relentless assault by many in the status quo education system against parent and student school choice, and particularly against public charter schools, will not cease and will likely intensify in the near future.

What we can do best in this challenging climate is focus on strengthening that which we can control. The ongoing attack against school choice and charter schools requires, more than ever, that our Personalized Learning public charter school members be ever vigilant and committed to stand on high ground of academic excellence and fiscal and operational accountability. We must stand united and strong on the **four pillars of sustainability**:

- **Accountability and Transparency**
- **Student Intake and Growth Achievement Data**
- **Personalized Learning Brand Identity & Sharing Our Success Stories**
- **Building Community Relationships and Allies**



As contentious and antagonistic as the climate may appear to be, we must always remember that we are here first and foremost for the kids who choose us. We must remain ever steadfast in our vision to PUT STUDENTS FIRST and ensure their education success and preparation for 21<sup>st</sup> century college and career pathways through our Personalized Learning model. Our individual and collective ability to adapt to the ever challenging and changing climate in which we serve will determine how well we will be able to survive and sustain ourselves in the future.

Our annual APLUS+ Network Association Conference affirms and demonstrates our strong commitment to provide ongoing professional development, training, and networking opportunities to support our members. Our annual conference goal is to ensure that our school leaders, staff, teachers, and board members are fully apprised of all relevant issues, laws, regulations, best practices, and the latest innovative education products and services. Our collective willingness and ability to share our innovative best practices with each other annually helps to ensure that all of our member schools may be the best they can possibly be to successfully meet the needs of the tens of thousands of K-12 students they serve.



**Personalized Learning**  
**PUBLIC Charter Schools**  
**put STUDENTS FIRST!**



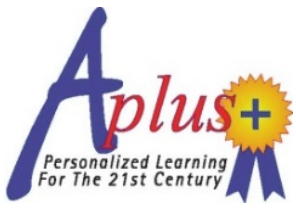
## Who Should Attend APLUS+ Network Conferences?

APLUS+ Network conferences are ideally designed for educational and administrative leaders and decision-makers whose school mission embraces the Personalized Learning model for their students. Our Personalized Learning professional development content is largely focused on instructional best practices, with about 2/3 of sessions being dedicated to proven teaching and learning practices that help all students succeed. About 1/3 of our sessions are focused on leadership best practices, as well as legal and regulatory compliance issues that are specifically relevant to independent study, nonclassroom-based charter schools.



## APLUS+ Conference 2019 Exhibitors

Our 2019 APLUS+ Conference will welcome up to 30+ resource providers and exhibitors whose products and services are designed to enhance and support public charter schools that personalize learning. Our conference exhibitors are typically comprised of APLUS+ Preferred Partners and affiliates that provide a wide variety of educational products and services, as well as back-office, legal, financial, community relations, advocacy, and other consulting services. Our member schools are committed to partner with high quality, outside providers to assist them in their Personalized Learning mission and vision, and in their commitment to high standards of academic excellence and to fiscal and operational accountability. Many APLUS+ Preferred Partners will also provide on-site training opportunities for attendees to learn more about their high quality products and services.



# APLUS+ Conference 2019

## Call for Workshop and Session Presenters

For the 17<sup>th</sup> consecutive year, the APLUS+ Personalized Learning Network Association Conference embodies our passionate commitment to offer professional development opportunities that are exclusively focused on topics and issues that are most critically important to Personalized Learning Public Charter Schools (a.k.a.: those that are non-classroom-based, independent study classified). Plan to bring your entire leadership and decision-making team, teachers, and staff to the 2019 APLUS+ Network Conference!

### **A TOTAL OF 10 OR MORE TWO-HOUR INTENSIVE WORKSHOPS!**

To kick off our 2019 conference we will offer a variety of two-hour workshop format to delve more deeply into topics of critical interest to Personalized Learning teachers and administrators. Our 2019 conference will offer at least 10 two-hour in-depth workshops on Wednesday afternoon, October 23<sup>rd</sup>.

### **MORE THAN 40 BREAKOUT SESSIONS COVERING YOUR MOST CRITICAL TOPIC STRANDS!**

Topic experts representing APLUS+ member schools, preferred partners, and affiliates will be offering collectively more than 40 one-hour and fifteen minute breakout sessions during Thursday and Friday of the conference. Subject to adjustments based upon session submissions, our proposed 2019 APLUS+ conference topic strands are as follows:



- **Administrative Leadership**
- **Compliance and Legal Issues**
- **Data Collection and Sharing Your Success Stories**
- **Managing Successful Meal Programs in Personalized Learning**
- **Instructional Strategies**
- **Preparing Students for Their Goals in Life**
- **Specialized Programs for Personalized Learning Students**
- **Preferred Partner Training Sessions**

As always, the strength and success of our annual conference is predicated on the willingness of our members to share their expertise and best practices with their fellow members.

### **SUBMITTING YOUR WORKSHOP/BREAKOUT SESSION PROPOSAL: DUE NO LATER THAN AUGUST 23, 2019**

Access the following link online either directly or through the APLUS+ Network website home page at [www.theaplus.org](http://www.theaplus.org) to complete and submit your workshop or breakout session proposal:

**<https://aplusnetwork.wufoo.com/forms/z1hi0t190yf1fab/>**



### **APLUS+ Conference 2019 Presenter Bonuses**

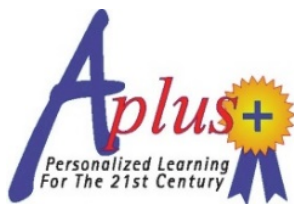
In heartfelt appreciation for your willingness to share your expertise and best practices with your fellow members and conference attendees, APLUS+ Conference 2019 Presenters will receive a:

✓ **10% Discount on Conference Registration Fee**

✓ **Special Presenter Appreciation Gift**

✓ **Second Entry in Our Signature Bon Voyage "Have Your Cake & Eat It Too" Farewell Reception and Drawing**





# **APLUS+ Conference 2019**

## **Call for Conference Sponsors**

### **Sponsorship Program and Registration Form**

#### **Final Deadline for Sponsorship Reservations: August 23, 2019**

APLUS+ anticipates 300+ attendees at this year's 17<sup>th</sup> annual conference. Organizations interested in gaining greater promotional exposure and recognition for their support of the APLUS+ Network and Personalized Learning movement may do so during the 2019 APLUS+ conference by becoming a conference sponsor. Organizations may choose from one of three conference sponsor levels as described below. Sponsorships are open to current APLUS+ member schools, current APLUS+ Preferred Partners, and affiliate association and organization partners. Sponsorship reservations and payments are due in full no later than August 23, 2019.

#### **Sponsorship Levels & Benefits**

Sponsorship level differences are **highlighted in bold below**. Please note: Conference program advertisements may also be upgraded for the difference in cost between the sponsorship benefit level and the stand-alone advertisement space price pending availability.

##### **AAA+ (\$6,000 contribution)**

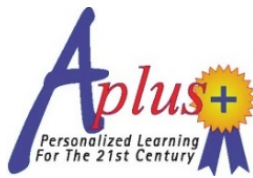
- **Up to FOUR FREE conference attendee registrations**
- **A second exhibit table/space FREE**
- **Full page COLOR advertisement priority placement on front inside cover, back inside cover, or back cover of APLUS+ Conference Program Guide**
- **Conference attendee contact list after registration closes and prior to conference start date**
- **FIRST** Priority primary foyer exhibit space location
- **FIRST** Priority for scheduling for session presentation
- **FIRST** Priority for conference program guide advertising placement
- Sponsor logo listing on APLUS+ Conference sponsor page in APLUS+ conference program
- Company logo printed on every APLUS+ Conference tote bag
- Company brochures/flyers inserted into every attendee tote bag
- Honorable mention and expression of appreciation during Conference opening session

##### **AA+ (\$3,000 contribution)**

- **TWO FREE conference attendee registrations**
- **A second exhibit table/space FREE**
- **Full page COLOR advertisement within APLUS+ Conference Program Guide**
- **Conference attendee contact list after registration closes and prior to conference start date**
- **SECOND** Priority primary foyer exhibit space location
- **SECOND** Priority for scheduling for session presentation
- **SECOND** Priority for conference program guide advertising placement
- Sponsor logo listing on APLUS+ Conference sponsor page in APLUS+ conference program
- Company logo printed on every APLUS+ Conference tote bag
- Company brochures/flyers inserted into every attendee tote bag
- Honorable mention and expression of appreciation during Conference opening session

##### **A+ (\$1,500 contribution)**

- **ONE FREE conference attendee registration**
- **A second exhibit table/space FREE**
- **½ page COLOR advertisement within APLUS+ Conference Program Guide**
- **THIRD** Priority primary foyer exhibit space location
- **THIRD** Priority for scheduling for session presentation
- **THIRD** Priority for conference program guide advertising placement
- Sponsor logo listing on APLUS+ Conference sponsor page in APLUS+ conference program
- Company logo printed on every APLUS+ Conference tote bag
- Company brochures/flyers inserted into every attendee tote bag
- Honorable mention and expression of appreciation during Conference opening session



## **APLUS+ Conference 2019** **Sponsorship Registration Form**

### **APLUS+ Sponsor Information:**

Organization Name: \_\_\_\_\_

Contact First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Title (Position): \_\_\_\_\_

Contact Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

### **Please Select Your Sponsorship Contribution Level:**

- ☐ **AAA+ (\$6000 contribution)**  
☐ **AA+ (\$3000 contribution)**  
☐ **A+ (\$1500 contribution)**

### **Preferred Booth/Exhibit Space Location**

Please Select Your Preferred Booth/Exhibit Location (top three preferences.

**(See Meeting Space map on page 6 and Exhibitor Space Layout on page 7):**

**Foyer:** #F1, F2, F3, F4, F5, F6, F7, F8, F9, F10, F11, F12

**Mission A Room:** #M1, M2, M3, M4, M5, M6, M7, M8, M9, M10, M11, M12, M13, M14, M15, M16, M17, M18

If you are reserving two exhibit tables/spaces, please indicate which two tables/spaces together:

#1 Preference \_\_\_\_\_ #2 Preference \_\_\_\_\_ #3 Preference \_\_\_\_\_

For sponsorship reservations on a first come, first served basis for the APLUS+ 2019 Conference,  
Please email this completed form to: [jeffrice@jps.net](mailto:jeffrice@jps.net)  
Or fax to: 530-432-3610

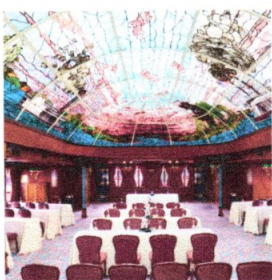
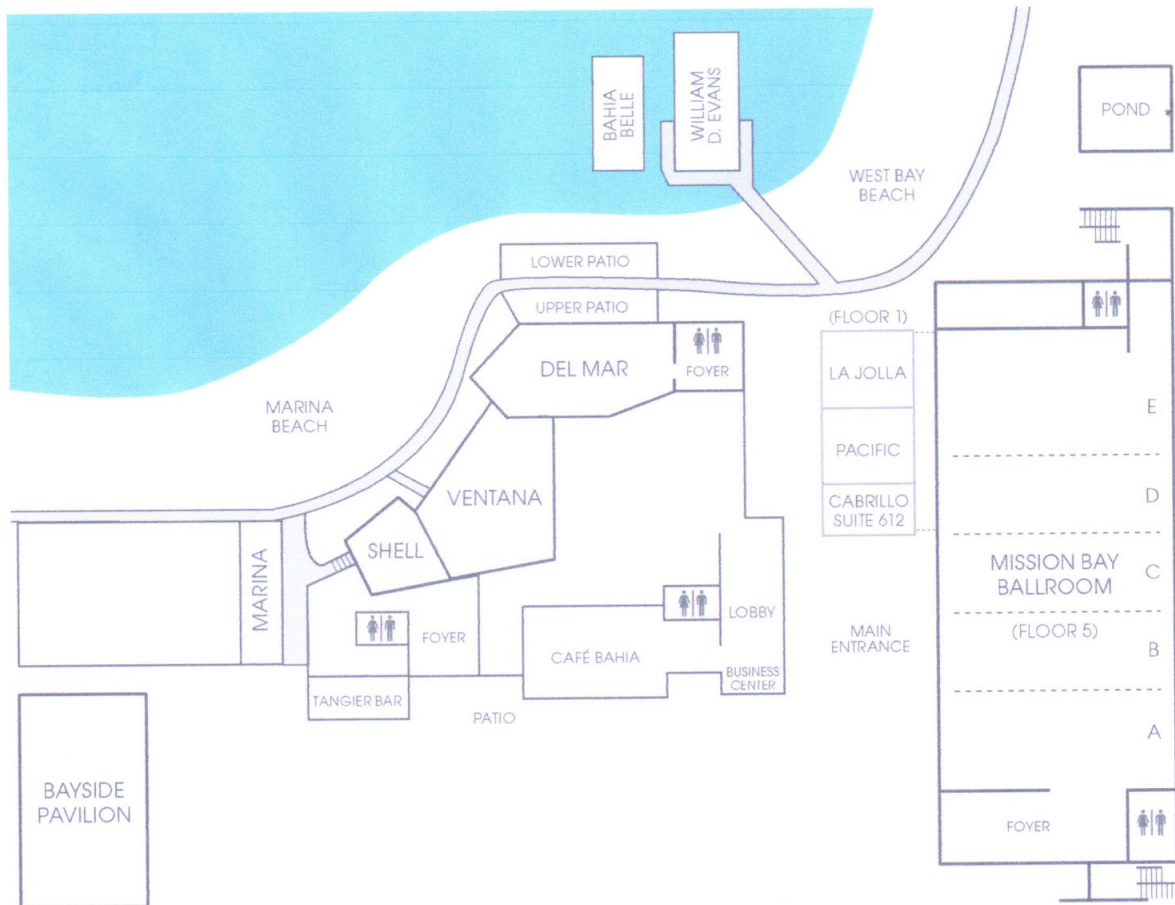
Please make your APLUS+ Conference 2019 sponsorship checks payable to APLUS+ and mail to:

APLUS+  
Attn: Jeff Rice  
18820 Lodestone Court, Penn Valley, CA. 95946

For sponsorship inquiries, please contact Jeff Rice, Founder/Director, APLUS+ at:  
Email: [jeffrice@jps.net](mailto:jeffrice@jps.net); Phone: 530-432-3609; Cell: 530-913-7693

# APLUS+ Conference 2019

## Bahia Resort Hotel Meeting Space Map



858.539.7700 | [BahiaHotel.com](http://BahiaHotel.com) | 998 West Mission Bay Drive | San Diego, California 92109

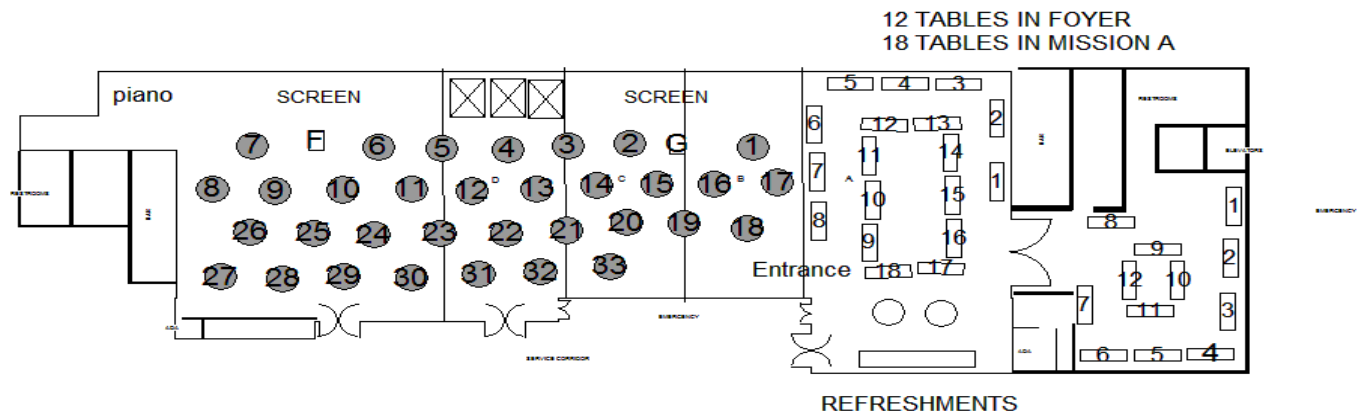
# **APLUS+ Network Conference 2019** **Bahia Resort Hotel, Mission Bay** **Exhibitor Space Layout**

## **Prime APLUS+ Conference 2019 Sponsor Exhibit Spaces**

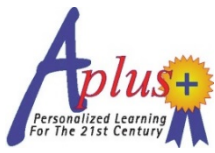
Prime location 8' exhibit tables/spaces located in the Foyer below are reserved for APLUS+ Conference 2019 Sponsors and numbered #F1-F12 as labeled below. AAA+ Level Sponsors will have first choice location preference, followed by AA+ Level Sponsors, and then A+ Level Sponsors. Sponsorship exhibit locations shall only be assigned once a completed Sponsor Form, Exhibitor Registration Form and payment have been received on a first come, first served basis within each designated sponsorship level.

## **Standard APLUS+ Conference 2019 Exhibitor Spaces**

Standard 8' exhibit tables/spaces for APLUS+ Conference 2019 Exhibitors are located around the Mission A room below and are assigned on a first come, first served basis, once a completed Exhibitor Registration Form and payment have been received. Exhibitor spaces are numbered #M1-M18, as diagrammed below.







# APLUS+ Conference 2019 Call for Exhibitors

## Exhibitor Registration Form

**Please print clearly, and fill out one exhibit registration form per company only.**

**PLEASE NOTE: Exhibitors must complete a separate online conference registration form with payment for each representative attending the conference either at the APLUS+ member or nonmember rate.**

### **APLUS+ Conference 2019 Exhibitor Information:**

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

Company Contact-First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Title (Position): \_\_\_\_\_

Contact Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

### **Exhibitor Categories:**

**APLUS+ Conference Sponsors:** Exhibit space and registration fees for one or more attendees (depending on sponsorship level) are FREE for APLUS+ Conference Sponsors. See page 4 of this brochure for a complete list of sponsorship benefits and associated costs. For conference sponsors, please complete this form along with page 5 of this brochure, and register all attendees through the online conference registration link below.

**APLUS+ Preferred Partners:** One 8' x 30" draped table display or 8' exhibit space at the annual APLUS+ Network Conference is FREE for all APLUS+ Preferred Partners. However, conference registration fees do apply for each representative attending from APLUS+ Preferred Partners at the APLUS+ member rate. For exhibiting APLUS+ Preferred Partners, please complete the form on this page and register all attendees through the online conference registration link below. Additional 8' tables/spaces may be reserved by Preferred Partners at a cost of \$250 per table/space. APLUS+ Conference 2019 Preferred Partner Sponsors receive one or more free conference registrations included and a second exhibit table/space at no additional cost.

**Other Exhibitors (non-APLUS+ Preferred Partners and non-Sponsors):** The exhibit booth space fee for non-Preferred Partners and non-Sponsors is \$400 for one 8' table or display space, plus the cost of conference registration at the non-member rate. For exhibiting as a non-APLUS+ member or non-Sponsor, please complete the form on this page and register all attendees through the online conference registration link below at the non-member rate. Additional 8' tables/spaces may be also be reserved by non-Sponsor and non-Preferred Partner Exhibitors at a cost of \$350 per table/space.

### **APLUS+ 2019 Conference Exhibitor Requirements:**

- EXHIBIT SPACE ATTENDANCE:** Each exhibitor must have one or more representatives available at their exhibit table for both conference exhibit days, Thursday-Friday, October 24-25, 2019 for interested attendees. No partial-day or completely unattended exhibits will be allowed during prime exhibit times (in-between sessions), and we would prefer that exhibitors remain until the end of the conference at 11:30 am on the 25th. Premium sponsor and standard exhibit spaces will include one 8'x30" boxed linen table with (2) chairs and a wastebasket. Exhibitors may also bring their own portable display.
- EXHIBITOR CONFERENCE REGISTRATION:** In addition to all associated exhibit table/space costs described above, conference registration fees apply to all Exhibitor representatives attending, with the exception of designated conference sponsor representatives. Please access the APLUS+ online conference registration form here to register all attendees from your organization:

**<https://aplusnetwork.wufoo.com/forms/k6v0jpe1iewsh5/>**

### **Please check the following that apply:**

- ☐ **Yes**, Please reserve 1 (one) 8' draped table for display
- ☐ **Yes**, Please reserve 1 (one) display space for me, but I will be bringing my own portable company display
- ☐ **Yes**, Please reserve an additional \_\_\_\_\_ 8' draped table(s) or space for my display for an additional \$\_\_\_\_\_.

**TOTAL # EXHIBIT TABLES/SPACES RESERVED:** \_\_\_\_\_ **TOTAL EXHIBIT TABLE/SPACE COST \$** \_\_\_\_\_

**Preferred Exhibit Space Location Reservations:** Please indicate your top three exhibit space locations by letter and number (F for Foyer and M for Mission A room. See exhibit space layout on page 7 of this document for details). Sponsor exhibit space reservations in the Foyer shall only be assigned once a completed Sponsor Form, Exhibitor Registration Form and payment have been received on a first come, first served basis by designated sponsorship level. Non-sponsor exhibit space reservations in the Mission A Room shall be assigned on a first come, first served basis once a completed Exhibitor Registration Form and payment have been received.

**Choice #1** \_\_\_\_\_

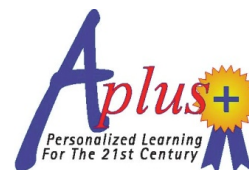
**Choice #2** \_\_\_\_\_

**Choice #3** \_\_\_\_\_

**Please return this form along with your registration forms and payment to:**

APLUS+, Attn: Jeff Rice, 18820 Lodestone Court, Penn Valley, CA. 95946





## **APLUS+ Network Conference 2019** **Additional Exhibitor Information**

### **APLUS+ Conference Attendees Overview:**

APLUS+ anticipates from 300-400 attendees at this year's 17<sup>th</sup> annual conference. Typically, our attendee mix is approximately 2/3 teachers and 1/3 administrators and board members, mostly representing APLUS+ Network Personalized Learning public charter school member schools. APLUS+ Network membership is currently comprised exclusively of California-based Personalized Learning Public Charter Schools and Preferred Partners. Our conference is primarily driven by instruction-related best practices, followed by Leadership and Administrative best practices. Our current APLUS+ Network membership is comprised of approximately 75 Personalized Learning Public Charter Schools, collectively serving more than 75,000 K-12 students, and approximately 20 Preferred Partner education product and service organizations.

### **Exhibit Tables/Spaces:**

Each APLUS+ Conference exhibitor will receive one 8' x 30" draped table, or an eight-foot wide reserved space in which to set up their own booth display. Two chairs, a wastebasket, and Wi-Fi internet access are also included standard.

### **Exhibit Hours:**

Conference exhibit hours are from 7:00 am to 5:30 pm on Thursday, October 24<sup>th</sup> and 7:00 am to 11:30 am on Friday, October 25<sup>th</sup>.

### **Exhibit Set Up:**

Exhibitor displays may be assembled after 12:00 pm on Wednesday, October 23<sup>rd</sup>. Display tables and spaces will be pre-assigned and designated with the exhibitor company name on a laminated table top sign. Conference sponsors receive first priority for exhibit space location.

### **Exhibit Break Down:**

Exhibitor displays may be dismantled by or after 11:30 am on Friday, October 25<sup>th</sup>.

### **Internet Access:**

Wi-Fi Internet access for your exhibit is complimentary as part of your exhibit space cost.

### **Electricity:**

Electrical supply for your exhibit must be arranged separately through the Bahia Resort Hotel.

### **Special Exhibit Supply Needs:**

NOTE: If you require special electrical needs, a/v rental equipment, or other special equipment or supplies, etc. for your exhibit, you must arrange for these items directly with the Bahia Resort Hotel. APLUS+ is not responsible for arranging for special exhibit needs or for any associated costs to provide for those services.

### **Shipping and Receiving Procedures:**

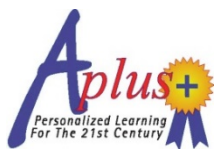
Please see the Bahia Resort Hotel Shipping Instructions here.

#### **SHIPPING INSTRUCTIONS**

##### **SHIPPING MATERIALS TO THE BAHIA**

Due to limited storage space we require that all materials being delivered to the hotel arrive no more than three business days prior to your conference. The Hotel cannot accept boxes over 50 pounds. Please note that Hotel does not have a forklift to move crates or pallets and they will not be accepted. All boxes shipped directly to the Bahia Resort Hotel must be labeled as follows:

Guest Name  
Conference Name  
Date of Conference  
"HOLD FOR ARRIVAL"  
Bahia Resort Hotel  
998 W. Mission Bay Dr.  
San Diego, CA 92109



# APLUS+ Conference 2019 Call for Advertisers Advertising Program Overview

Deadline for Advertising Submission: September 13, 2019

APLUS+ anticipates anywhere between 300-400 attendees at this year's 17<sup>th</sup> annual conference. Typically, our attendee mix is comprised of approximately 2/3 teachers and 1/3 administrators and board members. Organizations interested in gaining greater promotional exposure and recognition for their support of the APLUS+ Network and Personalized Learning movement may do so during the 2019 APLUS+ conference by advertising in the APLUS+ Conference Program Guide. Conference Program Guide advertisements are reserved on a first-come, first-served basis and are open to current APLUS+ member schools, current APLUS+ Preferred Partners, and affiliate association and organization partners. Conference sponsors receive first priority on advertising placement in the APLUS+ Conference Program Guide. Payments for Conference Program Guide advertisements are due in full no later than September 13, 2019.

## **APLUS+ Conference Program Guide Advertising**

### **Rates:**

**Back cover (color)** Available first for AAA+ conference sponsors. Otherwise, reserved on a first-come, first-served basis: Full page only: \$1495

**Inside front or inside back cover (color)** Available first for AAA+ conference sponsors. Otherwise, reserved on a first-come, first-served basis: full page: \$995; 1/2 page: \$550

**Inside first or last color page, front or back** Available first for AA+ conference sponsors. Otherwise, reserved on a first-come, first-served basis: full page: \$895; 1/2 page: \$495

**Back page of inner section** (black and white): Available first for A+ conference sponsors. Otherwise reserved on a first-come, first-served basis: full page: \$595; 1/2 page: \$350; 1/4 page: \$195; Business card: \$150

**Inner section** (black and white)  
full page: \$495; 1/2 page: \$295; 1/4 page: \$150; Business card: \$100

### **Advertising Specifications:**

- All ads must be high resolution press-ready pdf files (no Microsoft Word or Publisher files).
- All images need to be 300 dpi. Most images downloaded off websites are low resolution and cannot be used for print advertising.

### **Ad Sizes:**

- Full page non-bleed 7.375 inches wide x 10 inches tall
- Full page bleed 8.625 inches wide x 11.25 inches tall
- 1/2 page 7.375 inches wide x 4.875 inches tall
- 1/4 page 3.5281 inches wide x 4.875 inches tall
- 1/8 page 3.5281 inches wide x 2.3125 inches tall

For ad space reservations for the APLUS+ Conference 2019 Program Guide,  
Please contact Jeff Rice, Founder/Director, APLUS+ at:  
Email: [jeffrice@jps.net](mailto:jeffrice@jps.net); Phone: 530-432-3609; Cell: 530-913-7693

