

the Association of Personalized Learning Schools & Services

Every Child's Learning is Personal

APLUS+ Network Conference 2021

Call for Presenters, Sponsors, Advertisers & Exhibitors

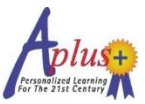
Deadline for Submissions: August 31, 2021



18th Annual APLUS+ Network Conference

***"Personalized Learning:
Hope for a Brighter Future"***

**Wednesday October 20th—Friday, October 22nd, 2021
Sheraton Park Anaheim Resort Hotel
Anaheim, California**



APLUS+ Network Conference 2021 Overview

After a one year hiatus from our annual APLUS+ Network conference due to the COVID pandemic, we are moving full speed ahead with resuming our traditional in-person annual networking event. It's time to move past zoom meeting burnout and get everyone together and celebrate!

APLUS+ is excited to announce our return to the land of the Magic Kingdom, of hope and promise, dreams and aspirations, and the "Happiest Place on Earth" to host our 18th annual network association conference in 2021 at the Sheraton Park Resort Hotel in Anaheim, California, just a 10 minute walk from Disneyland®. In tandem with this uplifting Disneyland® spirit and the anticipated emerging light at the end of the COVID tunnel, our optimistic and promising 2021 APLUS+ conference theme is: **"Personalized Learning: Hope for a Brighter Future"**. To this end, I am honored to introduce you to our official honorary host, guide, and conscience, Mr. Jiminy Cricket, so awarded "Official Conscience" by the Blue Fairy herself in the timeless original animated film classic, "Pinocchio" (1940).



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



Through our 21st century Personalized Learning model and movement, we stand united in our commitment to putting the needs, interests and goals of students first and supporting all students who are choosing our member schools and Personalized Learning delivery model as a better match for their education needs as part of their "hope for a brighter future". Our APLUS+ network statewide data research project results are proving that Personalized Learning public charter schools are making a positive difference in the academic achievement over time of tens of thousands of students annually, and particularly those who have been disadvantaged by both prior and current circumstances, thus giving our model and movement "hope for a brighter future".

It continues to be shocking news that our Personalized Learning model and successes remain under relentless, unwarranted, and unjustified attack by opposing forces whose self-serving agenda and motives are rooted in monopolistic power and control over the public education system and not in what is best for students. So threatened are they by the positive differences we are making through the years in the lives of hundreds of thousands of students that they have tragically failed has driven them to spending millions of dollars in asserting outright fabricated propaganda lies, misinformation, twisted reasoning, skewed and proportion statements and talking points, and biased research reports. They further leverage their skewed perspectives and conclusions to engage in a sinister political campaign to undermine and squelch high quality, accountable public schools and turn against honest, integrity-based, dedicated, hard-working educators, administrators, staff, and Board members such as yourselves.



Despite the hurdles, obstacles, and challenges we face, we must endure by standing united in our vision and principles, and remain steadfast in our commitment to serving all students in Personalized Learning programs that are firmly rooted in integrity, transparency, accountability, and academic excellence. Our ability to stand united in our collective commitment to our Personalized Learning model vision, dreams, and aspirations gives us the strength, courage, resolve, and perseverance to "hope for a brighter future".

Disney's signature theme song is "When You Wish upon a Star" and is sung by our honorary host, Jiminy Cricket, in the animated original film classic "Pinocchio" (1940). The words, which may be as relevant for us and our tens of thousands of students today as ever, align beautifully with our conference theme, and are as follows:



[JIMINY CRICKET]

*When you wish upon a star
Makes no difference who you are
Anything your heart desires
Will come to you*

*If your heart is in your dream
No request is too extreme
When you wish upon a star
As dreamers do*

[Chorus]

*Fate is kind
She brings to those who love
The sweet fulfillment of their secret longing*

*Like a bolt out of the blue
Fate steps in and sees you through
When you wish upon a star
Your dreams come true*



Who Attends APLUS+ Network Conferences?



We are anticipating that our 2021 conference will welcome between 300-400 attendees. Typically, APLUS+ Network conferences attract a high percentage of both educational and administrative decision-makers who are either on the leading edge of providing an innovative, Personalized Learning model for all of their students, or who are interested in developing a Personalized Learning model for their schools. This Personalized Learning model is founded upon providing diverse choice and flexibility in how, what, when, where, and with whom each student learns, and embraces collaborative partnerships towards each student's educational success with parents and the greater community. The majority of our attendees represent California public charter schools that are statutorily classified as "nonclassroom-based, independent study" type charter schools.

In addition, our 2021 APLUS+ Conference will have the capacity to accommodate up to 30 exhibitors or more. Our exhibitors are typically comprised of APLUS+ Preferred Partners and affiliates that provide a wide variety of educational, back-office, and consulting products and services that enhance and support our member schools in their Personalized Learning mission and vision.



Professional Development Workshops, Breakout Sessions, and Networking Discussions

APLUS+ Conference workshops, breakout sessions, and networking discussions will be tailored specifically to the needs and interests of key school decision-makers and stakeholders, including Board Members, CEO's, Directors, Site Administrators, CFOs, Curriculum Coordinators and Developers, Counselors, Technology Specialists, Mentor Teachers, Teacher Guides, Special Education and Special Needs Teachers, and more. Proposed topics may include but not be limited to:



- **Administrative Leadership**
- **Assessment & Accountability Strategies for Personalized Learning**
- **Community Relations, Outreach, and Advocacy Strategies & Successes**
- **Compliance, Financial, and Legal Issues in the "New Era"**
- **COVID Response Innovations in Personalized Learning**
- **Data Collection, Analysis, & Reporting Strategies**
- **Instructional Strategies for Achievement**
- **Preparing Students for Their Goals in Life**
- **Specialized Programs for Personalized Learning Students**
- **Preferred Partner Training Sessions**

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

To kick off our 2021 conference we will offer at least 10 two-hour in-depth workshops on Wednesday afternoon, October 20th. Workshop proposals may be submitted by a single presenter, a panel of presenters, or a discussion facilitator seeking to offer a more in-depth exploration in a particular topic area of interest.

MORE THAN 50 BREAKOUT SESSIONS COVERING YOUR MOST CRITICAL AREAS OF INTEREST!

Over the course of a day and a half throughout Thursday and Friday morning of the conference, APLUS+ will be offering more than 50 one-hour and fifteen minute breakout sessions and networking discussions. Breakout sessions proposals may be submitted by a single presenter, a panel of presenters, or a discussion facilitator in your area of expertise.



INFORMAL ROUNDTABLE DISCUSSIONS AND PATIO PROMPTERS (NEW!)

Interested in a more casual and informal networking discussion? Consider facilitating either a roundtable discussion in one of our designated breakout session rooms or a really relaxing and casual networking "patio prompter" discussion in one of our two designated outside patio areas (no tech equipment support). Simply volunteer to be the discussion facilitator and submit your proposed topic and description for an old fashioned casual group discussion and we will reserve a chat space for you!

SUBMIT YOUR WORKSHOP/BREAKOUT SESSION PROPOSAL BY AUGUST 27, 2021

Share your expertise, best practices, and enthusiasm with your fellow colleagues! Access the following link online to complete and submit your workshop, breakout session or networking discussion proposal no later than August 27, 2021:

<https://aplusnetwork.wufoo.com/forms/zl0k2yp0k6sql0/>



APLUS+ Conference 2020 Presenter Bonuses

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. Plan to share your wealth of knowledge and experience during our 2020 conference, and in heartfelt appreciation for your willingness to share your expertise and best practices with your fellow members and conference attendees, you 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+ Evening Receptions & Bon Voyage Farewell Reception & Drawing

Our 18th annual APLUS+ Conference will once again feature our popular evening networking receptions on Wednesday evening following our workshops, and on Thursday evening following our breakout sessions. A dedicated exhibitor networking opportunity will follow lunch and our keynote presentation on Thursday. Following our breakout sessions on Friday morning we will bid our conference attendees a fond farewell with our signature Bon Voyage "Have Your Cake & Eat It Too" Farewell Reception and Drawing. Stay until the end for your chance to win one of several prizes!

Join Us at Disneyland®: The Happiest Place on Earth

Following our "happiest conference on earth experience", all conference attendees and their families are invited to join us for a fun-filled afternoon and evening at Disneyland®! Attending is optional and park admission is additional! Though not yet confirmed, as we were able to arrange during our 2017 Anaheim conference, APLUS+ will try to coordinate, if still available post pandemic, specially-priced Disneyland® Resort Theme Park tickets through Disneyland® that may be purchased only by APLUS+ conference attendees for themselves and family members for Friday and possibly through the following weekend as well. Stay tuned for further announcements!

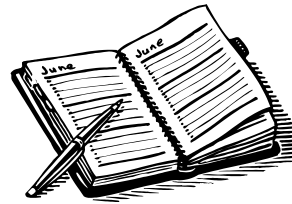


APLUS+ Conference 2021 Schedule at a Glance

Wednesday, October 20th

Registration Check-In	10:00 am—5:30 pm
Intensive Workshops I	12:30 pm—2:30 pm
Refresher Break	2:30 pm—3:00 pm
Intensive Workshops II	3:00 pm—5:00 pm
APLUS+ Welcome Reception	5:30 pm—6:30 pm
APLUS+ Annual Advisory Council Dinner	6:30 pm—8:00 pm

WEDNESDAY DINNER ON YOUR OWN



Thursday, October 21st

Registration Check-In/Breakfast	7:00 am-8:00 am
APLUS+ Preferred Partner Exhibits	7:00 am-5:30 pm
APLUS+ Member School Leadership Forum	8:00 am-9:00 am
Breakout Sessions I	9:15 am-10:30 am
Breakout Sessions II	10:45 am-12:00 pm
LUNCH/Keynote Address	12:00 pm-1:30 pm
Conference Exhibitor Networking	1:30 pm-2:30 pm
Breakout Sessions III	2:30 pm-3:45 pm
Breakout Session IV	4:00 pm-5:15 pm
APLUS+ Evening Reception	5:30 pm—7:00 pm



Friday, October 22nd

Registration Check-In/Breakfast	7:00 am-8:30 am
APLUS+ Preferred Partner Exhibits	7:00 am-11:30 am
APLUS+ Pioneer Awards Ceremony	8:00 am-8:30 am
Breakout Sessions V	8:30 am-9:45 am
Breakout Sessions VI	10:00 am-11:15 am
Bon Voyage Farewell Reception/Drawing	11:30 am-12:00 pm
APLUS+ Family Disneyland Adventure	12:30 pm -

How to Register Attendees for the 18th Annual APLUS+ Network Conference 2021

APLUS+ Conference Early Registration Deadline is Friday, September 17th, 2021

APLUS+ Network Conference 2021 Registration Fees*

For APLUS+ Members (including Preferred Partners):

- Early Full-Conference Registration for Members by 9/17/21-\$599 ea.
- Late Full-Conference Registration for Members by 10/13/21 -\$699 ea.
- Early One-Day Conference Registration for Members by 9/17/21-\$399 ea.
- Late One-Day Conference Registration for Members by 10/13/21-\$449 ea.

For Non-APLUS+ Members (including non-member Exhibitors):

- Early Full-Conference Registration for Non-Members by 9/17/21-\$699 ea.
- Late Full-Conference Registration for Non-Members by 10/13/21-\$799 ea.
- Early One-Day Conference Registration for Non-Members by 9/17/21-\$499 ea.
- Late One-Day Conference Registration for Non-Members by 10/17/21-\$599 ea.

***APLUS+ gratefully offers a 5% discount to organizations registering 5 or more attendees, and a 10% discount to organizations registering 10 or more attendees.**

All presenters receive a 10% discount plus double the chance to win a fabulous prize in our farewell drawing! (Discounts for presenters and multiple attendees may not be combined)

APLUS+ Network Conference 2021 Registration Instructions

To register for the 18th annual APLUS+ Network Conference 2021, please complete the online registration form here:

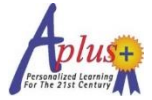
<https://plusnetwork.wufoo.com/forms/z8rekb71azm64d/>

Each online registration form can accommodate up to 15 attendees from a single organization. For more than 15 attendees, simply fill out additional forms. Advance registration and payment only. APLUS+ does not offer onsite conference registration.





How to Make Hotel Reservations at the Sheraton Park Anaheim for the APLUS+ Conference 2021



The APLUS+ Conference 2021 special group hotel room rate is \$179 per night, single or double occupancy. Applicable state or municipal taxes, fees or assessments are additional. Shoulder dates up to three days before and after the conference dates are available at the APLUS+ conference group rate based on hotel availability at the time of request. Conference attendees are responsible for contacting the hotel directly to reserve their own hotel rooms and cover all associated costs. Please be sure to specify room preference either as one king or two queen beds. Hotel room reservations made be made by calling:

Sheraton Park Anaheim Hotel Room Reservations:

1-866-837-4197

Guests may also book their APLUS+ Conference 2021 group rate online here:

Book your group rate for APLUS 19th Annual Conference 2021

Hotel room reservations must be secured no later than Tuesday, September 28th, 2021 in order to take advantage of the APLUS+ Conference 2021 special group room rate. APLUS+ has also arranged for the following complimentary amenities as part of our Sheraton Park Anaheim conference experience:

- ✓ No added resort fee
- ✓ Complimentary in-room basic Wi-Fi daily
- ✓ Complimentary basic Wi-Fi in all meeting spaces
- ✓ Discounted overnight and day self-parking at \$12.00 per day



The Sheraton Park Hotel at the Anaheim Resort is located just minutes from Disneyland. The address is:

**Sheraton Park Anaheim
1855 S Harbor Boulevard
Anaheim, CA. 92802**

APLUS+ Conference 2021 COVID Protocols/Registration/Substitution/Cancellation/Payment Policies

COVID Protocols

The Sheraton Park Anaheim will have all required COVID related health and safety protocols in place for our 18th annual APLUS+ Network Conference 2021. In addition, APLUS+ will offer all conference attendees who request them pocket-size bottles of hand sanitizer, face masks, and assorted key vitamin supplements.



Registrations

Our APLUS+ online registration form can accept up to 15 attendees from each organization. For more than 15 attendees, simply fill out additional registration forms online as needed. Our early registration deadline is Friday, September 17th, 2021, and registration forms and payment must be received by this deadline in order to take advantage of the early registration discount. All conference registrations must be completed and received in advance of the conference and are due no later than Wednesday, October 13th, 2021. There will be no onsite registration services available.

Substitutions

Unpredictable and unanticipated circumstances always occur that necessitate last minute changes in who is able to attend our conference. Therefore, substitutions for registered attendees are welcome as needed and will be granted until 72 hours prior to the first day of the conference.

Cancellations and Refunds

If a school or organization must cancel one or more registrations outright, a full refund of an attendee's conference fee will be given if notification of the attendee's cancellation is provided at least 14 days in advance of the first day of the conference. A 50% refund will be given if notification is provided at least 7 days in advance of the first day of the conference. No refunds will be given if cancellation notice is provided within 7 days of the conference.

Invoices

Our APLUS+ conference registration policy is to not send invoices automatically for conference registrations.

PLEASE NOTE: If you require an invoice for processing conference payment, PLEASE REQUEST IT IN ADVANCE ON THE ONLINE REGISTRATION FORM AT THE TIME YOU SUBMIT YOUR CONFERENCE REGISTRATIONS!

For those requesting invoices, a purchase order is much appreciated along with your conference registration form for reference on your conference invoice.

Payments

Schools or organizations with more than one representative attending may submit one payment to cover fees for all attendees. Please make checks payable to APLUS+. APLUS+ can accept direct credit card payments online via Paypal. Please indicate if you would like to pay via Paypal on the online registration form and a Paypal invoice will be emailed to you. Payments must be received in advance of the conference and are due no later than Wednesday, October 13th, 2021.



Late Payments

All payments must be received in advance of the conference and are due no later than Wednesday, October 13th, 2021. Payments received more than 14 days following the end of the conference will be subject to a 10% late fee based on the total amount due.



APLUS+ Conference 2021 Sponsorship Program and Registration Form

"Personalized Learning: Hope for a Brighter Future"

Final Deadline for Sponsorship Reservations: August 31, 2021

APLUS+ anticipates 300+ attendees at this year's 18th 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 2021 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 31, 2021.

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**
- **1/2 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 2021 Sponsorship Registration Form

Sponsorship Submission Deadline is August 31, 2021

To secure your sponsorship registration, please either complete the sponsorship registration form below or link to the new online sponsorship registration form option here:

<https://aplusnetwork.wufoo.com/forms/z8awy8i0clqwhs/>



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) from the exhibit space schematic provided at the end of this brochure.

Please note that the following prime exhibit space locations in the Foyer are reserved exclusively for APLUS+ Conference Sponsors (see Exhibitor Space Layout on page 8). Exhibit space tables are numbered from left to right:

#F1, F2, F3, F4, F5, F6, F7, F8

#1 Preference _____ #2 Preference _____ #3 Preference _____

For sponsorship reservations on a first come, first served basis for the APLUS+ 2021 Conference, please email this completed form to:
jeffrice@jps.net

Please make your APLUS+ Conference 2021 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; Phone: 530-432-3609; Cell: 530-913-7693

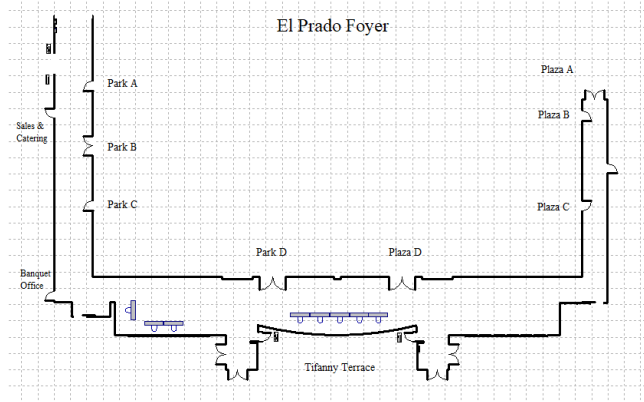




APLUS+ Conference 2021 Sponsor and Exhibitor Space Diagram

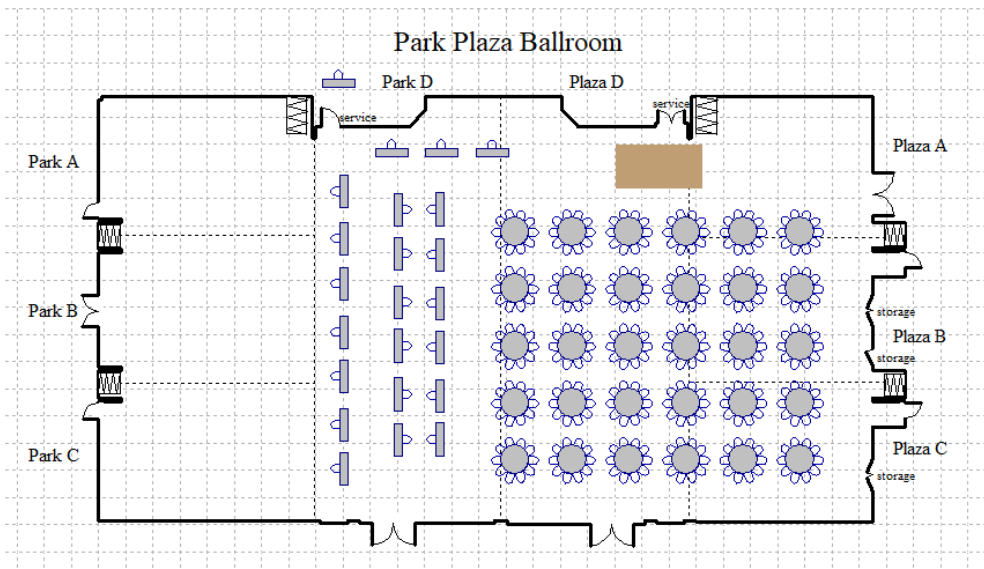
APLUS+ Conference 2021 Sponsor Premium Exhibit Space

Prime location 6' exhibit tables/spaces in the El Prado Foyer are reserved for APLUS+ Conference 2021 Sponsors and numbered below from #F1-F8 from left to right. AAA+ Level Sponsors will have first choice location preference, followed by AA+ Level Sponsors, and then A+ Level Sponsors. Once premium exhibit spaces in the foyer have been fully reserved, APLUS+ sponsors thereafter will have first choice in the Park Plaza Ballroom exhibit spaces below. 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.



APLUS+ Conference 2021 Standard Exhibitor Space

Standard 6' exhibit tables/spaces for APLUS+ Conference 2021 Exhibitors are located in the Park Plaza Ballroom Park D area below and adjacent to the El Prado Foyer. Exhibit spaces are reserved on a first come, first served basis, once a completed Exhibitor Registration Form and payment have been received. Exhibit spaces are numbered #BP1-BP10 to designate the Ballroom Perimeter (BP) exhibit spaces and #BI1-BI12 to designate the Ballroom Interior (BI) exhibit spaces. The Ballroom Perimeter spaces are numbered starting from the lower left (BP1), moving upward to the end of the three horizontal exhibit spaces at the top of the diagram below, BP10 being the last horizontal space on the upper right. The Ballroom Interior exhibit spaces are the two interior vertical facing rows of spaces below (middle vertical and right vertical rows) numbered beginning with the lower left interior middle row exhibit space (BI1), moving clockwise upward along the middle row and then downward along the right row and ending with the lower right row exhibit space (BI12).





APLUS+ Conference 2021 Exhibitor Registration Form

Exhibitor Submission Deadline is August 31, 2021

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

PLEASE NOTE: Each exhibitor representative attending the conference must complete a separate online conference registration form with payment either at the APLUS+ member or nonmember rate. Please either complete the exhibitor registration form below or the new online form option here:

<https://aplusnetwork.wufoo.com/forms/m1cy5b6j0kqlqr7/>

APLUS+ Conference 2021 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 6' x 30" draped table display or 6' 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 6' tables/spaces may be reserved by Preferred Partners at a cost of \$250 per table/space. APLUS+ Conference 2020 Preferred Partner Sponsors receive one or more free conference registrations included and a second exhibit table/space at no additional cost.

Standard Exhibitors (non-APLUS+ Preferred Partners and non-Sponsors): The exhibit booth space fee for non-Preferred Partners and non-Sponsors is \$400 for one 6' table or display space, plus the cost of conference registration for each attendee 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 6' tables/spaces may be also be reserved by non-Sponsor and non-Preferred Partner Exhibitors at a cost of \$350 per table/space.

APLUS+ 2021 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 21-22, 2021 for networking with 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 12:00 pm on the 22nd. Premium sponsor and standard exhibit spaces will include one 6'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/z8rekb71azm64d/>

Please check the following that apply:

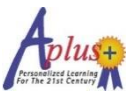
- Yes**, Please reserve 1 (one) 6 draped table for display
- Yes**, Please reserve 1 (one) display space for me, but I will be bringing my own portable company display
- Yes**, Please reserve an additional __ 6' draped table(s) or space for my display for an additional \$_____.

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 (BP for Ballroom Perimeter and BI for Ballroom Interior). See exhibit space layout on page 8 of this document for details). Non-sponsor exhibit space reservations in the Ballroom 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 conference registration forms and payment to:
APLUS+, Attn: Jeff Rice, 18820 Lodestone Court, Penn Valley, CA. 95946



APLUS+ Conference 2021 Exhibitor Guidelines and Procedures

Exhibit Tables/Spaces:

Each APLUS+ Conference exhibitor will receive one 6' x 30" draped table with tabletop linen, or a six-foot wide reserved space in which to set up their own booth display. Two chairs and Wi-Fi internet access per booth/space are also included standard.

Exhibit Set Up:

Exhibitor displays may be assembled beginning **after 12:00 pm on Wednesday, October 20th**. 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 Hours:

Conference exhibit hours are from **7:00 am to 6:30 pm on Thursday, October 21st and 7:00 am to 12:00 pm on Friday, October 22nd**.

Exhibit Break Down:

Exhibitor displays may be dismantled **by or after 12:00 pm on Friday, October 22nd**.

Internet Access:

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

Sheraton Park Anaheim Hotel Special Exhibit Needs:

The Sheraton Park Anaheim Hotel will not provide the following complimentary: Drayage and placement of display equipment; decoration and related services; guard services; labor, for carpenters, electricians, and drayage service; Storage of any exhibit related materials; additional lighting and electrical power; gas or water supply; or table top skirting. 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 Sheraton Park Anaheim Hotel.



Sheraton Park Anaheim Hotel Indemnification and Insurance:

All APLUS+ Conference 2021 exhibitors must complete, sign and return to the Sheraton Park Hotel the Sheraton Park Hotel Indemnification and Insurance form on page 11 of this document, and meet the hotel's indemnification and insurance requirements as specified.

Sheraton Park Anaheim Hotel Shipping and Receiving Procedures:

SHERATON PARK ANAHEIM HOTEL EXHIBITOR SHIPPING & RECEIVING POLICY

Due to limitations in secured storage space, the Hotel will accept packages under the following terms and conditions:

- ◆ Boxes / packages for Exhibitors may be sent a maximum of 72 hours prior to arrival and will be marked with the Exhibitor's name, company name plus "Hold for Arrival on _____ (arrival date). The name of the function should be in a visible location on the label as well.
- ◆ Boxes / packages for Exhibitors will be subject to a handling charge, as follows. Individual exhibitors will have these charges placed on their guest room folio. Should the exhibitor not be a hotel guest, payment of these fees must be made at the Front Desk:

Boxes up to 36" x 24" x 24"	\$5.00 Per Box
Larger Boxes / Display Cases	\$10.00 Per Box
Pallets	\$60.00 Per Pallet

Additional labor charges may be incurred dependent on the size of the shipment

- ◆ Any freight shipping charges incurred as a result of materials being shipped to or from the Hotel remain the sole responsibility of the client.
- ◆ Hotel will not be responsible for any damages or loss to any packages.



SHERATON

Park Hotel
at the Anaheim Resort

INDEMNIFICATION AND INSURANCE

_____ (“Client”) agrees to defend, indemnify and hold harmless : **Interstate-Rim Management Company, LLC as agent for, ANAHEIM - 1855 SOUTH HARBOR BLVD OWNER LLC d/b/a Sheraton Park Hotel at the Anaheim Resort** and their respective affiliates, subsidiaries, members, officers, directors, agents and employees (collectively “The Sheraton Park Hotel”) from and against any and all actions, costs, claims, losses, expenses, and/or damages, including attorneys' fees, arising out of or resulting from the Client’s rental of meeting space and / or parking lot space at The Sheraton Park Hotel which was not supplied by The Sheraton Park Hotel at the Anaheim Resort in connection with the event to be held on _____.

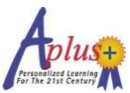
Client shall carry and maintain, during such period of time, comprehensive general liability insurance in a minimum amount of \$1,000,000 and name : **Interstate-Rim Management Company, LLC as agent for, ANAHEIM - 1855 SOUTH HARBOR BLVD OWNER LLC d/b/a Sheraton Park Hotel at the Anaheim Resort** as additional insured. This insurance will be primary and not contributory with any insurance by The Sheraton Park Hotel at the Anaheim Resort. Client shall provide a certificate of insurance evidencing compliance with the provisions of this paragraph. Client agrees that subrogation shall be waived against The Sheraton Park Hotel for all insurance.

The undersigned acknowledges that he or she fully understands the terms of this agreement and has the authority to sign on behalf of the Client and each of its agents or employees.

Authorized Representative:

Signature Date

Print Name & Company



APLUS+ Conference 2021 Conference Program Guide Advertising Overview

Advertising Reservation Deadline is August 31, 2021
Advertisement Submission Deadline is September 17, 2021

APLUS+ anticipates more than 300 attendees at this year's 18th 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 2021 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. Advertisement submissions and payments for Conference Program Guide advertisements are due in full no later than September 17, 2021.

APLUS+ Conference Program Guide Advertising Rates:

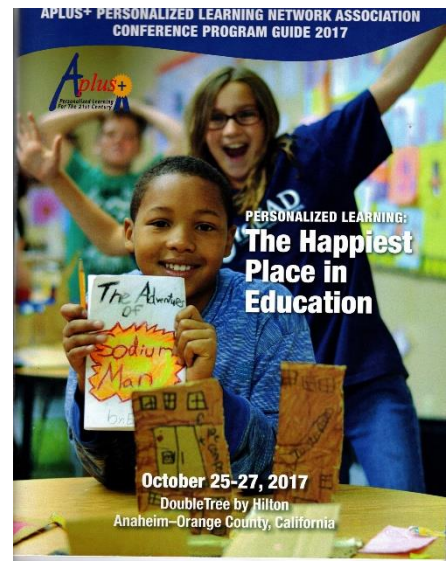
Back cover (color) Available first for AAA+ conference sponsors. Otherwise, reserved on a first-come, first-served basis: Full page only: \$1495

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 2021 Advertising program,
please contact Jeff Rice, Founder/Director, APLUS+ at:
Email: jeffrice@jps.net; Phone: 530-432-3609; Cell: 530-913-7693