

APLUS+ Network Conference 2025

Call for Conference Sponsors & Exhibitors



Our 22nd Annual APLUS+ Network Conference

***Personalized Learning:
Transcending the Trouble in River City***

**Final Deadline for Exhibit Space Reservations:
August 29th, 2025**

**Wednesday October 22nd—Friday, October 24th, 2025
Sheraton Grand Hotel
Sacramento, California**



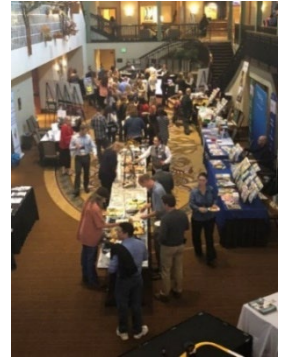
APLUS+ Conference 2025 Sponsorship Levels & Benefits

"Personalized Learning: Transcending the Trouble in River City"

Final Deadline for Sponsorship Reservations: August 29th, 2025

Celebrating our 22nd annual conference in 2025, we highlight this year our pioneering efforts through the Flex-Based Personalized Learning model to transform education to meet the needs, interests, and goals of more than 100,000 students who have been previously challenged in a one-size-fits-all classroom-only model, and to stand united to transcend what we anticipate being a very challenging and troubling year in Sacramento (a.k.a. River City).

APLUS+ anticipates 400+ attendees at this year's 22nd annual event. Sponsorships are open to current APLUS+ Preferred Partners, current APLUS+ member schools, affiliate association and organization partners, and to high quality, non-member resource and service providers. Sponsors may choose from one of three conference sponsorship levels as described below. Sponsorship reservations and payments are due in full no later than August 29th, 2025 to secure your space.



Sponsorship Levels & Benefits

Sponsorship level differences are **highlighted in bold below**. APLUS+ Conference Sponsorships are Non-Refundable.

AAA+ (\$6,000 contribution)

- **FIRST** priority prime exhibit space reservation in our coveted Sheraton Hotel ballroom foyer* (*available to the first 17 AAA+ and AA+ sponsors only), secured with sponsorship form submission and payment through April 15, 2025!
- **FREE** access to electrical convenience outlet* (*in most foyer locations for light electric load usage only)
- **Up to FOUR FREE** conference attendee registrations.
- **Full page COLOR** advertisement priority placement on front inside cover, back inside cover, back cover, or closest location in proximity to front or back of the APLUS+ Conference Program Guide.
- **Conference attendee contact list** after registration closes and prior to conference start date.
- **Whova conference mobile app banner listing.**
- **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)

- **FIRST** priority exhibit space reservation in our remaining AA+ prime exhibit spaces in the Gardenia ballroom.
- **FREE** access to electrical convenience outlet* (*for light electric load usage only)
- **TWO FREE** conference attendee registrations.
- **Full page COLOR** advertisement within APLUS+ Conference Program Guide.
- **Whova conference mobile app banner listing.**
- **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 Guide.
- 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.
- **½ page COLOR** advertisement within APLUS+ Conference Program Guide.
- **FIRST** Priority Gardenia Ballroom exhibit space location against the wall after any overflow AA+ sponsors.
- **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 2025 Prime AAA+ & AA+ Sponsorship Exhibit Tables/Spaces

"Personalized Learning: Transcending the Trouble in River City"

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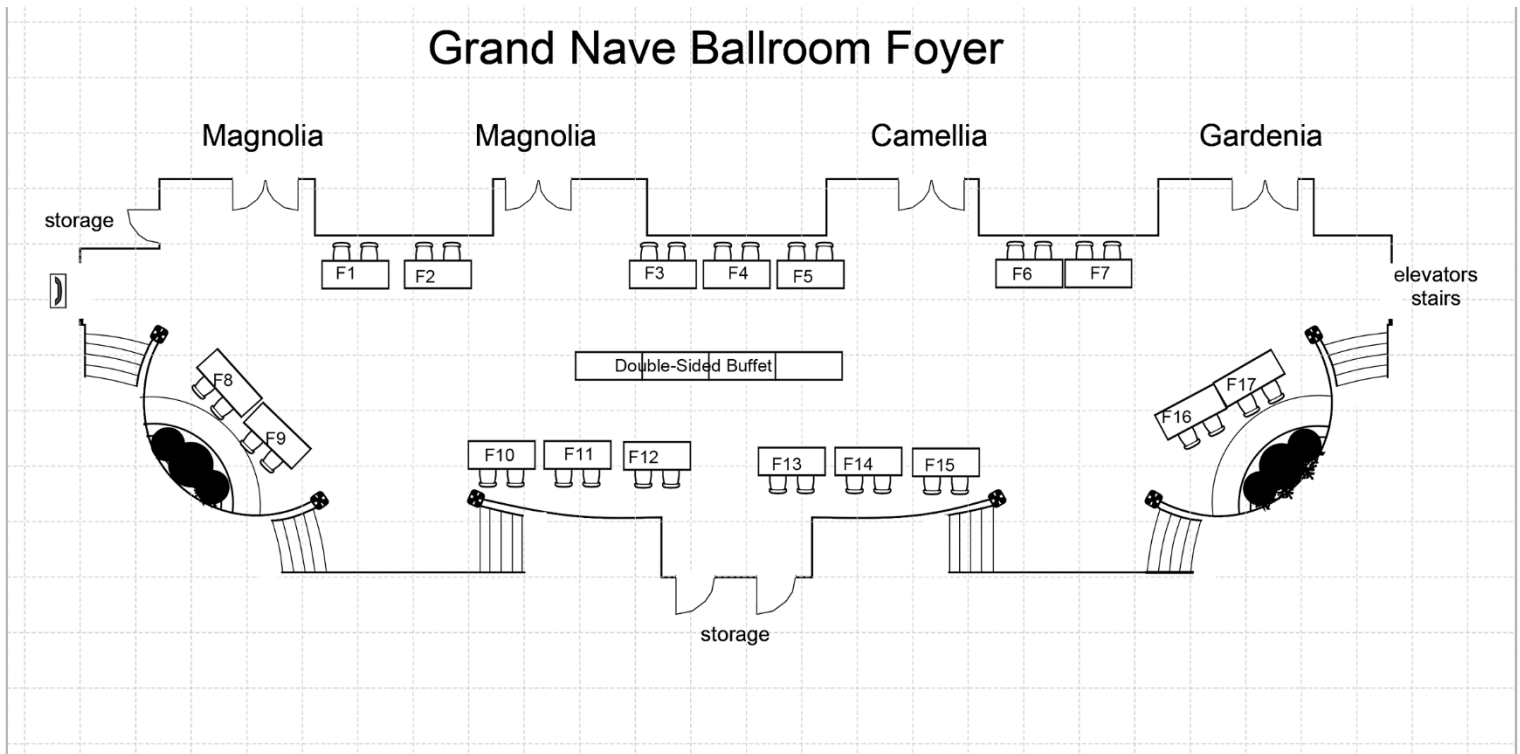
APLUS+ Conference 2025 Grand Nave Ballroom Foyer Exhibit Spaces Exclusively for APLUS+ AAA+ & AA+ Sponsors

Prime location 6' x 30" exhibit tables/spaces in the Sheraton Grand Nave Ballroom Foyer are numbered below from #F1-F17 and are reserved for APLUS+ Conference 2025 AAA+ and AA+ Sponsors exclusively. Due to the high demand for these 17 prime foyer exhibit space locations, Sponsors are limited to one exhibit table/space only per sponsor.

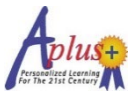
For all prime location exhibit spaces in the Sheraton Grand Nave Ballroom Foyer, assignments will be prioritized on a first come, first served basis within each designated sponsorship level first for AAA+ Level Sponsors followed by AA+ Level Sponsors. Sponsorship exhibit locations shall only be officially secured once both a completed Sponsor Registration Form and payment have been received. Exhibit spaces F1-F7 along the back wall adjacent to the Magnolia and Camellia ballroom entrances are reserved exclusively for AAA+ sponsors only. Spaces F8-F17 on the lower section of the diagram below will be reserved first for overflow AAA+ sponsors beyond the first seven, and then for AA+ sponsors on a first-come, first-served basis. Nearly all prime sponsor exhibit spaces in the foyer will be provided with FREE complimentary access to electrical outlet service for light electrical load usage only. Electrical service for any sponsor exhibit space requiring medium or heavy electrical load usage must be ordered separately through Encore directly at an additional charge. (See instructions on page 7).

As of April 15th, only two AAA+ Sponsorship exhibit spaces remain available in the prime foyer location (F3 and F4) and all AA+ sponsorship locations have been reserved in the prime foyer area. Only three prime AA+ Sponsorship locations are still available in the Gardenia Ballroom (please see the Gardenia Ballroom exhibit space diagram on the following page). APLUS+ Conference Sponsorships are Non-Refundable.

Sheraton Grand Nave Ballroom Foyer AAA+ & AA+ Sponsor Exhibit Space Diagram



Sheraton Grand Sacramento Hotel



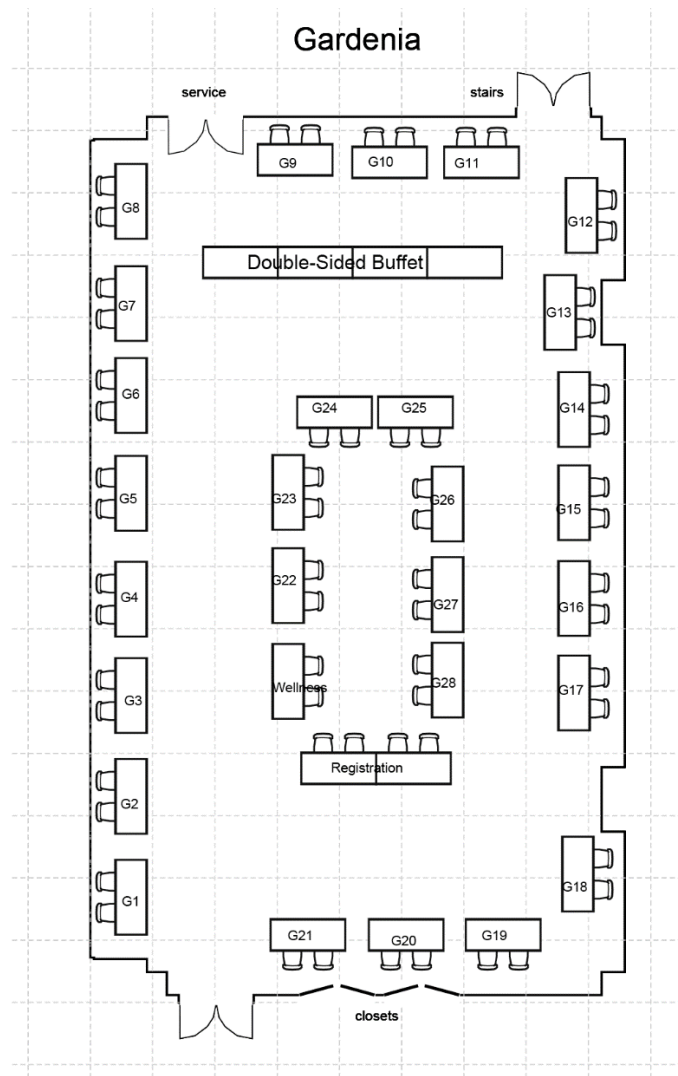
APLUS+ Conference 2025
AA+ Sponsor Overflow, A+ Sponsor & Standard Exhibitor Tables/Spaces
"Personalized Learning: Transcending the Trouble in River City"

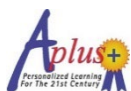
APLUS+ Conference 2025 Gardenia Ballroom Exhibit Spaces
for Overflow AA+ & A+ Sponsors & Standard Exhibitors

Standard 6' x 30" exhibit tables/spaces for APLUS+ Conference 2025 overflow AA+ Sponsors, A+ Sponsors and standard Exhibitors are located around the perimeter of the Gardenia Ballroom, as well as in the center rectangle in the Gardenia Ballroom adjacent to the APLUS+ Conference 2025 registration and wellness support tables as indicated below. Exhibit spaces in the Gardenia ballroom are numbered clockwise around the ballroom perimeter as G1-G21, and in the center rectangle as G22-G28. We anticipate at this time that most spaces along the permanent perimeter walls in the Gardenia ballroom (G9-G21) will have FREE complimentary electrical access for light equipment load usage only. These prime Gardenia ballroom spaces will be reserved first for overflow AA+ Sponsors and then for A+ Sponsors. As of April 15th, only three prime AA+ Sponsorship locations and five A+ Sponsorship locations remain. Electrical service for G1-G8, G22-G28, and for any exhibit space requiring medium or heavy electrical load usage must be ordered separately through Encore directly at an additional charge. (See instructions on page 7). APLUS+ Conference Sponsorships are Non-Refundable.

The Grand Nave Ballroom Foyer and the Gardenia ballroom will co-host our buffet meals, snack breaks, and reception hors d'oeuvres and bars ensuring that both exhibit areas receive regular foot traffic. Gardenia Ballroom exhibit spaces are reserved on a first-come, first-served basis once both a completed Exhibitor Registration Form and payment have been received.

Gardenia Ballroom Exhibitor Space Diagram





APLUS+ Conference 2025 Sponsor Registration Form

Sponsorship Submission Deadline is August 29th, 2025

To secure your APLUS+ Conference 2025 sponsorship space, please complete the sponsorship registration form below. Please note that all sponsor attendees must officially register for the conference below. Any additional attendees from the sponsor organization beyond the allotted free registrations for each sponsorship level listed on page 2 may attend at the early registration discounted member rate of \$799 per person.

APLUS+ Sponsor Information:

Organization Name: _____

Contact First Name: _____ Last Name: _____ Title: _____

Contact Phone: _____ Email: _____

Please Select Your Sponsorship Level: (APLUS+ Conference Sponsorships are Non-Refundable).

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

Please Select Your Preferred Exhibit Table/Space Location (one prime table/space per sponsor only)

(See Grand Nave Ballroom Prime Sponsor layout on page 3 and Gardenia Ballroom exhibitor space layout on page 4):

Grand Nave Ballroom Foyer: (Priority 6' x 30" locations for APLUS+ Conference AAA+ & AA+ Sponsors):

AAA+ Sponsors Only: ~~F1, F2~~, F3, F4, ~~F5, F6, F7~~

AA+ Sponsors Only: ~~F8, F9, F10, F11, F12, F13, F14, F15, F16, F17~~

Gardenia Ballroom: (Priority reservations given to overflow AA+ Conference Sponsors, then A+ Sponsors, and followed by standard Exhibitors on a first-come, first-served basis):

Gardenia Ballroom:

Overflow AA+ Sponsors (~~G18~~, G19, G20, G21) & A+ Sponsors Only: G9, G10, G11, G12, G13, ~~G14, G15, G16, G17~~

Standard Exhibitor spaces: ~~G1, G2, G3, G4, G5~~, G6, G7, G8, G22, G23, G24, ~~G25~~, G26, G27, G28

Top 3 sponsor space location preferences: **Choice #1** _____ **Choice #2** _____ **Choice #3** _____

Do you require access to electrical service: #Y _____ N _____ **If yes, load usage: Light Medium Heavy**

#If yes, most all prime sponsor foyer spaces will have FREE access to electrical service for light load usage.

Sponsor Attendees:

#1: First Name: _____ Last Name: _____ Title: _____ Email: _____

#2: First Name: _____ Last Name: _____ Title: _____ Email: _____

#3: First Name: _____ Last Name: _____ Title: _____ Email: _____

#4: First Name: _____ Last Name: _____ Title: _____ Email: _____

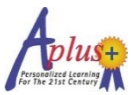
Please email this completed sponsorship form to: jeff@theaplus.org. Payment made be made either by company check or by credit card through Paypal. Please indicate your preference:

☐ **Payment by Check** ☐ **Payment by Credit Card Through Paypal, Send Paypal invoice to:**

Email: _____

If paying by check, please make your check payable to APLUS+ and mail to:
APLUS+, Attn: Jeff Rice, 18820 Lodestone Court, Penn Valley, CA. 95946

For APLUS+ Conference 2025 sponsorship inquiries, please contact Jeff Rice, Founder/Director, APLUS+
Email: jeff@theaplus.org; Phone: 530-432-3609; Cell: 530-913-7693



APLUS+ Conference 2025 Standard Exhibitor Registration Form

Standard Exhibitor Submission Deadline is April 15th, 2025

To reserve your APLUS+ Conference 2025 standard exhibitor space, please complete the exhibitor registration form below. Please note that all exhibitor attendees must officially register for the conference. APLUS+ Preferred Partner members may attend the conference at the early registration discounted member rate of \$799 per person. Non APLUS+ members attend at the standard conference rate of \$899 per person.

APLUS+ Exhibitor Information:

Organization Name: _____

Contact First Name: _____ Last Name: _____ Title: _____

Contact Phone: _____ Email: _____

Please Select Your Preferred Exhibit Table/Space Location:

(See Gardenia Ballroom exhibitor space layout on page 4):

Gardenia Ballroom: (Priority reservations given to overflow AA+ Conference Sponsors, then A+ Sponsors, and followed by standard Exhibitors on a first-come, first-served basis):

Gardenia Ballroom:

Standard Exhibitor spaces: ~~G1, G2, G3, G4, G5~~, G6, G7, G8, G22, G23, G24, ~~G25~~, G26, G27, G28

Top 3 exhibit space location preferences: **Choice #1** _____ **Choice #2** _____ **Choice #3** _____

Do you require access to electrical service: # **Y** _____ **N** _____ **If yes, load usage: Light Medium Heavy**
#If yes, Most Gardenia Ballroom spaces (numbered G9-21) will have FREE access to electrical service for light load usage.

Please Check One of the Following:

- ☐ **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 \$** _____

*APLUS+ Preferred Partners receive one exhibit table/space at no charge. The exhibit booth space fee for non-Preferred Partners is \$400 for one 6' table or display space, plus the cost of conference registration for each attendee at the non-member rate. Additional tables for both APLUS+ Preferred Partners and standard exhibitors are \$300 each. The APLUS+ member early registration discount rate is \$799 per person. The standard non-member registration rate is \$899 per person.

Exhibitor Attendees:

#1: First Name: _____ Last Name: _____ Title: _____ Email: _____

#2: First Name: _____ Last Name: _____ Title: _____ Email: _____

TOTAL # EXHIBITOR ATTENDEES REGISTERED: _____ **TOTAL ATTENDEE REGISTRATION COST \$** _____

TOTAL COMBINED EXHIBITOR TABLE/SPACE AND ATTENDEE REGISTRATION COST \$ _____

Please email this completed sponsorship form to: jeff@theaplus.org. Payment made be made either by company check or by credit card through Paypal. Please indicate your preference:

☐ **Payment by Check** ☐ **Payment by Credit Card Through Paypal, Send Paypal invoice to:**

Email: _____

If paying by check, please make your check payable to APLUS+ and mail to:
APLUS+, Attn: Jeff Rice, 18820 Lodestone Court, Penn Valley, CA. 95946

For APLUS+ Conference 2025 sponsorship inquiries, please contact Jeff Rice, Founder/Director, APLUS+
Email: jeff@theaplus.org; Phone: 530-432-3609; Cell: 530-913-7693



APLUS+ Conference 2025 Sponsor & 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 included standard, plus most foyer exhibit space locations for sponsors will also include, as a standard benefit, access to electrical service for equipment with light load usage. Should you require electrical service in exhibit spaces that are either not set up for complimentary light electrical load service, or for equipment with medium or heavy electrical load usage, please see below to contact Encore directly for ordering medium or heavy load electrical service.

Exhibit Set Up:

Exhibitor displays may be assembled beginning **after 10:00 am on Wednesday, October 22nd**. 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 locations.

Exhibit Hours:

Conference exhibit hours are from **7:00 am to 5:15 pm on Thursday, October 23rd and 7:00 am to 12:30 pm on Friday, October 24th**.

Exhibit Break Down:

Exhibitor displays may be dismantled **after 12:30 pm on Friday, October 24th**.

Internet Access:

Wi-Fi Internet access for your exhibit is complimentary as part of your exhibit space benefits. The conference wi-fi password will be available at the start of the conference.

Pre and Post Conference Package Shipping to/from the Sheraton Grand Sacramento:

Exhibitors must arrange for shipping boxes, packages, and displays to or from the Sheraton Grand Sacramento Hotel well in advance of the conference. Please see the hotel instructions for shipping packages and materials on page 8. The Sheraton Grand Sacramento Hotel requires completion and submission of the form on page 8 prior to the start of the conference.

Reserving Your Conference Hotel Room:

APLUS+ has reserved a large block of rooms at the Sheraton Grand Sacramento Hotel for Tuesday, Wednesday, and Thursday nights (October 21-24, 2025) at the discounted rate of \$259.00 per night for one king bed, or \$279 per night for two double beds, plus applicable state and local taxes and fees.



Encore Services Contact:

To be announced at a later date



SHERATON GRAND SACRAMENTO
1230 J STREET
SACRAMENTO, CA 95814
(916) 447-1700

ORDER FORM FOR PACKAGE SHIPPING

Event Name:		
Arrival Date:		
Company Name:		
Table Number:		
Contact Name:		
Phone Number:		
Email Address:		

STORAGE HANDLING FEES:

Box deliveries will be assessed a storage handling fee determined by weight - Please indicate the number of boxes being shipped below:

- _____ 0-5 lbs. - \$6.00 per box
_____ 6-20 lbs. - \$11.00 per box
_____ 21-50 lbs. - \$16.00 per box
_____ Over 50 lbs. - \$26.00 per box
_____ Crate or Pallet - \$250.00 per pallet.

The Hotel will accept only pre-paid packages. Any packages delivered C.O.D. will be refused without notification to the shipper. Hotel does not have adequate storage space for crates, pallets, or large shipments, please advise before shipping such to properly accommodate. Please ship packages to arrive no earlier than three (3) business days prior to the meeting arrival date. Hotel may charge storage fees for packages received earlier. Hotel will not be responsible for the safe keeping of personal or rented equipment. Packages and or pallets getting picked up from the hotel post event need to be accompanied with a return label & are subject to similar storage fees. The hotel is not responsible for any loss or damaged deliveries arriving to the hotel.

BILLING:

Full Pre-Payment is required. An email will be sent with a link to a secure website to submit the credit card number.

Please email to:

Enrique Gonzalez

Email: Enrique.Gonzalez2@Sheraton.com

If you have questions, please do not hesitate to contact Enrique at 916.447.1700.

SHERATON GRAND SACRAMENTO
1230 J STREET
SACRAMENTO, CA 95814
(916) 447-1700