

MECA 2012
"Classrooms at the Crossroads"
February 6-8, 2012
Jackson Convention Complex
105 East Pascagoula Street
Jackson, MS 39201



Date: August 11, 2011
To: Exhibitors
RE: Invitation to 2012 MECA Conference

You are cordially invited to exhibit at the MECA 2012 conference that will be held at the Jackson Convention Complex on 105 East Pascagoula Street, Jackson, MS 39201.

MECA is a professional organization that serves technology educators and coordinators pre-K through college in the state of Mississippi. Our membership continues to grow year after year. Nearly 1,000 participants attended last year's MECA conference!

The dates for MECA 2012 are February 6, 7, and 8, 2012. The theme for this year's conference is "Classrooms at the Crossroads." Mississippi classrooms, like others around the nation, are junctions for many outside initiatives and influences from district, state, and federal powers. In the midst of this pressure, today's teachers are tasked with implementing new technologies, finding online resources, and integrating them into their ever-changing curriculum (Common Core.) However, at the intersection of these "stressors," 21st century classrooms, thankfully, also have the power to be meeting places . . . common ground arenas for sharing. MECA 2012 "Classrooms at the Crossroads" seeks to foster that sharing so that Mississippi technology educators strengthen each other and the students that they serve. We encourage all exhibitors who participate this year to incorporate this theme into their exhibits for MECA 2012.

MECA provides an opportunity for teachers to interact with you and your products and to get them excited about using technology in their classrooms. We also provide the opportunity for you to offer sessions geared toward your technology to show in-depth how it can be used to educate our children via our hospitality suites.

If you wish to know more about MECA, please visit our web site: <http://www.ms-meca.org>.

The pages that follow contain information for opportunities available for exhibitors. You, the exhibitors, are a very important part of MECA. Please review the information included in this packet carefully to find the perfect fit for your company, services and/or products. Please do not hesitate to send questions to Exhibitor Support [exhibit@ms-meca.org].

If you have any questions at this point and before proceeding with the rest of the information and application, please send questions to Exhibitor Support [exhibit@ms-meca.org]. I hope to see each of you in February at MECA 2012.

Sincerely,

Dane Conrad
President, MECA 2012

EXHIBITOR OPPORTUNITIES FOR MECA 2012

The opportunities for the 2012 conference have been restructured. Please note the changes outlined in the sponsor levels.

Sponsor Levels:

All Sponsor Levels include:

- Logo on conference bag (not exclusive)
- Logo and link to website on MECA website 2 1/2 months leading up to conference (December, January and February)
- Static digital ad will be added to MECA Information kiosk, rotation visible throughout the convention complex (10 second time span)
- Sponsor furnished banner displayed at opening and closing sessions

I. Platinum (\$6000)

- 1 Hospitality Suite (if secured by October 30, 2011, five suites seating 100 theater style and four suites seating 35 theater style, first-come/first-serve basis)
- 2 complimentary exhibit spaces
- Choice of exhibit space (If not already sold)
- Full Page Program Ad
- 6 company representatives with no fee
- On-Floor use of Microphone in the Exhibit Hall (30-second opportunity during break times on Monday afternoon, Tuesday morning and/or Tuesday afternoon. Exact times will be arranged to correspond with the conference schedule.)

II. Gold (\$4000)

- 2 complimentary exhibit spaces (10 x 10 in Exhibit Hall A)
- Full Page Program Ad
- 4 company representatives with no fee
- On-Floor use of Microphone in the Exhibit Hall (30-second opportunity during break times on Monday afternoon, Tuesday morning and/or Tuesday afternoon. Exact times will be arranged to correspond with the conference schedule.)

III. Silver (\$2,500)

- 1 complimentary exhibit space (10 x 10 in Exhibit Hall A)
- 1/2 Page Program Ad
- 2 company representatives with no fee
- On-Floor use of Microphone in the Exhibit Hall (30-second opportunity during break times on Monday afternoon, Tuesday morning and/or Tuesday afternoon. Exact times will be arranged to correspond with the conference schedule.)

IV. Presentation/Hospitality Suites (\$3000 and \$1750)

- \$3000 = 5 large rooms available, seating 100 theater style
- \$1750 = 4 small rooms available, seating 35 theater style
- Suite available during scheduled conference times
- Print or digital media recognizing sponsor outside of suite and listing of scheduled events in printed program if received by December 1, 2011
- Banner provided by sponsor may be displayed in suite
- 1/2 Page Program Ad

Note: Exhibitors may present up to two sessions during the regular concurrent sessions. If you wish do so, please submit a proposal at the conference website <http://www.ms-meca.org/conference/>, Call for Proposals. If you would like to present more than two sessions, please consider taking advantage of our Hospitality Suites. If the appropriate paperwork is submitted within the required timeframe, sessions conducted in the Hospitality Suites will be eligible for CEUs and will be promoted in the conference program.

V. Featured Exhibit Booth (\$3,500)

- Located in main Pre-Function Area directly across from Exhibit Hall A exit (**Only 1 booth available**)
- 10 x 20 booth size
- Logo and link to website on MECA website 2 1/2 months leading up to conference (December, January and February)
- 1/2 Page Program Ad
- Static digital ad will be added to MECA Information kiosk, rotation visible throughout the convention complex (10 second time span)

VI. Sponsored Activities (*Sponsorships are not exclusive, except where noted.*)

- Continental Breakfast in Exhibit Hall, Tuesday Morning, \$750
- Continental Breakfast in Exhibit Hall, Wednesday Morning, \$750
- Snacks/Coffee in Exhibit Hall, Monday afternoon, \$500
- Snacks/Coffee in Exhibit Hall, Tuesday afternoon, \$500
- Lunch, Tuesday \$1000
- Keynote Speaker, \$2000
- Lanyards, \$500 (**exclusive**)
- Company logo on bags, \$500 (**not exclusive**)
- Placing of materials in participant chairs before opening session by sponsor, \$500
- Placing of material in chairs before closing session by sponsor, \$500
- Notebooks for bags, \$3000 (**exclusive logo rights along with MECA logo**)

VII. Booth

- 1 – 10' x 10' Booth in Exhibit Hall, \$1000
- Each additional Booth \$900 each
- 20' x 20' Premium Island in Exhibit Hall, \$2800 (3 available – first-come/first-serve basis)



Exhibitor Information

Location: All exhibits will be housed at the Jackson Convention Complex, Exhibit Hall A, in Jackson, MS, on Monday, Tuesday and Wednesday, February 6-8, 2012

Exhibitor Hours: Monday, February 6, 2012 -- 11:00 AM – 5:30 PM (METLA Meeting this day)
Tuesday, February 7, 2012 – 8:00 AM – 5:30 PM
Wednesday, February 8, 2012 – 7:30 AM – 11:00 PM

Booths: Booths are \$1000 each and are 10' x 10'. Each additional booth is \$900. Premier booths 20' x 20' booths are available at \$2800 (3 available). Each booth consists of piping and drapery. The booth backgrounds are 8' high with two 3' side dividers. Booths are furnished with one 6' skirted table, two chairs, a 110-volt electrical line (500 watts max), and a single wired Internet connection. Exhibitor sign will be included if registration is received by October 30, 2011. The exhibit fee covers up to two company representatives per 10 X 10 booth. Premier Booths and Featured Exhibit Areas are allowed up to four company representatives per booth. **Add \$100 for each additional company representative attending your booth. Booth sharing by multiple vendors is prohibited without prior approval .**

Rentals and Services: All exhibitor services will be provided by Convention Display Services (CDS). Please contact Convention Display Services, (601) 948-4228, if you desire additional exhibitor services (shipping, booth setup, rentals, carpet, additional electricity, etc.).

Internet Services: One wired connection is provided with your booth. Vendors are welcome to bring a network switch to provide additional lines in their booths. **No wireless routers or access points are allowed in the Exhibit Hall!!!**

Exhibitor Move-In: Exhibitor move-in hours are **Sunday, February 5, from 1:00 PM to 5:00 PM** and **Monday, February 6, from 8:00 AM to 10:00 AM**. All exhibitors should be ready to open at **11:00 AM, Monday, February 6**. All large shipping crates and boxes should be unpacked by 10:00 AM.

Exhibitor Move-Out: It is expected that you not break down your exhibit space until **10:45 AM Wednesday, February 8, 2012**. All shipping is handled through Convention Display Services and all exhibitors who have not contracted with CDS must make their own arrangements.

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Shipping Materials: Convention Display Services will be accepting exhibitor shipments 30 days prior to the show date. Information about shipping is included in this packet. **No Exhibitor shipments will be accepted at the Jackson Convention Complex.**

Lodging: Lodging for MECA 2012 will be at the Downtown Marriott – Jackson and Hilton Garden Inn – Downtown Jackson. Please ask for the MECA BLOCK of rooms:

- Downtown Marriott Jackson
200 East Amite Street
Jackson, MS
601-969-5100
\$129 per night
Parking – Complimentary for hotel guest
Rate valid until January 5, 2012
Internet access available at additional cost
- Hilton Garden Inn, Downtown Jackson
Corner of Capital and Mills
Jackson, MS
1-877-782-9444
\$129 per night
Parking – Valet - \$12 per day
Rate valid until January 6, 2012
Free wireless Internet access

Conference Bags: Our attendees enjoy receiving items from exhibitors in their conference bags. If you would like to have items in the conference bags, please make sure those items are shipped to **MECA Conference Bags, 10179 Highway 80, Morton, MS 39117**, no later than **Friday, January 20, 2012**. Please notify Exhibitor Support [exhibit@ms-meca.org], that you will have items for the conference bags. MECA bears no responsibility for items lost in shipping.

Door Prizes: Each MECA Exhibitor is asked to provide a door prize for the conference. Don't forget to bring your door prize with you or ship in advance to Marcine Freeman, 10179 Highway 80, Morton, MS, 39117.

SPECIAL NOTE: MECA will accept door prizes from vendors to be given away by MECA with the understanding that we will not identify the exhibitor. Exhibitors donate it to MECA and MECA gives it away. Exhibitors can "raffle" a prize at their booth. However, we will not announce the winner or do the drawing. MECA will provide attendees a document explaining the gifting rules in their bags.

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Deadlines and Cancellations: All ads, logos, and hospitality schedules/agendas should be submitted to exhibit@ms-meca.org by **December 1, 2011**.

Space is available on a first-come, first-served basis. *Payment must be received within 45 days of receipt of your signed agreement to guarantee your space.* Written cancellation of registrations will be accepted for a refund of 50% before December 1, 2011. After December 1, 2011, all monies will be forfeited.

Important date summary:

- Deadline for submitting all ads, logos, and hospitality schedules/agendas – December 1, 2011
- Deadline for cancellation with 50% refund – December 1, 2011 (no refund after December 1)
- MECA 2012 – February 6 – 8, 2012
 - Exhibitor Move in at JCC:
 - Sunday, February 5, 1:00 – 5:00 PM
 - Monday, February 6, 8:00 AM – 10:00 AM
 - Exhibit Hall Hours:
 - Monday, February 6, 11:00 AM – 5:30 PM
 - Tuesday, February 7, 7:30 AM – 5:30 PM
 - Wednesday, February 8, 7:30 AM – 10:30
 - Exhibitor Breakdown:
 - Wednesday, February 8, 10:45 – Noon
 - Please do not break down booths prior to 10:45

Other Information

Visit the MECA conference website (<http://www.ms-meca.org/conference/>) for Exhibit Hall map and to submit an application. Please contact Marcine Freeman, MECA Exhibitor Support at exhibit@ms-meca.org or 601-540-0016 if you have additional questions.