The New Horizons conference offers you the opportunity to present your products and services to community college faculty, staff, and administrators from around Virginia.
SPONSORS AND EXHIBITORS TOOLKIT

The New Horizons conference offers you the opportunity to present your products and services to community college faculty, staff, and administrators from around Virginia. This toolkit contains everything you need to know to make the most of your conference experience.

<table>
<thead>
<tr>
<th>2019 SPONSORSHIP LEVELS</th>
<th>PR</th>
<th>PL</th>
<th>G</th>
<th>S</th>
<th>BR</th>
<th>E</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>PRESENTING SPONSOR ($20,000)</td>
<td>PLATINUM SPONSOR ($15,000)</td>
<td>GOLD SPONSOR ($10,000)</td>
<td>SILVER SPONSOR ($5,000)</td>
<td>BRONZE SPONSOR ($3,000)</td>
<td>EXHIBITOR ($1,500)</td>
</tr>
<tr>
<td># of registrations to attend all conference sessions and events*</td>
<td>10</td>
<td>8</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td># of guest rooms at conference hotel</td>
<td>3</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Exclusive naming rights</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Welcome letter in program</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Prominent banner as sponsor of event</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Speaking opportunity</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Logo/Name prominent on all materials</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Exhibitor space (subject to availability based on event)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>One (1) concurrent session (subject to availability based on event)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Social Sponsorship Opportunity:</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Options: Keynote presenter, luncheon, reception, entertainment, mobile app</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Options: Breakfast, breaks, centerpiece, program, WiFi, shuttle</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Recognition in program and equivalent recognition on mobile app:</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Package 1: Two (2) push notifications, one (1) rotating banner, highlighted listing</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Package 2: One (1) push notification, highlighted listing</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Private meeting room during conference hours</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

* Access to conference meals is based on event and level.
BOOTH & FLOORPLAN INFORMATION

BOOTH SPECIFICATIONS

- Standard booth size is 8 ft x 8 ft
- One, 2 ft x 6 ft table, draped and skirted with two chairs
- Pipe and drape provided on three sides as pictured below
- All exhibiting display materials must be contained within the booth
- One, 110 power outlet provided for each booth
- Wi-Fi is provided to exhibitors
- Additional equipment may be rented directly through The Hotel Roanoke & Conference Center

Download the 2019 Vendor Technology Request Form

Sample picture of two separate booths

EXHIBIT HALL FLOORPLAN

The Exhibit Hall is located in and around the Crystal Ballroom.

Exhibit Hall Floorplan

Conference Center Floorplan

BOOTH SELECTION

Booth assignments will be made by the conference planning staff and emailed to the exhibitor within five (5) business days of the registration confirmation.
EXHIBIT HALL INFORMATION

REGISTRATION DEADLINE – FEBRUARY 21, 2019*
The registration deadline for Sponsors & Exhibitors is earlier than the attendee registration. The conference team needs adequate time for session planning and marketing purposes. Visit the VCCS New Horizons website to register.
*registration may close earlier if the exhibit hall reaches capacity

CONCURRENT SESSION PROPOSAL SUBMISSION
Presenting, Platinum, Gold, Silver & Bronze level sponsors are eligible to present one (1) concurrent session during the conference. Proposals must be submitted by February 21, 2019. To access the proposal portal, go to the New Horizons website. Please select “Exhibitor session” when prompted to select a category.

Exhibit Set-Up
April 9, 2019  Exhibitor hall available for set-up from 2:00 pm – 9:00 pm
April 10, 2019  Exhibit hall available for set-up at 7:00 am and must be completed by 9:00 am

Exhibit Hall Hours
April 10, 2019  10:00 am – 5:30 pm
April 11, 2019  8:30 am – 4:00 pm
8:30 am – 9:00 am – Coffee with Exhibitors – exclusive time on the conference schedule

Exhibit Tear Down
April 11, 2019  4:00 pm – 7:00 pm

SHIPPING MATERIALS

Incoming packages
Packages may be shipped April 3, 2019 – April 10, 2019 to:

The Hotel Roanoke & Conference Center
ATTN: New Horizons / Your Company Name / Name of Primary ONSITE point of contact / # of parcels per delivery
110 Shenandoah Ave.
Roanoke, VA 24016

Outgoing packages
Refer to the instructions provided by The Hotel Roanoke & Conference Center
Instructions – Outgoing shipping for exhibitors
MEALS
Conference meals are included for sponsor level exhibitors (check package levels for the specific number of tickets provided). Meals are not included for Bronze Sponsors general Exhibitors. The Hotel Roanoke & Conference Center has an on-site restaurant serving breakfast and lunch daily.

LODGING INFORMATION

Limited lodging at The Hotel Roanoke & Conference Center is included for sponsor level exhibitors (check package levels for the specific number of guest rooms provided). Sponsor level exhibitors will be provided lodging instructions by conference planning staff. Lodging is not included for general exhibitors. Exhibitors are prohibited from making reservations within the New Horizons attendee/VCCS employee rooming blocks.

Hotels with dedicated rooming blocks for Exhibitors

- **SpringHill Suites by Marriott - Roanoke** (phone 540-400-6226)
  1.9 miles from host hotel. Shuttle provided by hotel to/from Hotel Roanoke as available.
  300 Reserve Avenue
  Roanoke, VA 24016
  Conference Rate for Exhibitors: $169 plus room and tax per night (*King suites only available)
  Room Block Name: VCCS - New Horizons Conference Exhibitors
  Room Block cut-off: March 11, 2019 or until room block sells out, whichever comes first

- **Roanoke Airport - Courtyard by Marriott** (phone 540-563-5002)
  3.9 miles from host hotel. No shuttle service available.
  3301 Ordway Drive, NW
  Roanoke, Virginia 24017
  Conference Rate for Exhibitors: $107 plus room and tax per night
  Room Block Name: New Horizons Exhibitors
  Room Block cut-off: March 11, 2019 or until room block sells out, whichever comes first

To make reservations: [Click HERE](#) for online reservations or contact the hotel directly

Some additional, but not an exclusive list of, area hotels without exhibitor rooming blocks. Exhibitors are prohibited from making reservations within the New Horizons attendee/VCCS employee rooming blocks.

- **Hotel Roanoke & Conference Center** – Conference host hotel (phone 540-985-5900)
  Some additional, but not an exhaustive list of, area hotels without exhibitor rooming blocks. Exhibitors are prohibited from making reservations within the New Horizons attendee/VCCS employee rooming blocks.

- **Hotel Roanoke & Conference Center** – Conference host hotel (phone 540-985-5900)
  110 Shenandoah Ave, NW
  Roanoke, Virginia 24016

- **Downtown - Hampton Inn & Suites Roanoke** (phone 540-400-6000)
  0.3 miles from host hotel. No shuttle service available since it is in walking distance.
  27 Church Avenue, SE
  Roanoke, Virginia 24011
• Airport/Valley View Mall – Hampton Inn & Suites Roanoke (phone 540-366-6300)
  4.2 miles from host hotel. Shuttle provided by hotel to/from Hotel Roanoke as available.
  5033 Valley View Blvd, NW
  Roanoke, Virginia 24012

• Airport/Valley View Mall - Hyatt Place (phone 540-366-4700)
  4.3 miles from host hotel. Shuttle provided by hotel to/from Hotel Roanoke as available.
  5040 Valley View Blvd, NW
  Roanoke, Virginia 24012

• Roanoke Airport – Residence Inn by Marriott (phone 540-265-1119)
  4.6 miles from host hotel. No shuttle service available.
  3305 Ordway Drive, NW
  Roanoke, Virginia 24017

RULES & REGULATIONS

Liability
The Exhibitor assumes the risk for the safety to its participants, or the property of its participants from, theft, damage by fire, accident, loss, harm, and injury due to crowds, displays, other Exhibitors, or other causes that might occur at an exhibition event. Participants are advised to consult their insurance broker for proper coverage on display material from the time it leaves their company’s premises until its return. Neither the VCCS nor the contracted event facility management will provide insurance coverage against any such theft, damage, accident, loss, harm or injury.

Exhibitor, its employees, representatives or agents may not allow any articles to be brought into the event facility or commit any act on the event premises that will or likely could invalidate the insurance or increase the premium on the policies held by the management of the event facility, nor may it permit anything to be done by its employees through which act the premises, property or equipment of the other exhibitors will be damaged. All space is licensed subject to these restrictions. Exhibitor will be held liable for any damage resulting from violations of these rules.

Uncontrollable Liabilities
In the event that the Event is canceled due to fire, strikes, government regulations, acts of God, acts of war or civil strife or other causes beyond the control of VCCS, then VCCS shall not be held liable for failure to hold the Event as scheduled. In such circumstances, VCCS, at its sole discretion, may refund part or all of exhibit fees and deposits received by it. Refunds will be limited to a maximum of the amount paid by the Exhibitor to the VCCS. In no event will the VCCS or the event facility be liable for any direct, indirect, actual, special or consequential damages of any nature whatsoever, including, but not limited to lost profits, business interruptions or other economic loss to the applicant due to cancellation of the event as scheduled.

Displays
Exhibitor’s exhibition activity is limited to the confines of space assigned by the VCCS. “Working” the aisles, spaces assigned to other Exhibitors, and/or general conference areas is prohibited.

Entertainment During Conference or Sanctioned Events
Exhibitors may not schedule other events such as meetings, breakfasts, luncheons, dinners or receptions during official VCCS program hours (including sessions, meals, and receptions) or while the event exhibitors’ space activities are in progress unless express written permission is granted by VCCS Office of Professional Development (OPD). The VCCS OPD should be notified of events scheduled
outside the official New Horizons conference program hours.

**Cancellation by Exhibitor**

If it is necessary for an Exhibitor to withdraw from the Event, it must notify the VCCS in writing at the VCCS Office of Professional Development, 300 Arboretum Place, Suite 200, Richmond, VA 23236, or by email to sgharib@vccs.edu. Telephone cancellations will not be accepted. Exhibitors may cancel with no penalty if the VCCS receives the request in writing three months prior to the Event. Exhibitors who cancel in writing between three months and one month prior to the Event will receive a refund of 50% of the exhibit fee. No refunds will be made for cancellation requests received after one month prior to the Event. The VCCS will confirm receipt of all cancellation notices. VCCS will only honor cancellation requests whose receipt has been confirmed.

**NEW HORIZONS CONFERENCE INFORMATION**

Visit the [VCCS New Horizons website](#) to find the most updated conference information.

**QUESTIONS**

Conference registration – contact the Office of Special Events and Conferences at events@vccs.edu
Conference event – contact Sandy Gharib at sgharib@vccs.edu
Sponsor questions – contact Lauren Burgwyn at lburgwyn@vccs.edu
Exhibitor questions – contact Sandy Gharib at sgharib@vccs.edu