



NEW HORIZONS 2020

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VCCS NEW HORIZONS CONFERENCE 2020

SPONSOR & EXHIBITOR 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.

SPONSOR & EXHIBITOR LEVEL PACKAGES

Package Features	Presenting Sponsor (\$20,000)	Platinum Sponsor (\$15,000)	Gold Sponsor (\$10,000)	Silver Sponsor (\$5,000)	Bronze Sponsor (\$3,000)	Exhibitor (\$1,500)
# of registrations to attend all conference sessions & events * <i>*meals at this level are limited to boxed lunches provided Wed. & Thurs.</i>	8	6	4	4 *	3 *	2 *
# of guest rooms at conference hotel	3	2	2	1	0	0
Exclusive name rights	X					
Welcome letter in program	X					
Prominent banner as sponsor of event	X					
Speaking Opportunity	X	X				
Private meeting room during conference hours	X	X				
One (1) concurrent session (subject to availability)	X	X	X	X	X	
Social Sponsorship Opportunity: <i>Options 1:</i> keynote presenter, luncheon, reception, entertainment, mobile app <i>Options 2:</i> Breakfast, breaks, centerpiece, program, WiFi, shuttle	X	X	X	X	X	
Recognition in program and equivalent recognition on mobile app: <i>Package 1:</i> Two (2) push notifications, one (1) rotating banner, highlighted listing <i>Package 2:</i> One (1) push notification, highlighted listing	X	X	X	X		
Logo/Name prominent on all materials	X	X	X	X	X	X
Exhibitor space (subject to availability based on event)	X	X	X	X	X	X

[Downloadable version of packages](#)

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CONCURRENT SESSION

Presenting, Platinum, Gold, Silver & Bronze level sponsors are eligible to present one (1) concurrent session on Wednesday or Thursday of the conference. Sponsor sessions can discuss the benefits of your product/service for students and/or faculty. While we would prefer this time not be used as a commercial, helping our attendees understand the purpose and usefulness of your product/service is permissible.

Proposals must be submitted by **February 20, 2020**. To access the proposal portal, [click here](#). When prompted to select a category to describe your session select “Exhibitor session.”

MEALS

Included conference meals vary depending on sponsor/exhibitor level. All conference meals are included for Presenting, Platinum and Gold sponsor levels. Boxed lunches on Wednesday and Thursday are included for Silver and Bronze sponsors levels as well as general Exhibitor level.

EXHIBIT HALL HOURS

Exhibit Set-Up

April 14, 2020	Exhibitor hall available for set-up from 2:00 pm – 9:00 pm
April 15, 2020	Exhibitor hall available for set-up at 7:00 am and must be completed by 9:00 am

Exhibit Hall Hours

April 15, 2020	10:00 am – 5:30 pm <i>10:00 am – 12:00 pm – Coffee with Exhibitors – exclusive time on the conference schedule</i>
April 16, 2020	8:30 am – 4:00 pm

Exhibit Tear Down

April 16, 2020	4:00 pm – 7:00 pm
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EXHIBIT HALL FLOORPLAN

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

[Download the Exhibit Hall Floorplan](#)

[Download the Conference Center Floorplan](#)

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BOOTH SELECTION

Booth assignments will be made by the conference planning staff and emailed to the exhibitor by February 28, 2020.

BOOTH SPECIFICATIONS

- Standard booth size is 8 ft. x 8 ft.
- One, 2 ft. W x 6 ft. L 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 2020 Vendor Technology Request Form](#)

Sample picture of two separate booths



SHIPPING MATERIALS

Incoming packages

Packages may be shipped April 6, 2020 – April 15, 2020 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

[Download Instructions for outgoing shipping for exhibitors](#)

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REGISTRATION DEADLINE – FEBRUARY 20, 2020*

The registration deadline for Sponsors & Exhibitors is earlier than the attendee registration. The conference team needs adequate time for session planning and marketing purposes. [Click here](#) to register.

*registration may close earlier if the exhibit hall reaches capacity

LODGING

Limited lodging at The Hotel Roanoke & Conference Center is included for Presenting, Platinum, Gold and Silver sponsor level exhibitors (check package levels for the specific number of guest rooms provided). Eligible sponsor level exhibitors will be provided lodging instructions by conference planning staff. Lodging is not included for Bronze sponsor level or general Exhibitor level.

Below are some area hotels for your convenience. Please note, sponsors and exhibitors are prohibited from making a room reservation within one of the VCCS New Horizons employee rooming blocks unless instructed by conference staff. Sponsors and exhibitors are welcome to make a room reservation outside of the conference rooming block.

- **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. In walking distance to host hotel.
*27 Church Avenue, SE
Roanoke, Virginia 24011*
- **SpringHill Suites by Marriott Roanoke** (phone 540-400-6226)
1.9 miles from host hotel
301 Reserve Avenue
Roanoke, VA 24016
- **Airport/Valley View Mall - Hyatt Place** (phone 540-366-4700)
4.3 miles from host hotel
*5040 Valley View Blvd, NW
Roanoke, Virginia 24012*
- **Roanoke Airport – Residence Inn by Marriott** (phone 540-265-1119)
4.6 miles from host hotel
*3305 Ordway Drive, NW
Roanoke, Virginia 24017*
- **Roanoke Airport – Courtyard by Marriott** (phone 540-563-5002)
4.6 miles from host hotel
3301 Ordway Drive, NW
Roanoke, Virginia 24017
- **Holiday Inn Valley View** (phone 540-362-4500)
4.6 miles from host hotel
3315 Ordway Drive, NW
Roanoke, Virginia 24017

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RULES, REGULATIONS & CANCELLATION POLICY

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.

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QUESTIONS

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