



SENG

IN OUR HANDS

C H I C A G O

— 2017 —

Creating New Possibilities



SENG'S 34TH ANNUAL CONFERENCE

WELCOME TO SENG!

SENG 's Mission is to empower families and communities to guide gifted and talented individuals to reach their goals: intellectually, physically, emotionally, socially, and spiritually.

Founded in 1981, following the suicide of a gifted student in Michigan, SENG has worked to offer support and guidance to the gifted community, through education, research, and connection.

With the right intellectual and emotional support, gifted people can accept themselves and fulfill the potential of their incredible capabilities. And, perhaps more importantly, they can learn to work with their high sensitivities to feel balanced, happy, and at peace.

Join our community as we celebrate our 34th Annual Conference, August 3-6, 2017 in Chicago.





JOIN US IN #SENG2017CHICAGO!

SENG is the only not for profit organization dedicated exclusively to supporting the social and emotional needs of gifted individuals.

Our community of **21,000+** includes persons from around the world with participants traveling from the United States, Canada, Mexico, South America, Europe, Australia, New Zealand, Hong Kong, and Singapore!

Extend your marketing capabilities with a visible presence at SENG's 34th Annual Conference. Showcase your products and services and connect with the SENG community. Conference Sponsors, Exhibitors and Advertisers can benefit from a variety of special promotion opportunities including heightened brand awareness via a visible presence on:

The SENG Website, (Google Analytics 12241 active users per week)

SENG's Social Media Channels (Facebook Reach 19694; Twitter Reach 7283)

SENG e-marketing campaigns and SENGvine (circulation 21000+)

Attendees include gifted individuals, parents of gifted children, educators - including administrators, gifted coordinators and classroom teachers - as well as clinicians, advocates, social workers and exhibitors.

Projected Attendance for #SENG2017Chicago: 500+

Demographic Profile: 35- 54 Females



SPONSORSHIPS

Choose the opportunity that's right for you!

Premium Packages

The Premium sponsorship packages integrate Welcome Reception, Platinum, Gold and Silver levels offering sponsors an array of opportunities to maximize their presence at this remarkable event. Each Premium level provides a set of core benefits plus additional benefits of its own.

Welcome Reception Sponsor Thursday August 3, 2017

\$2500.00

Your company name and logo will be affiliated with the Welcome Reception on the SENG Website, in the Conference Program, on event marketing materials as well as in the Conference App.

Two free registrations

Reserved seating at the Reception VIP table as well as all 5 Key Notes

Ability to place promotional information on your company on the tables in the grand ball room (sponsoring company is responsible for placement of these items).

Complimentary 6-foot welcome table placed outside of the grand ball room for the duration of conference affording your company representatives the opportunity to meet and greet attendees entering all 5 Keynote sessions.

Complimentary standard retractable banner (one sided 78x33) displayed in the grand ballroom atrium featuring your company name and logo and identifying you as a Reception Sponsor

Full page black and white ad in the Conference Program

Free insert on Conference Tote

Acknowledgement as Reception Sponsor from the stage



SPONSORSHIPS

Choose the opportunity that's right for you!

Platinum Sponsor

\$1500.00

Complimentary registration for two

Sponsor ribbons for name badge.

Complimentary 12-foot exhibitor table.

Table drapes and two chairs

Complimentary WiFi

Full page black and white program ad

Sponsor acknowledgement and weblink on SENG Website July and August 2017

Sponsor acknowledgement and weblink in SENGvine July and August

Sponsor acknowledgement and weblink Facebook / Twitter July and August

Sponsor acknowledgement in the conference program

Sponsor acknowledgement at Welcome Reception.



SPONSORSHIPS

Choose the opportunity that's right for you!

Gold Sponsor

\$1000.00

- Complimentary registration for one
- Sponsor ribbon for name badge
- Complimentary 6-foot exhibitor table.
- Table drapes and one chair
- Complimentary WIFI
- Half page black and white program ad
- Sponsor acknowledgement and weblink on SENG Website July and August 2017
- Sponsor acknowledgement and weblink in SENGvine July and August.
- Sponsor acknowledgement and weblink Facebook / Twitter July and August.
- Sponsor acknowledgement in the conference program

Silver Sponsor

\$550.00

- Quarter page black and white program ad
- Free insert of sponsor literature in conference tote bags
- Sponsor acknowledgement and weblink in SENGvine July and August
- Sponsor acknowledgement and weblink Facebook / Twitter July and August
- Sponsor acknowledgement in the conference program



EXHIBITORS

Choose the opportunity that's right for you!

SENG offers individual exhibitor tables with high traffic and visibility. By signing up as an exhibitor you are allowed two meeting representatives to support you in your exhibition space. If you plan on attending conference you are welcome to register with the earlybird rate of \$375.00 / person.

Exhibitor Table: \$375.00

6 Foot Exhibitor Table

Table drape and two chairs

Complimentary WIFI

Sponsor Ribbon for name badge

End caps and corners are available for a premium price. Contact Jessica Judge at the SENG office for details: 844 488 7364 or office@sengifted for details.

Exhibit Hours:

Thursday, August 3, 2017 Exhibitor Set-Up - 10:00 - 3:00 pm

Thursday August 3, 2017 3:00pm-6:00pm

Friday, August 4, 2017 8:00 am - 5:00 pm

Saturday, August 5, 2017 8:00 am - 5:00 pm

Sunday – Select locations open until 12:00noon. Inquire about placement options.



A LA CARTE

Choose the opportunity that's right for you!

A La Carte Sponsorship packages include a variety of promotion and merchandising opportunities offering sponsors a diversity of prospects to show support and affiliation at this exceptional event. Each level provides a set of core benefits, plus additional benefits of its own.

Commemorative Tote: \$1,500.00

Major exposure on-site and a great opportunity to give SENG conference attendees something they will continue to use long after the meeting.

Each registered attendee will receive an environmentally friendly manufactured tote printed with your company name and logo.

Complimentary full Page Ad in Conference Program

Recognition as the Official Tote Bag sponsor in the printed program.

Opportunity to place a promotional item in each bag, such as a flier, notepad, magnet, or pen

Recognition as the Official Tote Bag Sponsor in the printed program.

The SENG Sanctuary: \$750.00

The SENGtuary is a dedicated space affording participants a quiet space for peace and reflection. Featuring comfortable seating and natural light, the SENGtuary is the perfect place for sensitive individuals to relax and recharge.

Full page ad in the conference program

Ability to place promotional information and select merchandising inside the SENGtuary.

Free insert in Tote

Sponsor acknowledgement in the conference program

Sponsor acknowledgement and weblink in SENGvine July and August.

Sponsor acknowledgement and weblink; Facebook and Twitter July and August



A LA CARTE

Choose the opportunity that's right for you!

Exhibitor Hall Coffee Station:

\$750.00

Complimentary signage featuring your logo

Half-page ad in the conference on site program

Listing on conference sponsorship page

Sponsor acknowledgement and weblink on SENG Website July and August 2017

Sponsor acknowledgement and weblink Facebook and Twitter July and August.

Free insert of sponsor literature in conference tote bags.

Cyber Space Charging Station:

\$750.00

Exclusive sponsorship of the SENG Cyber Space

Complimentary signage featuring your logo

Half-page ad in the conference onsite program

Listing on conference sponsorship page

Sponsor acknowledgement and weblink on SENG Website July and August 2017

Free insert of sponsor literature in conference tote bags.

Neck Wallets:

\$750.00

Exclusive sponsorship of the Lanyard with name/logo printed on the strap

Major exposure on-site and a great opportunity to give attendees something to use after the meeting.

Complimentary half-page ad in the conference onsite program

Recognition as the official Lanyard sponsor in the printed program

Children's Program Commemorative Sack:

\$750.00

Exclusive sponsorship of the Children's Program Commemorative Sack.

Each child will receive an environmentally friendly sack with your company name and logo.

Signage featuring your name and logo at children's program transportation site.

Half-page ad in the conference on site program

Opportunity to place a promotional item in each sac



ADVERTISING

Choose the opportunity that's right for you!

Premium advertising opportunities are available in Conference 2017's Program Book and App! Accepted on a first come first serve basis, select the level of participation that best meets your needs. Program advertising will be featured in both color and black and white and is available in a variety of options.

Premium Advertising Space:

2 Page Center Spread COLOR (16" x 10.5)	\$1500.00
Back cover COLOR (8" wide x 10.5" tall)	\$750.00
Inside front cover COLOR (8" wide x 10.5" tall)	\$500.00
Inside back cover COLOR (8" wide x 10.5" tall)	\$500.00

Inside Program Book Advertising Options:

2 Page Center Spread Black and White (16" x 10.5)	\$750.00
Full page Black and White (8" wide x 10.5" tall)	\$350.00
Half page Black and White (8" wide x 5" tall)	\$250.00
Quarter page Black and white ad (4" wide x 5" tall)	\$100.00

Tote bag insert:	\$100.00
Logo / Link in App:	\$100.00

All Ads including Tote artwork are subject to approval. Supply high resolution, print-ready artwork to office@sengifted.org by June 1, 2017. Artwork editing is subject to a design fee of \$25.00 per edit.



FAQ'S

Conference Dates: August 3 - 6, 2017

Hotel Reservations: We have reserved a block of rooms at Chicago Marriott Naperville for our sponsors and attendees at the reduced rate of \$114.00 / night. (valid through June 27, 2017) Call in Reservation: 800.514.4684; Booking ID- SENG, Supporting Emotional Needs of the Gifted

Address and Shipping information: You are responsible for shipping all items to the hotel. Exhibitors may ship items to the hotel no sooner than 3 days prior to the conference. The Exhibitor will pay a \$5.00 handling charge per delivered box or item and a \$100.00 handling charge per pallet.

Any items that are intended to be inserted into the Tote bags must arrive at the hotel no later than August 1st. Tote inserts should be provided in a quantity of 500 and the exact items you want place in the totes must be labeled "for Tote bags" , otherwise we will assume they are for your booth. Ship to:

The Chicago Marriott Naperville

ATT: SENG CONFERENCE

(YOUR NAME HERE)

(TYPE OF SPONSORSHIP / EXHIBITOR TOTE INSERT ETC)

1801 N. Naper Blvd, Naperville, IL 60563

Phone: 630.505.4900 ; Fax: 630.955.5942

Transportation: We recommend using a Suburban Taxi Service rather than a City Cab. American Taxi 847-259-0276 Rates start at \$40.00 each way (1-3 passengers) Windy City Limousine 866-949-4639 Rates start at \$34.00 each way (1 person, \$44 for 2)

Refund Information Cancellation / Change / Substitution. Conference cancellations / substitutions must be submitted in writing to SENG. In the unlikely event you need to change your registration, please notify us by mail or fax on or before July 21, 2017. Submit your request to:

SENG Refund

P.O. Box 1184

Schenectady, NY 12301

Phone: (844) 488-SENG ; Fax: (844) 433-SENG

Cancellations, substitutions, and changes to your registration after July 21, 2017 will be charged a \$175 processing fee.

SPONSORSHIP, EXHIBITOR & ADVERTISING CONTRACT

To register as a Sponsor, Exhibitor or Advertiser, please print out this form and fax your registration to Jessica Judge at the SENG Office - 844 433 7364 or via mail at SENG P.O. Box 1184 Schenectady, NY 12301. A on line registration option is also available on line at www.sengifted.org.

Contact Name: _____

Company : _____

Telephone and email: _____

Sponsorships (Circle One):

Reception Sponsor Platinum Sponsor Gold Sponsor Silver Sponsor A La Carte

If you have selected an a la carte option, please indicate your choice below

Price: _____

Advertising:

Program Ad Color or Black and White (Circle)

Size and Location _____

Program Price: Price: _____

Tote Insert Price: _____

App Link Price: _____

Shipping and Handling: \$5.00 per box / \$100.00 per pallet: Price: _____

Number of individuals attending sessions (Earlybird rate: \$375.00) Price: _____

Total DUE: _____

Payment Method:

Check (Please make checks payable to SENG)

Card Card: Visa, Mastercard, American Express

Card Number : _____ Zip _____ CVV _____

Billing Address _____

Signature: _____

Authorization: By signing this contract, I agree to the terms expressed herein.

Signature

Date

SENG'S 35TH ANNUAL CONFERENCE AUGUST 2018 #SENG2018 SANDIEGO

www.sengifted.org

