

Closing The Gap 2018

EXHIBITION DATES: Tuesday - Friday, September 25-28, 2018
MYSTIC LAKE CENTER
Prior Lake, MN



ANNUAL CONFERENCE

call for EXHIBITORS

Assistive Technology in Special Education, Rehabilitation and Everyday Living

Join us for the 36th Annual Closing The Gap Conference

Generate Leads, Grow Sales!

Known for its practical and sound content, dedicated and determined audience and inviting learning environment, Closing The Gap is pleased to invite you to exhibit at the 36th Annual Closing The Gap Conference.

Well-known and well-respected, this annual event attracts participants from around the world and presents itself as an ideal opportunity for you to showcase your products and services in front of thousands of special education and rehabilitation professionals, administrators, buyers, end-users and the general public (the exhibit hall will be open to the public free of charge Friday, September 26).

Both standard and corner booth spaces, as well as a limited number of exhibit hall foyer booths, are available.

We encourage you to review the details within, and invite you to contact us directly with any questions you may have.

See you in September in Minnesota!



Conference moves to brand new, state-of-the-art conference center!

MYSTIC LAKE CENTER

The Mystic Lake Center is the newest addition to Mystic Lake Casino Hotel – the only full-service resort in the Minneapolis/Saint Paul area. Construction began in April 2016, with Mystic Lake Center is set to open early 2018. With the addition of 180 hotel rooms in a stunning new tower, this brand new Mystic Lake Center joins Mystic Lake Casino Hotel to form the second-largest hotel in the Minneapolis/Saint Paul area.

Guests will experience luxury, modern amenities and sweeping west-facing golf course views as one of the first guests in the new Promenade Tower—adjacent to the new Mystic Lake Center and everything Mystic Lake has to offer. It's all just steps away from restaurants, bars and nonstop entertainment.

www.mysticlakecenter.com

DON'T MISS YOUR CHANCE TO PARTICIPATE. RESERVE YOUR BOOTH TODAY!

GENERATE LEADS, GROW SALES!

Closing The Gap's conference attendees are eager to learn about the latest assistive technology products and strategies and, in turn, influence the purchasing decisions that ultimately change the lives of their students and clients with disabilities.

Who Attends?

- ✓ Speech Language Pathologists
- ✓ Occupational Therapists
- ✓ Physical Therapists
- ✓ Autism Specialists
- ✓ Vision Specialists
- ✓ Special Educators
- ✓ Special Education Directors
- ✓ Administrators
- ✓ University Instructors
- ✓ Technology Specialists
- ✓ Parents
- ✓ End Users

83% of attendees influence purchasing decisions

89% of attendees will make purchases based on their conference experience



Attendees look to the exhibition to learn about new products and services.



Attendees are there to purchase products or services and network with industry experts.



International Participation

More than just a regional expo, Closing The Gap's exceptional exhibits and educational content draw participants from around the world!

Top Three Reasons to Exhibit

There's something special about the Closing The Gap Conference and it's all about our attendees!

1

Quality leads - Closing The Gap attendees are dedicated and determined, they are interested in learning and implementing – Quality leads, generate sales!

2

Reach Top Decision Makers - Unique to Closing The Gap, the **Administrators Participate Free** registration policy allows AT teams to attend together, along with their administrators. Meet, first-hand and face-to-face with these influential decision makers.

3

Exclusive, Advertising Benefit! Only Closing The Gap Exhibitors receive representation as the **Featured Product of the Week** at Closing The Gap's highly trafficked website: www.closingthegap.com



“You have the key players in this industry all in one place ... there is value in that for those that take advantage.”
~Exhibitor



REACH A DEDICATED AND DETERMINED AUDIENCE WITH PURCHASING POWER



MYSTIC LAKE CENTER - MINNETONKA BALLROOM

- Standard Booth
 8' deep x 10' wide
 80 sq. ft.
\$1,900
- Row End / Corner
 8' deep x 10' wide
 80 sq. ft.
\$2,100
- Premium Island - 4
 16' x 20'
 320 sq. ft.
\$9,500
- Premium Island - 6
 16' x 30'
 480 sq. ft.
\$12,000

BOOTH ASSIGNMENT

Booths will be assigned on a first-come, first-served basis according to the date/time the signed contract and required deposit are received.

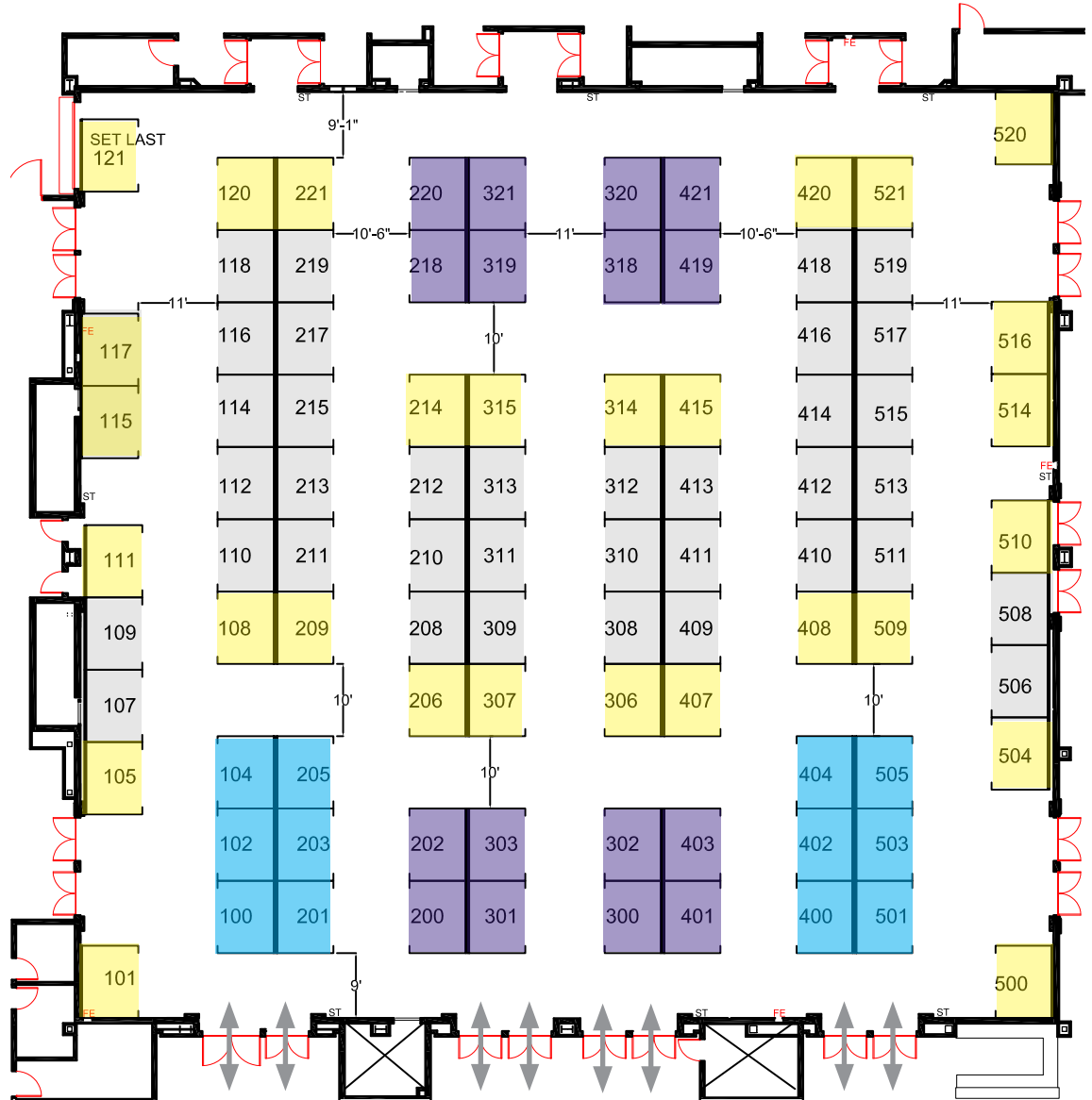
Booth assignment and confirmation will be mailed after December 31, 2017.

ADDITIONAL OPPORTUNITIES:

Exclusive exhibitor rooms ideal for dedicated, hands-on learning environments, presentations and more!

Private meeting space, available for short meetings, etc. also available.

Inquire for details and pricing.



Floor plan subject to change.

Exhibitor Check in

Closing The Gap

Mary Jo Barry

Conference & Membership Sales

mjbarry@closingthegap.com

Phone: 507-248-3294



RETURN YOUR CONTRACT EARLY FOR BEST BOOTH SELECTION!



SPONSORSHIP OPPORTUNITIES

Exhibition Dates: Tuesday - Friday, September 25-28, 2018

36th Annual Closing The Gap Conference

Prior Lake, Minnesota

Items:	Items Sold Separately	GOLD SPONSORSHIP \$1,500	PLATINUM SPONSORSHIP \$2,800
Conference Bag Insert or Pre- or Post-Conference Email Blast	\$1,300		✓
Lanyard Sponsorship	\$950 Lanyards distributed by CTG staff upon checkin <i>Sponsor provides the lanyards</i>		
165" Montior Display Static Image or Video!	\$700 (per day) Monitor located in main hallway to conference center!		
Exhibit Hall Scavenger Hunt	\$450	✓	✓
Charging Stations	\$420	✓	✓
Elevator Digital Signs <i>1280 x 720 pixels Static image or video!</i>	\$400 per day Includes two monitors – left and right side for optimum exposure!	✓	✓
32" High Top Table Clings	\$150 each	✓	✓
Branded Bottled Water	\$110 per case		
Private Meeting Room Space	<i>Inquire for details</i>		
Advertising	\$495 - 1/3 page \$825 - Full page \$1,850 - Back Cover \$1,450 - Inside Front Includes online ad rotation at www.closingthegap.com Sept. 1 - 30	✓ 1/3-page ad	✓ Full-page ad
SAVE 20% SPONSORSHIP PACKAGES		\$1,500 <i>Over \$1,900 value</i>	\$2,800 <i>Over \$3,500 value</i>

All sponsors receive premium recognition at www.closingthegap.com and onsite.



CLOSING THE GAP

The words "Closing The Gap, Inc." as used herein shall also mean the Conference Manager of CLOSING THE GAP, INC. In the enforcement and interpretation of the following rules and regulations, the decision of the Conference Manager is final. Exhibitor agrees to abide by rules and regulations that may hereafter be adopted by exhibit manager as though fully incorporated herein.

ELIGIBLE EXHIBITS

CLOSING THE GAP, INC. reserves the right to determine the eligibility of any company or product for inclusion in the conference and reserves the right to reject or prohibit any exhibit in whole or in part, or any exhibitor or representative, with or without giving cause.

INSTALLATION - STAFFING - DISMANTLING

Installation – No late move-in or early move-out will be permitted.

Exhibit Staffing – As a courtesy to the attendees and to your fellow exhibitors, it is mandatory that exhibitors open their exhibits on time each day and staff them throughout each day of the conference until the scheduled closing of the Exhibition.

Dismantling – All storage and handling charges for failure to remove exhibit materials from the exhibition floor at the conclusion of the move-out period shall be the responsibility of the exhibitor. Exhibitors requesting the scrapping of any exhibit materials, crates, etc., shall pay for any expenses involved thereby.

LIABILITY

Exhibitors must insure their own exhibits. The exhibitor agrees to make no claim for any reason whatsoever against CLOSING THE GAP, INC., nor other contractors for loss, theft, damage or destruction of goods; nor for any injury to self or employees; nor for any damage of any nature or character, including any damage to business by reason of the failure to provide space for the exhibit, or the removal of the exhibit; nor for failure to hold the conference as scheduled; nor for any action of any nature of CLOSING THE GAP, INC., committees, employees or subcontractors.

DAMAGE TO PROPERTY

Exhibitors are liable for any damage caused to building floors, walls, columns or to standard booth equipment, or to other exhibitors' property. Exhibitors may not apply paint, lacquer, adhesive or any other coating to building columns or floors, or to standard booth equipment.

UNOCCUPIED SPACE

CLOSING THE GAP, INC. reserves the right, should any rented exhibitors' space remain unoccupied on the opening day, or should any space be forfeited due to failure to make payment in full by May 31, 2018, to rent said space to any other exhibitor, or use said space for such purposes as it may see fit without any liability on its part, but this clause shall not be construed as affecting the obligation of the exhibitor to pay the full amount specified in his space rental invoice.

FIRE - SAFETY - HEALTH

The exhibitor agrees to accept full responsibility for compliance with local, city, and state, Fire, Safety, and Health Ordinances regarding the installation and operation of equipment. All exhibit materials and equipment must further be reasonably located within the booth and protected by safety guards and devices where necessary to prevent personal accident to spectators. Only fireproof materials should be used in displays and the necessary fire precautions will be the responsibility of the exhibitor.

EXHIBITOR RESPONSIBILITY

Exhibitor agrees to indemnify CLOSING THE GAP, INC. against and hold it harmless for any claims arising out of acts of negligence of exhibitors, their agents or employees.

RELOCATION OF EXHIBITS

CLOSING THE GAP, INC. reserves the right to alter locations of exhibits as shown on the official map.

APPROVAL OF EVENTS

Any event, hospitality activity or tour offered to any or all conference participants by the exhibitor must have prior written approval from the Conference Manager.

CANCELLATIONS

All cancellations must be received in writing. For cancellations received on or before May 31, 2018, 50% of the total cost will be forfeited and the remainder refunded. No refunds will be given after May 31, 2018. Unpaid balances due in full.

USE OF EXHIBIT SPACE

Aisles must be kept clear. All exhibitor demonstrations and booth representatives must be within the boundaries of rented booth space. No exhibit space may be sublet to any individual or company nor products displayed or advertised other than those manufactured or carried by the contracted exhibitor. Audio devices must not interfere with neighboring exhibits. CLOSING THE GAP, INC. reserves the right to determine at what point sound constitutes interference with others and must be discontinued.

SOLICITATION

Business solicitation outside of your booth space is not permitted. Solicitation, in all forms, (by working representatives, through literature distribution, advertising, signage, etc.) is permitted only within the booth space assigned to the exhibitor.

COMPLIANCE

As a condition of exhibiting, each exhibitor shall agree to observe all terms, conditions and rules.

Only those who fully comply with all terms, conditions and rules will receive the 2019 exhibition contract, including the opportunities to best ensure their booth(s) and location and to take advantage of the early, return-exhibitor incentives.

OTHER

If any circumstances or event beyond the control of Closing The Gap causes cancellation of all or any portion of the event, Closing The Gap agrees to refund any portion of the exhibit fee which Closing The Gap is reimbursed by insurance or other third party and shall not be liable for any other refund or payment arising from the cancellation of or for other liability or damages arising from the event.



AGREEMENT TO EXHIBIT

36th Annual Closing The Gap Conference

(1 of 2 Pages)

Exhibition Dates: Tuesday - Friday, September 25-28, 2018

Prior Lake, Minnesota

Return contract to: Closing The Gap, P.O. Box 68, Henderson, MN 56044 • Fax to: 507-248-3810

COMPANY INFORMATION

For use in promotional materials and official on-site conference directory.

Company Name

Address

City State Zip Code

Phone Fax

Toll Free

Email

WWW

Twitter Handle

CONFERENCE COORDINATOR

This person will receive all exhibit-related information and communications.

Coordinator Name

Address

City State Zip Code

Phone Fax

Email

Authorized Signature

Name (please print) Title

We agree to participate at the 36th Annual Closing The Gap Conference, September 25-28, 2018, Prior Lake, Minnesota, under the conditions outlined in the Terms, Conditions and Rules. A minimum deposit of 50% of the total cost is due with the signed contract. The balance is due prior to May 31, 2018.

Payment in full must accompany contract after May 31, 2018. We understand a minimum of 50% of the total cost is not refundable even if we decide not to exhibit. No refund after May 31, 2018. Unpaid balances due in full.

EXHIBITOR RECEIVES (BOOTH):

- Pipe and drape, 8' high curtain back wall and 3' curtain side rails.
- One identification sign for booth.
- One complimentary 3-day conference registration (September 26-28, 2018)
- Three exhibit-only representative badges per booth.
- Additional working-representative badges are available, \$75/per person.
- Exhibitor listing online and printed in conference directory.
- Opportunity to purchase exhibitor-discounted conference registration for those representatives interested in FULL conference participation. (September 26-28, 2018, including presentations, CEUs, conference materials, handouts and all conference events.)

MARKET SEGMENT: Please indicate, by marking with an "x", which category(s) best describe the products/services you offer:

- AAC (alternative augmentative communication)
- deaf, hard of hearing
- seating, positioning, mobility
- accessibility
- education / learning
- transition, vocational
- blind, low vision
- everyday technology

25-WORD COMPANY DESCRIPTION For use in promotional materials and official on-site conference directory.



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(2 of 2 Pages)

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EXHIBIT SPACE: TUESDAY - FRIDAY, SEPTEMBER 25-28, 2018					
Description	On or before Dec. 31, 2017	Jan. 1, 2018 - May 31, 2018	After May 31, 2018	Qty	Price
Standard Booth 8' x 10' - 80 Sq. Ft.	\$1,900	\$2,100	\$2,300	_____	\$ _____
Corner Booth / End of Row 8' x 10' - 80 Sq. Ft.	\$2,100	\$2,300	\$2,500	_____	\$ _____
Premium Island - 4 16' x 20' - 320 sq. ft.	\$9,500	\$9,700	\$9,900	_____	\$ _____
Premium Island - 6 16' x 30' - 480 sq. ft.	\$12,000	\$12,200	\$12,400	_____	\$ _____
SUB TOTAL					\$ _____
First-Time Exhibitor Discount Deduct \$200 off the cost of each booth					\$ _____
NON-PROFIT DISCOUNT - Non-profits may deduct \$100 off the cost of each booth					\$ _____
SPONSORSHIP ITEM / PACKAGE - Refer to page 4 for options and pricing					\$ _____
TOTAL					\$ _____
BOOTH SELECTION - Refer to the map of available spaces on page 3. Indicate your top three choices.					
#1 _____ #2 _____ #3 _____					

50% of total cost is due with signed contract. Balance due by May 31, 2018. After May 31, payment in full due with contract.

PAYMENT INFORMATION

My check # _____ for \$ _____ is enclosed. Please Charge \$ _____ to my



Card Number _____ - _____ - _____

Exp Date: _____ Cardholder Address: _____

