

**AEE** NORTHWEST REGION  
24TH ANNUAL CONFERENCE PRESENTS

# FINDING YOUR EDGE

IN EXPERIENTIAL  
EDUCATION

APRIL 13–15, 2012  
CAMP SQUAMISH, BC

# SPONSOR & EXHIBITOR KIT



# WANT TO IMPACT 100+ EXPERIENTIAL EDUCATORS?

As a valued organization in our community, we invite you to sponsor and support the development of experiential education and the professionals who facilitate this important alternative practice.

Every spring, the AEE Northwest Region hosts an interactive conference for members and fellow professionals to bond, interact and share progressive ideas around experiential education. Through engaging workshops, team activities, and a stimulating outdoor environment, we are proud to bring together over 100 attendees each year to advance further our service to learning.

It is our goal to provide conference participants with the tools and resources to continue the practice and dialogue around EE. As a Conference Sponsor, Exhibitor, Advertiser and Donor, you will resonate in the minds of our participants through the Conference Program Guide, our active online presence, timely membership e-newsletters, and our unique conversation-starting EE t-shirts!

## WHO WILL YOU IMPACT?

Conference participants are practitioners and educators who utilize experiential practices in a variety of settings and disciplines: wilderness trips, challenge courses, therapy, psychology, primary to post-secondary curriculum, recreation programs, professional training and development, counseling and social work.

The 2012 Conference is expected to draw 100 professionals from around the northwestern United States and Canada. These professionals influence the programming, budgets and strategic direction of their companies, camps, centres, educational institutions and organizations. Becoming a sponsor will expose your brand to the brightest and most progressive educators in Alaska, Alberta, British Columbia, Idaho, Montana, Northwest Territories, Oregon, Washington, the Yukon.

The Association for Experiential Education (AEE) is a non-profit international professional organization with a mission to develop and promote experiential learning. AEE was formed in the early 1970s and today has over 1,500 members in 35 countries. AEE is committed to supporting professional development, theoretical advancement, and evaluation of experiential education worldwide. Our intent is to contribute to a more just and compassionate world by transforming education.

### WHAT IS EXPERIENTIAL EDUCATION?

Experiential education is an effective approach to teaching resilience and problem solving skills. EE professionals are challenged by the changing social and economic climate but actively discover new methods and practices to engage people of all ages in exploring their personal limits – both in and outside the classroom. Our annual conference is an exciting place to bring these new practices and ideas together for sharing, exploration, and feedback.

# SPONSORSHIP OPPORTUNITIES

- Become a Conference Sponsor (p.2)
- Advertise in the Conference Program Guide (p.3)
- Donate Auction Items and Raffle Prizes (p.3)
- Become an Exhibitor (p.4)

All funds and in-kind donations raised directly support AEE NW members. Your contributions improve and enhance our service to learning by financing the operations of the AEE Northwest Region.

To discuss Sponsorship opportunities, including bundling options to maximize your exposure, please contact:

**Bev Oldham, Conference Co-convener**  
**[boldham@enviros.org](mailto:boldham@enviros.org)**

## BECOME A CONFERENCE SPONSOR

We offer several levels of recognition for sponsors who make monetary donations:

### Official Conference Sponsor - \$1,000

Receive prominent recognition as the Official Conference Sponsor and prominent placement of your logo in the Conference Program Guide and the Conference website. Only one such sponsorship will be accepted at this level.

### Keynote Address Sponsor – \$500

Receive prominent recognition as the Keynote Address Sponsor and prominent placement of your logo in the Conference Program Guide and the Conference website. Only one such sponsorship will be accepted at this level.

### Saturday Night Entertainment Sponsor - \$250

Receive prominent recognition as the Saturday Night Entertainment Sponsor and prominent placement of your logo in the Conference Program Guide and the Conference website. Only one such sponsorship will be accepted at this level.

### Workshop Session Sponsor - \$50

Receive recognition preceding a specific workshop description in the Conference Program Guide. There are 30+ workshops available to sponsor; only one sponsorship per workshop.

### ABOUT THE CONFERENCE

The 2012 Conference will be held April 13-15 at Camp Squamish, 45 km north of Vancouver, British Columbia. All workshops, dialogue and activities will incorporate the theme, FINDING YOUR EDGE in experiential education.

# ADVERTISE IN THE PROGRAM GUIDE

Place an ad in the official Conference Program Guide and reach every Conference Participant and Workshop Presenter repeatedly throughout the weekend. The Guide is provided to each Participant upon registration and contains the conference schedule, workshop descriptions, activity listings, and speaker biographies. It will also be available for public download on the AEE NW Conference website at least one week in advance of the Conference and at least three months after the conference.

We accept ad artwork as PDF, tiff or jpg files at a resolution of 300 dpi. Please send to Jocelyn Wagner (wagner.jocelyn@gmail.com) by March 30, 2012.

To discuss advertising opportunities for your organization, please contact:

**Jocelyn Wagner**  
**Marketing Coordinator**  
**wagner.jocelyn@gmail.com**

## RATES AND SPECIFICATIONS

Ad Size	Ad Specs (inches, width x height)	Rate
Outside Back Cover	6.5 x 8	\$250
Inside Front Cover	6.5 x 8	\$220
Inside Back Cover	6.5 x 8	\$220
Full Page Interior	6.5 x 8	\$200
Half Page Vertical	3.1563 x 7.625	\$100
Half Page Horizontal	6.5 x 3.7187	\$100
Quarter Page Vertical	3.1563 x 3.7187	\$75
Quarter Page Horizontal	6.5 x 1.7656	\$75
Business Card	3.1646 x 1.7656	\$40

# DONATE AUCTION ITEMS & RAFFLE PRIZES

Donate specific goods or services to our Silent Auction! Your donation will generate significant revenue for AEE NW and gain your organization high-profile recognition. All donations are tax deductible and a receipt will be issued upon receiving the donated items.

Silent and Live Auctions for big ticket items will occur Saturday evening. Raffle tickets will be sold and drawn periodically throughout all meal times for all other items.

For questions related to Auction and Raffle donations, please contact:

**Kelli Parcher, Auction Coordinator**  
**kparcher@co.jefferson.wa.us**

## APPROPRIATE DONATION ITEMS

- Adventure related equipment and apparel
- Books
- Vacation packages
- Kayaks, canoes
- Team-building resources
- Experience vouchers
- Gift certificates
- Discounted trainings

# BECOME AN EXHIBITOR

We invite you to showcase your organization, program or product in our Exhibitor Hall at Camp Squamish! Exhibitors will have multiple opportunities to network with Conference participants before and between workshops, during meal times, and during the Saturday evening entertainment.

With the booking of an Exhibitor Table, you will be listed in the Conference Program Guide. You are also eligible for discounted advertising rates in the Conference Program Guide. Payment can be made in advance or on-site, by credit card or cheque.

## TO APPLY:

1. Complete and save the electronic Exhibitor Information & Application Form (below) and e-mail to Bev Oldham (boldham@enviros.org) by March 23, 2012.
2. Register your organization representative(s) as a Presenter. Please note that space is limited and reserved on a first-come, first-served basis.

## EXHIBITOR INFORMATION & APPLICATION FORM

Exhibitor Organization:

Representative Name(s):

Main Contact (if different from Representative):

Mailing Address:

Phone:

Fax:

E-mail:

## HOW TO REGISTER AS A PRESENTER

To become an Exhibitor, Representatives are required to register for the Conference. The fee is discounted to \$150 and permits access to all workshops and conference events, and includes meals but does not include lodging. On site lodging is available at very affordable rates. To register and to discuss lodging options, please contact:

**Mary Sorg, Conference Registrar**  
**marysorg@hotmail.com**

# QUESTIONS?

For questions and rates regarding specific opportunities:

## Become a Conference Sponsor or Exhibitor:

Bev Oldham

Conference Co-convenor

[boldham@enviros.org](mailto:boldham@enviros.org)

## Advertise in the Conference Program Guide:

Jocelyn Wagner

Marketing Coordinator

[wagner.jocelyn@gmail.com](mailto:wagner.jocelyn@gmail.com)

## Donate Silent Auction Items & Raffle Prizes:

Kelli Parcher

Auction Coordinator

[kparcher@co.jefferson.wa.us](mailto:kparcher@co.jefferson.wa.us)

## Registration & Accommodation:

Mary Sorg

Conference Registrar

[marysorg@hotmail.com](mailto:marysorg@hotmail.com)

# THANK YOU!

Thank you for considering the 2012 AEE NW Conference as a recipient of your support. We look forward to working with you and to continue the practice of experiential education!

For more information about the Association for Experiential Education or the 2012 AEE NW Conference, please visit:

<http://northwest.aee.org/conferences/>

## CONNECT WITH US ONLINE!

Follow us on Twitter: [@aeenw2012](https://twitter.com/aeenw2012)

Like us on Facebook!

Visit our blog for news and updates!