



Pennsylvania - Delaware Chapter
Association for Education and Rehabilitation
of the Blind and Visually Impaired

2024 Penn-Del AER Conference Exhibitor Registration Information



**2024 Penn-Del AER Conference:
Shared Stories: Magnifying Our Impact
April 24 – 26, 2024
Best Western Premier Central Hotel
Harrisburg, PA**

Penn-Del AER strives to provide the highest quality conferences, educational opportunities, and exhibitor opportunities with each passing year. We are pleased to offer the ability to exhibit in person again at the 2024 conference this April. Our conference theme is "Shared Stories: Magnifying Our Impact".

Registration for Thursday, April 25th Exhibitor Day will be on a first-come, first-served basis. A table, lunch, and full-page ad will be \$350. Please be aware of our **March 15** deadline.

Each exhibiting company will be given a 5-minute time slot to speak about their company or products via Facebook Live on the Penn-Del AER Facebook page. The interview will also be displayed on the Penn-Del AER website.

We are excited to be able to provide you with the opportunity to exhibit at our conference. The past few years have brought about many changes and Penn-Del AER strives to be a frontrunner to provide the highest quality opportunities to serve our professionals.

Exhibitors may opt to participate in the conference in one or more of the following ways:

- Attend as an exhibitor with table space to promote your products
- Advertise in the conference program
- Donate products and/or services for our silent auction
- Provide information for a literature display in the event that you are unable to attend
- Sponsor a conference event

Due to limited exhibitor space and increased interest over the past few years, we encourage you to register as soon as it officially opens. Payment must be made electronically through the eShow platform. Registration will not be complete until payment is submitted.

Contract Options and Fees

When completing the online contract, select from the following options:

Exhibitor Packages

- **Gold Level Package:** (\$650): Two 8' tables in Exhibit Hall, full-page ad (7 1/2" x 9 5/16"), two lunch tickets, 5-minute Facebook Live Spotlight, PLUS a prominently displayed poster with your company logo, announcement of your participation as a sponsor in our general session with your logo on the big screen, a dedicated 5-minute time slot for you to promote your business or services to our conference attendees. Space is limited for this option.
- **Silver Level Package:** (\$500): Two 8' tables in Exhibit Hall, full-page ad (7 1/2" x 9 5/16"), two lunch tickets, 5-minute Facebook Live Spotlight, PLUS a prominently displayed poster with your company logo, and an

announcement of your participation as a sponsor in our general session with your logo on the big screen

- **Exhibitor Full Page Ad Package:** Includes table in exhibit hall, full-page ad, one lunch ticket, and 5-minute Facebook Live spotlight (\$350.00)
- **Full Page Ad:** no table (\$200.00)
- **Literature Display:** no ad and no table (\$50.00)

Additional Conference Options

- Silent auction donation
- Sponsor a conference event
- Additional lunch tickets may be purchased for \$24.00 per person. Only one lunch ticket is included in the Exhibitor Packages.
- Awards banquet tickets may be purchased for \$35.00 per person.
- Each exhibitor who selects a Full Page Ad Package is assigned an eight-foot table with a tablecloth and skirt. Additional tables are available for \$50.00 per table.
- Wednesday Conference Sessions (no additional cost)
- Friday Conference Sessions (no additional cost)
- Special requests for those with exhibitor tables such as electricity at exhibitor table and additional exhibitor tables

Advertisements

All advertisements must be in PDF or jpeg file format and must be in the same size as the ad that you are requesting. We will not accept any ads that are not ready to be put directly into the program.

The ads will be included in the digital conference program. Please either:

- 1) Include the alternative text (alt text) description of your ad in the properties of the ad image, or
- 2) Send the description of your ad in a separate Microsoft Word or text file so that we can insert the alt text into the image.

Alt text descriptions should be concise, include the company name, and describe essential content in the ad image. The alt text should not include company contact information since this is provided elsewhere in the program. We recommend that alt text be no longer than 255 characters including space characters, less if possible. The alt text provided will also appear in braille copies of the program.

Please note full page ads will be 7 ½" x 9 5/16".

Submit the electronic copy of the ad to: PDAERvendors@gmail.com

Exhibitor Hall Details

The Exhibitor Hall is open on Thursday, April 25, 2024. Attendees may visit throughout the day, but a session after lunch is reserved exclusively for exhibitor hall visitation.

All exhibitors are assigned an eight-foot table with a tablecloth and skirt.

Set-up times, shipping information, and other pertinent details relating to the exhibitor hall will be provided prior to the conference.

Silent Auction

There's a spot at the Silent Auction waiting for you! If you are interested in donating, please send an email to Dael Cohen at cdael@aol.com indicating what the donated item(s) will be along with the approximate value and then simply bring the item to the Penn-Del AER registration desk at the conference.

If you would like to make a monetary contribution that will be used to purchase items to be auctioned, please include with your electronic registration payment. Thanks, in advance, for your help in making the Silent Auction a success!

When at the conference, peruse the auction and bid on the items. It is fun and helps our Chapter!

Hotel Information

The Central Hotel and Conference Center at the Best Western Premier

800 E Park Drive, Harrisburg, PA 17111-2807
Phone: 717-561-2800

The conference room rate at the Best Western Premier is \$125.95 plus taxes. Rooms can be booked online by visiting the [Best Western Premier Reservation](#).

If you need to book your room via phone, call the hotel directly at 717-561-2800. Just follow the prompts to reach the front desk and one of their reservation agents will be happy to make your reservation. You will need to mention that you are with the Penn-Del AER Conference to receive the conference rate.

Instructions for Submitting Registration/Contract

Submit your exhibitor / advertiser contract through a web-based platform using the link below.

You will need to provide the following information:

Company information: This includes the company name, address, phone number, and website entered exactly as you would like this information to appear in the conference program.

Primary company contact person: This is the name, phone number, and email address of the person Penn-Del AER should contact if we have questions about your contract, payment, ads, etc.

Choice of exhibitor package: Choose from the [exhibitor packages](#) detailed.

Additional conference options: This section includes additional options such as extra lunch and banquet tickets or requests for extra tables in the Exhibitor Hall as detailed below.

Contact information for each person attending the conference: Each person attending needs to digitally register. This includes the name, email address, and phone number of each person who will represent your company at the conference. You may choose whether this information will be included in the conference program. For conference management purposes, you must indicate if your representative(s) plans to attend one or more conference sessions.

Meal choice for each person attending the banquet: This year, banquet attendees may choose from Marinated London Broil with Peppercorn Glaze, Chicken Marsala, and Vegetable Napoléon En Croute.

Ad to be included in the conference program: If you plan to provide an ad for the conference program, the full-page ad will be 7 1/2" x 9 5/16". Please include alternative text for your ad.

Total amount of payment to be submitted: Keep track of the total amount due based on your selections and enter this amount into the form where indicated.

Link to the Registration Platform

We are using a new-to-us registration platform and apologize for the delay in getting this information out to you.

Registration and payment will be made electronically through the eShow Platform. When registering, your primary role is exhibitor. Registration will not be complete until payment is submitted.

[Exhibitor registration link](#)

Conference Contacts

Gayle Aquino, Chair, Penn-Del AER Conference Exhibitor Committee,
pdaervendors@gmail.com

Holly Russell, Chair, Penn-Del AER Conference Committee; Past-President, Penn-Del AER Chapter, russell.hm@comcast.net

Maria Lepore-Stevens, Acting Assistant Chair, Penn-Del AER Conference Committee; President, Penn-Del AER Chapter, marialepstev@gmail.com

Thank You!

On behalf of the 2024 Penn-Del AER Conference Planning Committee, we thank you for your continued support. We are grateful for your commitment to our conference and to our field.

The Pennsylvania-Delaware Chapter of the Association for Education and Rehabilitation of the Blind and Visually Impaired (AER) supports professionals who provide education & rehabilitation services to people with visual impairments.

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