



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

2023 Penn-Del AER Conference

Call for Exhibitors

**Our Professional Landscape:
Cultivating Our Vision for the Future**
April 19 – 21, 2023
Best Western Premier Central Hotel
Harrisburg, PA



The Penn-Del AER Chapter 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 at the 2023 conference on Thursday April 20. The theme of this year's conference is **"Our Professional Landscape: Cultivating Our Vision for the Future."**

Exhibitor Day held on Thursday will be on a first-come, first-served basis. We updated our process for registration which streamlines the conference registration process for all. A table, lunch, and full-page ad will be \$350, with other exhibitor package options. Please check out our additional options for higher visibility.

Due to limited exhibitor space and increased interest over the past few years, we encourage you to submit your contract as soon as possible. Payment must be postmarked by **April 3, 2023**, or we will not be able to guarantee inclusion of your company ad in our program.

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 may also be displayed on the Penn-Del AER website.

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

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

Instructions for Submitting Contract and Individual Registration

We are using a streamlined process for all conference registrations which includes the Exhibitor Contract. An Exhibitor Contract needs to be completed. Also, each individual exhibitor who is attending exhibitor day, other than exhibitor completing the contract, needs to have an individual registration completed.

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.

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.

List all the people who will be attending to support your Exhibitor area: Each person who is attending Exhibitor Day needs to register online.

Choice of exhibitor package: Choose from the packages detailed below.

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

Ad to be published in the conference program: If you plan to provide an ad for the conference program, the full-page ad will be 7" x 9.5".

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

If you are the **sole individual exhibitor** attending to represent the company who completed the Exhibitor Contract, you will have an opportunity to complete the individual registration information needed in one setting.

Link to the 2023 Penn-Del AER Conference Registration

[Registration Link](#)

Exhibitor Package Options

Standard Set-Up for an Exhibitor will be one eight-foot draped table.

All ads must be in JPEG or PNG format and must be a full-page (7" x 9.5"). We will not accept any other file formats and do not provide graphic design services. Ads need to be received by **March 15, 2023**.

- **Gold Level Package** (\$650):
 - two 8' tables in Exhibit Hall
 - full-page ad
 - 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
- **Silver Level Package** (\$500):
 - two 8' tables in Exhibit Hall
 - full-page ad
 - 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
- **Exhibitor Package** (\$350.00):
 - one 8' table in Exhibit Hall
 - full-page ad
 - one lunch ticket
 - 5-minute Facebook Live spotlight
- **Full Page Ad Only**, no table (\$200.00)
- **Literature Display Only**, no ad and no table (\$50.00)

Additional Conference Options

- Silent auction donation
- Sponsor a conference event
- Additional tables are available for \$50.00 per table. Each exhibitor who selects the Exhibitor Ad Package is assigned an eight-foot table with a tablecloth and skirt.
- Electricity needed at exhibitor table
- Attend Wednesday Conference Sessions (no additional cost)
- Attend Friday Conference Sessions (no additional cost)
- Additional Thursday lunch tickets may be purchased at the conference registration table. Only one lunch ticket is included in the Exhibitor Package.
- Awards banquet tickets may be purchased at the conference registration table.

Advertisements for Conference Program

All advertisements **must** be in **JPEG or PNG**. We will not accept any other file formats and do not provide graphic design services.

Alternative text (alt text) is required.

- Include alt text description of your ad in the properties of the ad image, or
- 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 (fewer if possible). The alt text provided will also appear in braille copies of the program.

Ad size: 7" x 9.5"

Send electronic copy of ad by March 15 at the latest to: PDAERvendors@gmail.com

Exhibitor Hall Details

The Exhibitor Hall is open on Thursday, April 20, 2023. Attendees may visit throughout the day, however a session after lunch is designated 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.

Hotel Information

The Best Western is undergoing renovations so rooms may be limited. You will have the option to register at the Hampton Inn as well. A shuttle will be available for transport between hotels.

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 hotel room rate is \$124.95 plus taxes. Rooms can be booked online by visiting the [Best Western Premier](#) or by phone at 717-561-2800.

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.

Hampton Inn

4230 Union Deposit Road, Harrisburg, PA 17111

Phone: 717-545-9595

The conference hotel room rate is \$124.00 plus taxes. Rooms can be booked online by visiting the [Hampton Inn Reservation](#) or by phone at 717-545-9595.

Payment and Ad Submission Information

Payments for all contracts and advertisement submissions must be received no later than April 3, 2023. Advertisements received after that date **will not** appear in the conference program, but you will be charged the full contract fee regardless of whether the advertisement is included in the program. You can pay by check or Venmo.

- Make checks payable to: Penn-Del AER and mail to: Helene Marano, 75 Belmont Station, Southampton, Pa 18966.
- Submit payment to Penn-Del AER via Venmo @PennDel-AER

If you have questions about this process, contact Gayle Aquino, Penn-Del AER Conference Exhibitor Chair, email PDAERvendors@gmail.com or call 610-613-0300.

Contacts

Gayle D. Aquino, Penn-Del AER Conference Exhibit Chair, PDAERvendors@gmail.com

Helene Marano, Penn-Del AER Conference Registration Co-Chair, hmarano@obs.org

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

Maria Lepore-Stevens, Penn-Del AER Chapter Conference Co-Chair, marialepstev@gmail.com

Thank you

On behalf of the 2023 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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