

21ST INTERNATIONAL CONGRESS ON THE EDUCATION OF THE DEAF

Partners in Education



July 18 – 22, 2010

The Westin Bayshore

Vancouver, British Columbia, Canada

www.iced2010.com

**Sponsorship
Package**

21st International Congress On The Education Of The Deaf

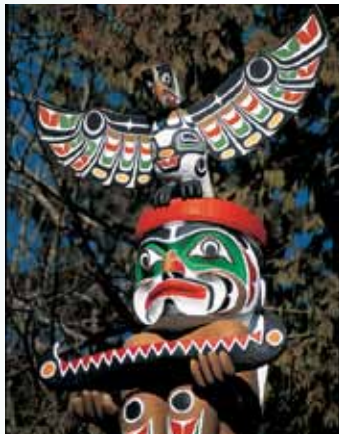
Introduction

Canada will host the **21st International Congress on the Education of the Deaf (ICED) July 18 to 22, 2010**. The International Congress Committee of ICED has selected Vancouver, British Columbia, one of the top 10 meeting and convention destinations in the world as the host city for the 2010 Congress. The Westin Bayshore Hotel will serve as the meeting venue and headquarters hotel. Situated on the corner of Stanley Park, one of the great urban parks, and facing Coal Harbor and the North Shore Mountains, the Westin Bayshore provides an ideal environment for our Congress.

ICED is a prestigious gathering of scholars, educators, technical experts and members of the Deaf Community. The proceedings from each Congress have had a marked influence on the education of children who are deaf or hard of hearing. The dissemination of knowledge from the research presentations influences the direction of the corporate community's involvement in providing products and services to those impacted by educating children who are deaf or hard of hearing.

The 2010 Congress Sponsorship Program is directed by the following members of the Steering Committee:

- Ms. Claire Anderson Co-Chair Organizing Committee
- Dr. Susan van Gorp Co-Chair Organizing Committee
- Mr. Joe McLaughlin Co-Chair Interpreting Committee
- Dr. Janet Jamieson Chair Scientific Committee
- Dr. John Anderson Leadership Summit
- Ms. Marilyn McKay Co-Chair of the Sponsorship Committee and;
- Supported by Advance Group, an internationally recognized Conference Management Company



Stanley Park - Totem Pole, Vancouver Aquarium and Harbour Center Lookout. Courtesy of Tourism Vancouver



Science World at Night. Courtesy of Tourism Vancouver / Al Harvey

About ICED

ICED, is held every five years to showcase the latest developments and achievements in education of students who are deaf or hard of hearing. Leading practitioners and researchers from around the world will lead discussions and presentations on the latest advances in deaf education. The Congress was first held in 1878 in Paris and has proven to be an ideal platform for companies and organizations to demonstrate their support for those who are deaf or hard of hearing. Meeting every five years, this international gathering of those involved in all aspects of education, offers a tremendous opportunity for exposure to a high profile audience.

About the Conference Host - CAEDHH

The Canadian Association of Educators of the Deaf and Hard of Hearing (CAEDHH) is the national organization for teachers of the deaf and hard of hearing. CAEDHH's certification committee is the national body that certifies teachers of the deaf and hard of hearing in Canada. CAEDHH consults with governments, universities, pertinent agencies and organizations on educational needs of children who have a hearing loss. The Association provides networking opportunities to educators concerning deaf and hard of hearing issues, best teaching practices, available resources as well as peer support. They host a national conference every two years in different parts of Canada.

CAEDHH also publishes and distributes a magazine on a regular basis outlining up to date information in the field.

Delegate and Meetings Profile

This will be the first time the Congress has been held in Canada and the first time on the west coast of North America. The United States of America previously hosted this Congress in Washington DC (1963) and in 1990 at Rochester New York (1440 delegates).

At each of the last two Congresses, in Australia and the Netherlands, approximately 1000 delegates from 70 countries and most of the leading educational institutions serving education of the deaf and hard of hearing participated in advancing the research and depth of knowledge of those in attendance.

We have received strong support from Canadian universities, Gallaudet University in Washington DC and the National Technical Institute for the Deaf in Rochester New York. The Canadian Association of Educators of the Deaf and Hard of Hearing has agreed to hold their biennial conference in conjunction with ICED 2010.

Our 2010 Congress will present six (6) tracks in the program:

- Early Intervention
- Inclusive Education
- Language and Literacy
- Educating the Whole Child
- Sign Language and Deaf Culture
- Technology in Education

Just prior to the opening of the Congress, a one day Leadership Summit will be held at the Morris J. Wosk Centre for Dialogue. Educational leaders will be invited to come together in dialogue on current and future directions concerning the education of deaf students. Through a series of facilitated conversations, participants representing the world's leading universities, colleges, schools and institutions serving the deaf, will focus on a number of topics based on what we know about how deaf children learn and what we need to ensure their optimal success.



Simon Fraser University Wosk Centre for Dialogue

We anticipate our event will bring together over 1000 educators, medical specialists, hearing aid distributors, audiologists, psychologists, speech-language pathologists, politicians and interpreters from around the world. Since Vancouver is equidistant from Europe and Asia we expect to see outstanding representation from the Pan Pacific Region. Vancouver, as a destination routinely attracts a greater number of delegates than most other major international convention sites so we do expect increased delegate counts potentially leading to record attendance.

Vancouver will be hosting the 2010 Winter Olympics just five (5) months before our Congress. The world wide media attention on the City and Olympic sites in Whistler, one the best known international mountain resort destinations, will undoubtedly assist us in our marketing efforts to create the most widely attended Congress in history.

About Vancouver

Vancouver is a dynamic, multicultural city set in one of the globe's most spectacular natural environments. Framed by the majestic Coastal mountain range, sparkling Pacific Ocean, rainforests and beautiful foliage year round, make Vancouver one of the most beautiful cities in the world. In fact it has been voted one of the world's most livable and safe cities.

Catering to any interest throughout all four seasons, our delegates can enjoy world class shopping, outdoor adventures, gourmet meals, live entertainment, sporting events, theatre and outstanding sights and attractions.

It is also the gateway to outstanding pre and post meeting travel with quick and easy access to Whistler Resort, the Canadian Rockies, Victoria and the rest of Vancouver Island. The Okanagan Region is a readily accessible day drive into the interior of British Columbia. This Region is recognized internationally for producing outstanding wine. Vancouver is also the home port for the cruise ship industry's Alaska cruises from May to October each year.

Vancouver International Airport has consistently been rated one of North America's top airports. By 2009 there will be a direct "Sky Train" link from the Airport to downtown Vancouver.



English Bay Inukshuk. Courtesy of Tourism Vancouver/Andy Mons



Jogging in Stanley Park. Courtesy of Tourism Vancouver/John Sinal

Networking Environment

Our goal is to present an outstanding networking environment for our delegates and corporate sponsors. The Westin Bayshore Hotel is a captivating setting on Coal Harbor, right downtown, with expansive views of the waterfront and North Shore Mountains from most delegate lodging rooms. The Westin Bayshore Hotel is a Vancouver landmark with outstanding access to Stanley Park and the shops and restaurants of the downtown area.

We recognize there is a lot to learn from researchers, educators and professionals who operate in very different cultures, linguistic influences and environments. We have worked hard to create a Congress networking environment to maximize that learning opportunity. In particular we anticipate our continuous poster sessions will connect delegates and leading educators and researchers with the latest in educational and professional practice.

The program has also been crafted with the intent of ensuring our Sponsors have ample opportunity to engage delegates. Our floor plan allows for the exhibits, communications café, refreshment breaks and lunches to take place in one easily accessed area. Sponsors will be featured at the Welcome Reception and our Barbeque and Boat Cruise Evening Event. Sponsors will have an extensive opportunity to entertain and forge the business relationships during the Congress that are a dedicated outcome of their marketing objectives.

2010 Congress Marketing

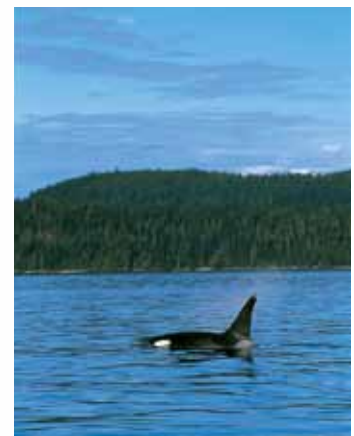
We anticipate the extensive 2010 Olympic advertising campaign to draw significant attention to Vancouver throughout 2009 helping us to attract potential delegates from around the globe. Electronic marketing will be conducted through the official Congress website www.iced2010.com.



Westin Bayshore Marina



Robson Street Shoppers



*Johnstone Strait Killer Whale
Courtesy of Tourism Vancouver*

Sponsorship Opportunities & Benefits

Each sponsorship package has a specific set of major entitlements and benefits to give corporations a profile at the Congress consistent with their interest in interacting with delegates to achieve their marketing and sales goals.

We have created daily sponsorship packages consisting of lunch and refreshment breaks. In addition to the daily packages we have two special events for your consideration: the Welcome Reception and the Barbeque and Boat Cruise Evening Event.

Exhibit Space

Each Diamond and Gold Sponsor has been allocated exhibit booth space. Diamond Sponsors will receive two (2) 10x10 booth spaces. Gold Sponsors will receive one (1) 10x10 booth space. Additional booth spaces are available at a charge of \$2000 for each booth.

Welcome Reception

The Welcome Reception will be held at the Westin Bayshore Hotel.

Barbeque Dinner & Boat Cruise Evening Event

The Westin Bayshore Hotel has been selected for our Final Dinner/Salmon Barbeque evening. After dinner we have arranged a boat cruise of Coal Harbor and English Bay.



Seawall in Stanley Park near English Bay. Courtesy of Tourism Vancouver / John Sinal

Communication Café

The Communication Café is an important meeting and information area for all delegates for the duration of the Congress. We have located the cafe on the meeting room floor within easy access to all sessions.

Customized Lanyards & Hotel Key Cards

These promotional opportunities are perfect for the corporation that wants to keep their company name in front of delegates during the entire Congress. The lanyards will be used on all delegate badges. The corporate name and promotional message of our Gold Sponsor will be identified on all hotel room key cards.

Delegate Bags

Diamond and Gold Sponsors will have the right to have their logos placed on the delegate bags and as well place a corporate "insert" in the delegate bags.

Daily Refreshment Break Recognition Package

Silver Sponsors will receive recognition throughout the day they sponsor. Sponsors will be recognized each day during refreshment breaks and lunch. Recognition will be evident at the entry to rooms, on all food and beverage stations and in the Final Program. Sponsors are welcome to offer a promotional item or marketing insert at any of these sessions.

Congress Proceedings

Any proceedings of the Congress that are published will have the logo of the Diamond Sponsor as a permanent easily accessible reminder of the Sponsor's presence at the Congress.

Pocket Program

At registration delegates will receive a handy Pocket Program to insert in the Lanyard badge holder as a constant reference guide for the entire program. The sponsor's name and logo will appear on this program as a heading band. This opportunity is part of the Lanyard package.

Use of Congress Name

Our Congress Sponsors have the right to use their status as sponsors of the 2010 Congress in all of their corporate advertising until November 30, 2010.

Access to Delegate List

Sponsors will have the right to the delegate "opt-in" list from the Congress.

Visual Recognition

Sponsors will receive logo recognition in the appropriate locations during the Congress commensurate with their sponsoring category. Sponsor logos will also appear in the Final Program.

Logo Recognition on the Website

The Home Page for the Congress will host the logos for Diamond and Gold Sponsors. All sponsors will have logo identification on the Sponsors Page.

Final Program Advertising

Sponsors will receive 4 colour ad space at no additional charge. Please refer to the sponsorship grid for the size of the ad for each sponsorship category.

Complimentary Registration

Sponsors will receive complimentary registration for the Congress commensurate with their sponsorship status.

Major Event Tickets

Diamond and Gold Sponsors will receive complimentary tickets to the specific event that they sponsor.

Sponsorship Entitlements & Opportunities

Benefits	Diamond \$40,000	Gold \$25,000	Silver \$10,000	Friends of ICED \$3,000
Entitlements				
Exhibit Space (10x10 Booths)	Two	One	No	No
Final Program Advertisement	Inside Front & Back Cover	Full Page	1/2 Page	Business Card Size
Delegate Bag Insert (1 full 8.5"x11" page)	X	X		
Verbal Acknowledgement in Plenary Sessions (as applicable)	X			
Logo Recognition: - in Plenary Sessions (as applicable) - on Welcome Page of Website - on Sponsor Page of Website - On-Site Signage	X X X X	X X	X X	X X
Link from Congress Website to Sponsors Website	X	X	X	X
Full Registration(s) Complimentary	4	3	2	1
Exhibit Area Only Registration(s) Complimentary	2	2	2	0
Tickets to Final Dinner	4	2	1	0
Opportunities				
Final Dinner (1 sponsor only)	X			
Welcome Reception (1 sponsor only)	X			
Communications Café (1 sponsor only)		X		
Hotel Room Key Cards (1 sponsor only)		X		
Lanyards (1 sponsor only)		X		
Daily Food & Beverage Packages (4 available July 19 to 22). Includes morning & afternoon refreshment break and lunch.			X	

Please note that there is limited additional exhibit booth (10 x10) space available at an additional fee of \$2000 per booth.

The Canadian Association of Educators of the Deaf and Hard of Hearing reserves the right to change this Prospectus without notice. As well, we reserve the right to align certain sponsorship elements with specific corporations.

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Sponsorship Commitment Form

Our organization (please print) _____ agrees to sponsor the upcoming **ICED 2010 Congress taking place in Vancouver, BC from July 18 – 22, 2010**. It is understood that by signing this form we are agreeing to sponsor this Congress. We commit the full amount of the sponsorship agreed to. Please submit payments in the form of a credit card, cheque or bank draft made payable to **ICED 2010 c/o Advance Group Conference Management**.

Diamond (\$40,000 CAD) Gold (\$25,000 CAD) Silver (\$10,000 CAD) Friends of ICED (\$3,000 CAD)

It is extremely important to list your company accurately including the proper use of your company's logo in all materials. As a result, we require that you complete the following details and that you provide your company logo in an electronic format for use in black and white print (EPS) and colour for the website and some signage. Therefore, please print all information clearly as you wish it to appear on all Congress printed materials.

Company Name: _____

Address: _____

City: _____ Province/State: _____ Postal/Zip Code: _____

Country: _____ Phone: _____ Fax: _____

Contact's Email Address: _____ Website: _____

Contact Information – I agree that you may disclose my contact information to other organizations. Details of the selected Sponsorship benefit inclusions will accompany your confirmation.

Payment Calculations:

Sponsorship Amount: _____ + Additional Booth Amount = _____ + 12% HST _____ = TOTAL _____

Type of Payment: Cheque/Bank Draft (attached) Credit Card Payment Visa MasterCard

Name on Credit Card

Credit Card Number

Expiry Date & CVC #

Authorized Signature & Date Signed

I acknowledge I have read and agree to the sponsorship conditions and that I have authorized signing authority on behalf of my company to make the above commitment for the ICED2010 Congress in Vancouver, BC. I also acknowledge all of the information provided herein is accurate for publication with regards to the ICED 2010 Congress.

Signature: _____ Date: _____

Please fax or mail this form, including payment, to: ICED 2010 c/o Advance Group Conference Management Inc.

For all enquiries, contact:

ICED 2010 Conference Secretariat

c/o Advance Group Conference Management Inc.

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Email: iced2010@advance-group.com

Conference Website: www.iced2010.com