

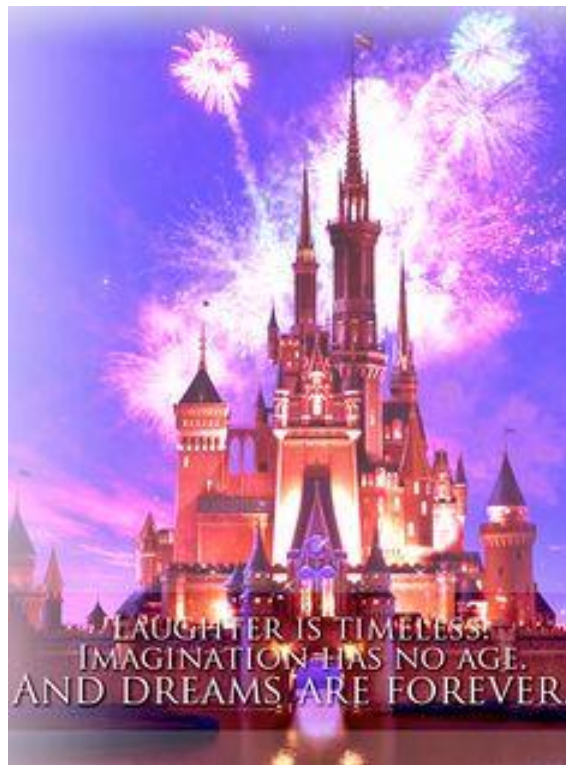
the Association of Personalized Learning Schools & Services

Every Child's Learning is Personal

APLUS+ Network Conference 2017

**Call for
Presenters, Sponsors, Advertisers & Exhibitors**

Deadline for Submission: August 15, 2017



15th Annual APLUS+ Network Conference

**Personalized Learning:
"The Happiest Place in Education"**



**Wednesday October 25th—Friday, October 27th, 2017
Doubletree by Hilton Hotel Anaheim—Orange County
Orange, California**

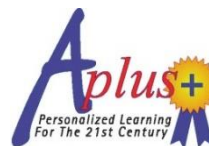
APLUS+ Network Conference 2017 Overview



Personalized Learning PUBLIC Charter Schools put STUDENTS FIRST!



With both recent and likely future changes that may dramatically impact the California charter school movement and the Personalized Learning Public Charter School movement, we must recognize the critical importance of school leadership and staff being as flexible and adaptable to change as is our Personalized Learning model. In spite of the chaotic climate facing us, we must remain ever steadfast in our vision to PUT STUDENTS FIRST and ensure their education success through our Personalized Learning model. Our individual and collective ability to adapt to the ever challenging and changing climate in which we serve will determine how well we will be able to survive and sustain ourselves in the future. Our Personalized Learning brand of public school is under ever greater and more extreme assault by those whose interests are self-serving and who do not care about what is best for students.



Their continuing and aggressive actions to undermine parent and student choice clearly reflect their true intent. We, however, in response to these ongoing threats, must uphold our vision to continue defending parents' and students' fundamental rights to choose the education model and program that is best for them. That is how we distinguish our schools and set ourselves apart from the "other guys".

APLUS+ is thrilled to host our 15th annual network association conference in 2017 in Anaheim, California, just minutes from Disneyland®, the self-proclaimed "Happiest Place on Earth"! In tandem with this Disneyland® spirit, our 2017 APLUS+ conference theme is: "Personalized Learning: The Happiest Place in Education". From our APLUS+ Network survey conducted in 2016, we have the results to prove it. Here are the facts from more than 2,000 parents and over 400 students:

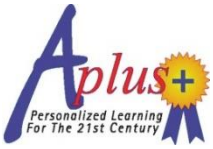
- A large majority of the more than 2,000 parents who responded both chose and are satisfied with their Personalized Learning Public Charter School program because of the unique characteristics of the Personalized Learning model itself, that is, freedom, flexibility, choices, parent involvement and collaborative partnerships, and teacher/student relationships.
- **89% of students** who responded are either satisfied, very satisfied, or extremely satisfied with their Personalized Learning public charter school program!
- **99% of parents** who responded are either satisfied, very satisfied, or extremely satisfied with their Personalized Learning public charter school program!
- **90% of students** who responded are loyal and committed to their Personalized Learning Public Charter School program!
- **99% of parents** who responded are loyal and committed to their Personalized Learning Public Charter School program!
- **96% of students** who responded would recommend their Personalized Learning Public Charter School program to others!
- **99% of parents** who responded would recommend their Personalized Learning Public Charter School program to others!



Who Attends APLUS+ Network Conferences?

We are anticipating that our 2017 conference will welcome up to 400 attendees or more. Typically, APLUS+ Network conferences attract a high percentage of both educational and administrative decision-makers who are either on the leading edge of providing an innovative, Personalized Learning model for all of their students, or who are interested in developing a Personalized Learning model for their schools. This Personalized Learning model is founded upon providing diverse choice and flexibility in how, what, when, where, and with whom each student learns, and embraces collaborative partnerships towards each student's educational success with parents and the greater community. The majority of our attendees represent California public charter schools that are statutorily classified as "nonclassroom-based, independent study" type charter schools.

In addition, our 2017 APLUS+ Conference will have the capacity to accommodate up to 30 exhibitors or more. Our exhibitors are typically comprised of APLUS+ Preferred Partners and affiliates that provide a wide variety of educational, back-office, and consulting products and services that enhance and support our member schools in their Personalized Learning mission and vision.



APLUS+ Network Conference 2017 Professional Development Workshops and Breakout Sessions

For the 15th consecutive year, the APLUS+ Personalized Learning Network Association continues our passionate commitment to offer conferences and professional development opportunities that are exclusively focused on topics and issues that are most critically important to Personalized Learning Public Charter Schools (a.k.a.: those that are non-classroom-based, independent study classified). This year is no different, and as the California Charter School movement celebrates its landmark 25th year anniversary in 2017, the stakes for high accountability and compliance as well as the corresponding consequences, are perhaps greater than ever! Our workshops and breakout sessions will be tailored specifically to the needs and interests of key school decision-makers and stakeholders including Board Members, CEO's, Directors, Site Administrators, CFO's, Curriculum Developers, Counselors, Technology Specialists, Mentor Teachers, Teacher Guides, Special Education and Special Needs Teachers, and more. Plan to bring your entire leadership and decision-making team to the 2017 APLUS+ Network Conference!



A TOTAL OF 10 OR MORE TWO-HOUR INTENSIVE WORKSHOPS!

To kick off our 2017 conference we will return to the shorter two-hour workshop format that we first introduced during our 2015 conference. Our 2017 conference will offer at least 10 two-hour in-depth workshops on Wednesday afternoon, October 25th.

MORE THAN 50 BREAKOUT SESSIONS COVERING YOUR MOST CRITICAL TOPIC STRANDS!

Topic experts representing APLUS+ member schools, preferred partners, and affiliates will be offering more than 50 one-hour and fifteen minute breakout sessions during Thursday and Friday of the conference. Subject to adjustments based upon session submissions, our proposed 2017 APLUS+ conference topic strands are as follows:



- **Administrative Leadership Best Practices**
- **Assessment & Accountability Best Practices**
- **Community Relations and Outreach**
- **Compliance and Legal Issues**
- **Human Resources and Other Classified Best Practices**
- **Instructional Best Practices**
- **Preparing Students to be Successful in Life: CTE Programs and Innovations**
- **Specialized Programs for Personalized Learning Students**
- **Technology Applications in a Personalized Learning Environment**
- **Preferred Partner Training Sessions**

SUBMITTING YOUR WORKSHOP/BREAKOUT SESSION PROPOSAL: DUE NO LATER THAN AUGUST 15, 2017

Access the following link online either directly or through the APLUS+ Network website home page at www.theaplus.org to complete and submit your workshop or breakout session proposal:

<https://aplusnetwork.wufoo.com/forms/r1jqpg2m0nhkalj/>

Conference Networking Events and the Happiest Place on Earth!

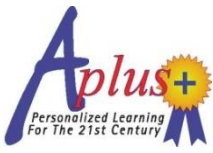
APLUS+ Evening Receptions & Bon Voyage Farewell Reception & Drawing

Our 15th annual APLUS+ Conference will once again feature our popular evening networking receptions on Wednesday evening following our workshops, and on Thursday evening following our breakout sessions. A dedicated exhibitor networking opportunity will follow lunch and our keynote presentation on Thursday. Following our breakout sessions on Friday morning we will bid our conference attendees a fond farewell with our signature Bon Voyage "Have Your Cake & Eat It Too" Farewell Reception and Drawing. Stay until the end for your chance to win one of several prizes!



Join Us at Disneyland®: The Happiest Place on Earth

The happiest place in education joins the happiest place on earth! Following our Friday farewell reception, all conference attendees and their families are invited to join us via FREE Doubletree Anaheim hotel shuttle for a fun-filled day at Disneyland®! Attending is optional! APLUS+ has arranged specially-priced Disneyland® Resort Theme Park tickets through our friends at Disneyland® that may be purchased only by APLUS+ conference attendees for themselves and family members. Should attendees and their families wish to attend Disneyland for additional days, these discount tickets may also be purchased for use for admission both immediately prior to and following our conference.



APLUS+ Conference 2017 Sponsorship Program and Registration Form

"Personalized Learning: The Happiest Place in Education"

Final Deadline for Sponsorship Reservations: August 15, 2017

APLUS+ anticipates up to 400 attendees at this year's 15th annual conference. Organizations interested in gaining greater promotional exposure and recognition for their support of the APLUS+ Network and Personalized Learning movement may do so during the 2017 APLUS+ conference by becoming a conference sponsor. Organizations may choose from one of three conference sponsor levels as described below. Sponsorships are open to current APLUS+ member schools, current APLUS+ Preferred Partners, and affiliate association and organization partners. Sponsorship reservations and payments are due in full no later than August 15, 2017.

Sponsorship Levels & Benefits

Please note: Conference program advertisements may also be upgraded for the difference in cost between the sponsorship benefit level and the stand-alone advertisement space price.

AAA+ (\$5,000+ contribution)

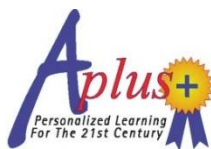
- FIRST Priority for reserving exhibit space location
- FIRST Priority for scheduling for session presentation
- FIRST Priority for conference program guide advertising placement
- Full page COLOR advertisement priority placement on front inside cover, back inside cover, or back of APLUS+ Conference Program Guide
- Up to four free conference attendee registrations
- Sponsor logo listing on APLUS+ Conference sponsor page in APLUS+ conference program
- Company logo printed on every APLUS+ Conference tote bag
- Company brochures/flyers inserted into every attendee tote bag
- Honorable mention and expression of appreciation during Conference opening session

AA+ (\$2,500+ contribution)

- SECOND Priority for reserving exhibit space location
- SECOND Priority for scheduling for session presentation
- SECOND Priority for conference program guide advertising placement
- Full page COLOR advertisement within APLUS+ Conference Program Guide
- Two free conference attendee registrations
- Sponsor logo listing on APLUS+ Conference sponsor page in APLUS+ conference program
- Company logo printed on every APLUS+ Conference tote bag
- Company brochures/flyers inserted into every attendee tote bag
- Honorable mention and expression of appreciation during Conference opening session

A+ (\$1,000+ contribution)

- THIRD Priority for reserving exhibit space location
- THIRD Priority for scheduling for session presentation
- THIRD Priority for conference program guide advertising placement
- One free conference attendee registration
- ½ page advertisement within APLUS+ Conference Program Guide
- Sponsor logo listing on APLUS+ Conference sponsor page in APLUS+ conference program
- Company logo printed on every APLUS+ Conference tote bag
- Company brochures/flyers inserted into every attendee tote bag



APLUS+ Conference 2017 **Sponsorship Registration Form**

APLUS+ Sponsor Information:

Organization Name: _____

Contact First Name: _____ Last Name: _____

Title (Position): _____

Contact Phone: _____ Fax: _____ Email: _____

Please Select Your Sponsorship Contribution Level:

- AAA+ (\$5000 contribution)**
- AA+ (\$2500 contribution)**
- A+ (\$1000 contribution)**

Preferred Booth/Exhibit Space Location

Please Select Your Preferred Booth/Exhibit Location (top three preferences) from the exhibit space schematic provided at the end of this brochure.

Please note that the following prime exhibit space locations are reserved exclusively for APLUS+ Conference Sponsors (see Exhibitor Space Schematic on page 8):

#7, #8, #9, #10, #11, #12, #18, #19, #20

#1 Preference _____ #2 Preference _____ #3 Preference _____

For sponsorship reservations on a first come, first served basis for the APLUS+ 2016 Conference, please email this completed form to:
jeffrice@jps.net or fax to: 530-432-3610

Please make your APLUS+ Conference 2017 sponsorship checks payable to APLUS+ and mail to:

APLUS+
Attn: Jeff Rice
18820 Lodestone Court, Penn Valley, CA. 95946

For sponsorship inquiries, please contact Jeff Rice, Founder/Director, APLUS+ at:
Email: jeffrice@jps.net; Phone: 530-432-3609; Cell: 530-913-7693



APLUS+ Conference 2017 Advertising Program Overview

Deadline for Advertising Submission: September 15, 2017

APLUS+ anticipates anywhere between 400-500 attendees at this year's 15th annual conference. Typically, our attendee mix is approximately 2/3 teachers and 1/3 administrators and board members. Organizations interested in gaining greater promotional exposure and recognition for their support of the APLUS+ Network and Personalized Learning movement may do so during the 2017 APLUS+ conference by advertising in the APLUS+ Conference Program Guide. Conference Program Guide advertisements are reserved on a first-come, first-served basis and are open to current APLUS+ member schools, current APLUS+ Preferred Partners, and affiliate association and organization partners. Conference sponsors receive first priority on advertising placement in the APLUS+ Conference Program Guide. Payments for Conference Program Guide advertisements are due in full no later than September 15, 2017.

APLUS+ Conference Program Guide Advertising Rates:

Back cover (color) Available first for AAA+ conference sponsors. Otherwise, reserved on a first-come, first-served basis: Full page only: \$1495

Inside front or inside back cover (color) Available first for AAA+ conference sponsors. Otherwise, reserved on a first-come, first-served basis: full page: \$995; 1/2 page: \$550

Inside first or last color page, front or back Available first for AA+ conference sponsors. Otherwise, reserved on a first-come, first-served basis: full page: \$895; 1/2 page: \$495

Back page of inner section (black and white): Available first for A+ conference sponsors. Otherwise reserved on a first-come, first-served basis:
full page: \$595; 1/2 page: \$350; 1/4 page: \$195; Business card: \$150

Inner section (black and white)
full page: \$495; 1/2 page: \$295; 1/4 page: \$150; Business card: \$100

Advertising Specifications

- All ads must be high resolution press-ready pdf files (no Microsoft Word or Publisher files).
- All images need to be 300 dpi. Most images downloaded off websites are low resolution and cannot be used for print advertising.

Ad Sizes:

- Full page non-bleed 7.375 inches wide x 10 inches tall
- Full page bleed 8.625 inches wide x 11.25 inches tall
- 1/2 page 7.375 inches wide x 4.875 inches tall
- 1/4 page 3.5281 inches wide x 4.875 inches tall
- 1/8 page 3.5281 inches wide x 2.3125 inches tall

For ad space reservations for the APLUS+ Conference 2017 Advertising program, please contact Jeff Rice, Founder/Director, APLUS+ at:
Email: jeffrice@jps.net; Phone: 530-432-3609; Cell: 530-913-7693



APLUS+ Network Conference 2017 Exhibitor Registration Form

Please print clearly, and fill out one exhibit registration form per company only.

PLEASE NOTE: Each exhibitor representative attending the conference must complete a separate online conference registration form with payment either at the APLUS+ member or nonmember rate.

APLUS+ Conference 2017 Exhibitor Information:

Exhibitor Company Name: _____

Company Contact-First Name: _____ Last Name: _____

Title (Position): _____

Contact Phone: _____ Fax: _____ Email: _____

APLUS+ 2017 Conference Exhibitor Requirements:

1. Each exhibitor must be able to have one or more representatives available at the exhibit table for both conference exhibit days, Thursday-Friday, October 26-27, 2017 for interested attendees. No partial-day or completely unattended exhibits will be allowed, and we would prefer that exhibitors remain until the end of the conference at 11:30 am on the 27th.
2. **All Exhibitor representatives are required to register separately for the conference.** Conference registration fees apply to all Exhibitor representatives attending, with the exception of designated conference sponsor representatives. Please go to the APLUS+ website at www.theaplus.org for the link to the online conference registration form.

For APLUS+ Preferred Partners Only: One 6' table display or exhibit space at the annual APLUS+ Network Conference is FREE and provided as one of the many benefits as an APLUS+ Preferred Partner. However, conference registration fees do apply for each attending representative from your company at the APLUS+ member rate. Additional 6' tables/space may be reserved by Preferred Partners at a cost of \$100 per table/space. APLUS+ conference sponsors receive one or more free conference registrations included.

For other Exhibitors (non APLUS+ Preferred Partners): The exhibit booth space fee is \$250 for one 6' table or display space, plus the cost of conference registration at the non-member rate. Please go to the APLUS+ website at www.theaplus.org for the link to the online conference registration form. Additional 6' tables/space may be also be reserved by Exhibitors at a cost of \$200 per table/space.

Please check the following that apply:

- Yes**, Please reserve 1 (one) 6' draped table for display
- Yes**, Please reserve 1 (one) display space for me, but I will be bringing my own company display
- Yes**, Please reserve an additional _____ 6' draped table(s) or space for my display. I have enclosed an additional \$_____ for more than one display table/space.

TOTAL # EXHIBIT TABLES/SPACES: _____

TOTAL \$ _____

Preferred Exhibit Space Location: Please indicate your top three exhibit space locations by number (See exhibit space schematic on page 8 of this document). Please note that, while we will do our best to accommodate your top preferences, exhibit space priority will be given first to conference sponsors and then to advertisers. The following prime exhibit space locations are reserved exclusively first for APLUS+ Conference Sponsors and then for advertisers: #7, #8, #9, #10, #11, #12, #16, #17, #18, #19, and #20. Should all available designated exhibit spaces be reserved in the foyer, additional exhibit space will be made available as needed around the perimeter of the general session ballroom as indicated in the APLUS+ conference exhibitor schematic.

Choice #1 _____

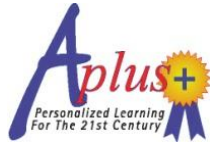
Choice #2 _____

Choice #3 _____

Please return this form along with your registration forms and payment to:

APLUS+, Attn: Jeff Rice, 18820 Lodestone Court, Penn Valley, CA. 95946;

EMAIL: jeffrice@jps.net; FAX: 530-432-3610



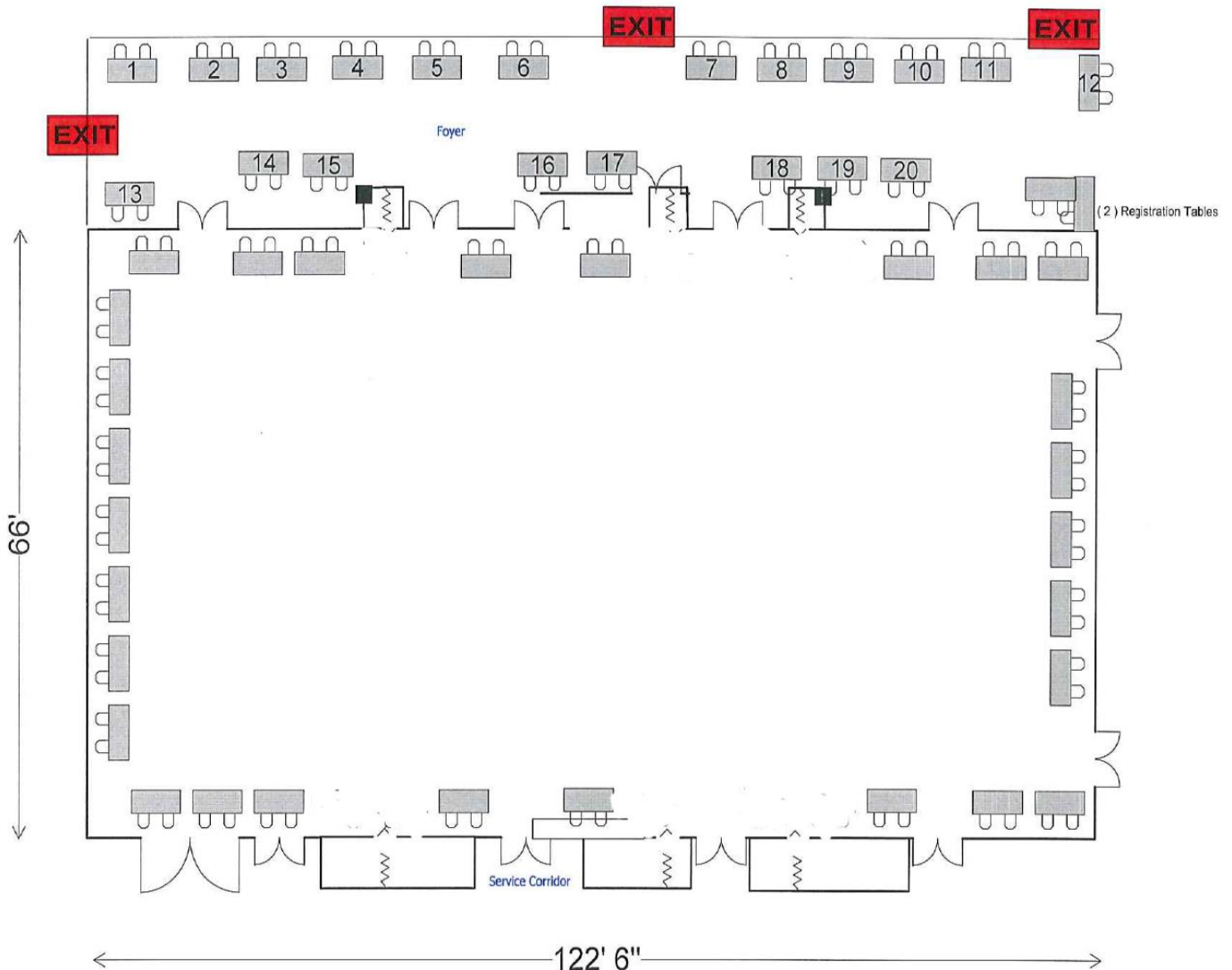
APLUS+ Network Conference 2017

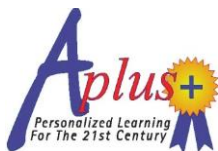
DoubleTree Anaheim Hotel Exhibitor Space Schematic

Prime exhibit spaces located in the general ballroom foyer and adjacent to the APLUS+ Conference registration tables are designated below numbered #1-20. The following prime exhibit space locations are reserved exclusively first for APLUS+ Conference Sponsors and then for advertisers: #7, #8, #9, #10, #11, #12, #16, #17, #18, #19, and #20.

Overflow exhibit spaces located around the perimeter of the general session ballroom are numbered as follows in clockwise order:

- Right side vertical (top to bottom): 21, 22, 23, 24, and 25
- Bottom horizontal (right to left): 26, 27, 28, 29, 30, 31, 32, 33
- Left side vertical (bottom to top): 34, 35, 36, 37, 38, 39, 40
- Top side horizontal (left to right): 41, 42, 43, 44, 45, 46, 47, 48





APLUS+ Network Conference 2017

Exhibitor Information

Conference Attendees:

APLUS+ anticipates up to 400 attendees at this year's 15th annual conference. Typically, our attendee mix is approximately 2/3 teachers and 1/3 administrators and board members, mostly representing APLUS+ Network Personalized Learning public charter school members. APLUS+ Network membership is currently comprised exclusively of California-based Personalized Learning Public Charter Schools and Preferred Partners. Our conference is primarily driven by instruction-related best practices, followed by Leadership and Administrative best practices. Our current APLUS+ Network membership is comprised of approximately 60 Personalized Learning Public Charter Schools, collectively serving more than 60,000 K-12 students, and approximately 18 Preferred Partner education product and service organizations.

Exhibit Space:

Each APLUS+ Conference exhibitor will receive one six-foot draped table, or a six-foot wide reserved space in which to set up their own booth display.

Exhibit Hours:

Conference exhibit hours are from 7:00 am to 6:30 pm on Thursday, October 26th and 7:00 am to 11:30 am on Friday, October 27th.

Exhibit Set Up:

Exhibitor displays may be assembled after 12:00 pm on Wednesday, October 25th. Display tables and spaces will be pre-assigned and designated with the exhibitor company name on a laminated table top sign. Conference sponsors and advertisers receive first priority for exhibit space location.

Exhibit Break Down:

Exhibitor displays may be dismantled by or after 11:30 am on Friday, October 27th.

Internet Access:

Internet access for your exhibit is complimentary as part of your exhibit space cost.

Electricity:

Electrical supply for your exhibit must be arranged separately through the Doubletree Anaheim. (Please see instructions on page 10).

Special Exhibit Needs:

NOTE: If you require special electrical needs, a/v rental equipment, or other special equipment or supplies, etc. for your exhibit, you must arrange for these items directly with the Doubletree Anaheim. APLUS+ is not responsible for arranging for special exhibit needs or for any associated costs to provide for those services. (Please see instructions on page 10).

Shipping and Receiving Procedures:

Limited storage space is available at the Doubletree Anaheim for exhibits and materials. Please make sure that your materials not arrive more than four days in advance of the beginning of the conference. Exhibits and materials may be sent directly to the hotel and they recommend the following label information:

HOLD FOR:

Name of registered guest or vendor to receive the boxes

Name of group APLUS+ | Include your Vendor Name as Noted Above & Booth number | Include box count 1 of 2
example

Attn: Lisa Amick, Events Dept

DoubleTree Hotel

100 The City Drive, Orange, CA. 92865