



**55<sup>th</sup> Annual Technical & Educational Conference**  
**KANSAS CITY** **MISSOURI**

**April 08 - 11, 2014**



Design Sustainably  
Build Efficiently

**Exhibitor - Vendor - Sponsor Information**



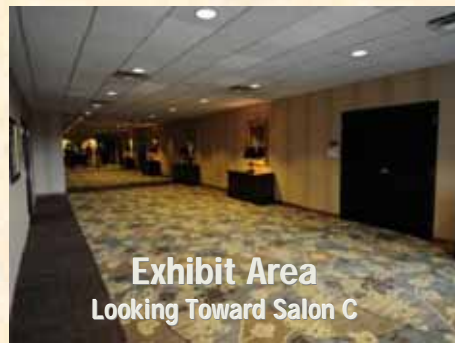
# 55<sup>th</sup> Annual Technical & Educational Conference KANSAS CITY MISSOURI

**April 08 - 11, 2014**

HOTEL DISCOUNT RESERVATION DEADLINE - MARCH 20, 2014

Call the Holiday Inn Country Club Plaza Direct 816-753-7400

Register on-line [www.holidayinn.com/hiattheplaza](http://www.holidayinn.com/hiattheplaza) Attendee Code ADDA



## CHECK-IN & REGISTRATION Registration Begins 7:30 a.m.

Tuesday	April 08	Pre-Conference Seminars	8:00 - 5:00
Wednesday	April 09	Full Conference Day - Exhibit Set-up	8:00 - 5:00
Thursday	April 10	Full Conference Day - Exhibits Set-up a.m.	8:00 - 1:00
		1/2 Day Exhibit	1:00 - 5:00
Friday	April 11	3/4 Conference Day & Exhibits	8:00 - 2:00





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## Become an ADDA Corporate Sponsor

A Corporate Sponsor shall be identified as a company that is not engaged directly in the design drafting profession, but offers support to the design drafting profession such as a manufacturer of drafting and design equipment, office supplies, employment services, or other related services.

One individual may be designated to receive the benefits under the Corporate Sponsor Membership option. A Corporate Sponsor Member will have the same privileges and rights as any other member with the exception they cannot hold any position on any board or commission.

### Corporate Sponsor – Business Level \$250.00 + 1/4 Page Conference Brochure AD

Business Level shall be entitled to these additional privileges.

- 10% off cost of ADDA Mailing List or Email List.
- \$100.00 Discount off Vendor & Exhibitor fees at ADDA Conferences
- 10% Discount on Advertising Newsletters, or other publications.
- Website Link
- Sponsor Listing in Publications and Promotions
- Other discounts may apply based on availability.

### Corporate Sponsor – Bronze Level \$500.00 + 1/4 Page Conference Brochure AD

Bronze Level shall be entitled to these additional privileges above a Business Level

- 20% off ADDA Mailing List or Email List
- \$200.00 Discount off Vendor & Exhibitor fees at ADDA Conferences
- 20% Discount on Advertising Newsletters, or other publications.
- \$10.00 Discount on Additional Members
- Other discounts may apply based on availability.

### Corporate Sponsor – Silver Level \$750.00 + 1/2 Page Conference Brochure AD

Silver Level shall be entitled to these additional privileges above a Bronze Level.

- 30% off ADDA Mailing List or Email List
- \$300.00 Discount off Vendor & Exhibitor fees at ADDA Conferences
- 30% Discount off Advertising Newsletters, or other publications
- Other discounts may apply based on availability.

### Corporate Sponsor – Gold Level \$1,000.00 + 1/2 Page Conference Brochure AD

Gold Level shall be entitled to these additional privileges above a Silver Level.

- 40% off ADDA Mailing List or Email List
- Inclusion on the ADDA Sponsors Banner
- \$500.00 Discount off Vendor & Exhibitor fees at ADDA Conferences
- Other discounts may apply based on availability.

### Corporate Sponsor – Diamond Level \$1,250.00 + Full Page Conference Brochure AD

Diamond Level shall be entitled to these additional privileges above a Gold Level.

- 50% off ADDA Mailing List or Email List
- \$600.00 Discount off Vendor & Exhibitor fees at ADDA Conferences
- Other discounts may apply based on availability.

### Corporate Sponsor – Platinum Level \$1,500.00 + Full Page Conference Brochure AD

Platinum Level shall be entitled to these additional privileges above a Diamond Level.

- Free Vending for ADDA Conferences or Training
- Banner AD on ADDA Website Mainpage with weblink
- Inclusion of Promotional Material in Membership & Renewal Mailings\*
- Other discounts may apply based on availability.

\* Based on Single Page 20# or Standard 60# Postcard – Postage Discounts Applied to other inclusions

**Corporate Sponsorship** is an Annual Membership Category which will list your Company as an ADDA Corporate and Conference Sponsor.

Based on the Corporate Sponsor classification, you receive benefits such as website links, free advertising, magazine advertisement discounts, access to mailing list, special membership discounts, conference discounts, exhibitor fees discounts and other items that are considered business promotional opportunities, plus you will receive discounts from all ADDA sources.

ADDA is a 501c3 non-profit classified charity organization under the current IRS Tax Rules.

Contact Donna Brenton  
[dbrenton@adda.org](mailto:dbrenton@adda.org) or  
Telephone 731-627-0802  
for additional details.

## CORPORATE SPONSOR SPECIAL

SPONSORS RECEIVE SPECIAL ADVERTISEMENT IN THE CONFERENCE BROCHURE

Based on Sponsor Level See Adjacent Information

INFORMATION MUST BE RECEIVED NO LATER THAN March 10, 2014

Joining as an ADDA Sponsor indicates your support of the graphics profession as a reputable company and supplier of products to the profession. Sponsorship indicates your company meets the highest standards set by ADDA. Acceptance as an ADDA Sponsor allows your customers to quickly identify you as a reputable, moral and ethically operated business.



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## Supporting the Profession Supports your Bottom Line

As an Official ADDA Corporate Sponsor, you help support the existing and future publications, events, and programs that make ADDA the world's leader in the design and graphics industry.

### Examples of Programs you will help sponsor are .....

The **Professional Certification Program** which allows drafters, designers and graphic professionals to demonstrate their knowledge in drafting design & graphic concepts through nationally recognized standards and practices. Certification enhances each individual's credibility, improves their opportunities for promotion, and provides an edge for your company in highly competitive job markets.

The **Curriculum Certification Program** developed almost 25 years ago, recognizes schools who's curricula meets ADDA's standards, which includes national and international standards governed by many affiliate organizations.

Promotion of the **Design Drafting Week**, during each April, honors the highly skilled professional designers drafters and graphics professionals involved in the profession on a daily basis.

The **Annual Poster Contest** offers students the opportunity to create marketing material used to promote Design Drafting Week. The contest is open to students of any graphic program to show creativity, vision and artistic ability. Posters are due in December of each year.

The **Chapter Program** is an ADDA student organization designed to help students form professional affiliations through proper directives of instructors and professionals who are involved in the industry.

The **Council Program** is designed to assist drafters and designers who work in the profession on a daily basis. Councils are a group of regional professional members, who meet on a regular basis, for training, discussions, tours, and development.

The **Design Drafting Contest** which encourages excellence in effort and discipline and gives recognition to outstanding students.

The **Annual Technical Training & Educational Conference** is focused entirely on the needs and interests of the design drafting and graphic professional and educator. ADDA conferences deliver the most up-to-date educational and training information and opportunities to the attendee. ADDA's conference offers training in standards and production techniques which can be applied within an existing working environment.

Through your sponsorship of ADDA, you advocate the programs which offer educational, training and certification opportunities to the student and professional. In return ADDA Identifies Your Company to our membership and certified professionals, which encourages them to do business with the companies which have supported them.

As ADDA grows and programs improve, the corporate sponsors, reap the benefits of better trained, informed and educated employees. Individuals receive a higher level of continuing education opportunities, direct access for obtaining solutions to situations, and a dedication to the companies which are easily accessed through ADDA, the world's leader in the graphic industry.





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## CORPORATE SPONSOR MEMBERSHIP

Yes, we want to be a Corporate Sponsor of ADDA  
Use the form below to register additionally as a Conference Sponsor.  
Please fill out all requested information.  
COMPANY INFORMATION

**Join ADDA Today  
Invest in your Future**

Organization or Company Name \_\_\_\_\_

Representative Name \_\_\_\_\_ Title \_\_\_\_\_

Email \_\_\_\_\_ Telephone \_\_\_\_\_

Fax \_\_\_\_\_ Company Website \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_ Country \_\_\_\_\_

Authorizing Signature \_\_\_\_\_

*This signature verifies your authority to authorize ADDA to process for full payment as indicated above. Payment options must be completed on preceding page.*

Print Name of Authorizing Signature \_\_\_\_\_

Total Cost Indicated Above \$ \_\_\_\_\_  
Please Include Cost on Payment Submittal

- |                        |   |  |
|------------------------|---|--|
| CORPORATE SPONSORS CAN | Place Banners in front or behind exhibit table if hotel allows<br>Provide Advertisement and Promotional Materials<br>Retail Sale of Books and Related Product | Set up Demonstrations<br>Promotional Items<br>Obtain Attendee List |
|------------------------|---|--|

## ADDITIONAL CONFERENCE SPONSORSHIP OPPORTUNITIES & INFORMATION

Breaks	Daily Breaks (Includes Morning and Afternoons) provides coffee, tea and soft drinks <i>Available Days - Tuesday April 08- Thursday April 10 - Morning of Friday April 11</i>	\$ 250.00 ea
Lunches	3 Lunches are Available for Conference Sponsorship <i>Available Days - Wednesday April 09 Thursday April 10 - Annual Membership Meeting and Director Election Friday April 11 - Awards Luncheon and Special Presentations</i>	\$ 750.00 ea
Transportation	Presidents Dinner <i>Thursday April 10 - Advertisement in Conference Material, Announcements during the Presidents Dinner &amp; Function</i>	\$ 750.00 total



the Seal of  
**EXCELLENCE**  
within the  
**PROFESSION**



**Where's Yours?**





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## EXHIBITOR & VENDOR

**Use the form below to register. Please fill out all requested information.**

Exhibitor - Vendor or Company Name \_\_\_\_\_

Primary Company Address \_\_\_\_\_ City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_ Country \_\_\_\_\_

Company General Phone \_\_\_\_\_ Fax \_\_\_\_\_

Who is the Primary Company Contact \_\_\_\_\_

Company Website Address \_\_\_\_\_

Representative Name #1 \_\_\_\_\_ Title \_\_\_\_\_

Email \_\_\_\_\_ Telephone \_\_\_\_\_ Mobile \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_ Country \_\_\_\_\_ Email \_\_\_\_\_

Representative Name #2 \_\_\_\_\_ Title \_\_\_\_\_

Email \_\_\_\_\_ Telephone \_\_\_\_\_ Mobile \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_ Country \_\_\_\_\_ Email \_\_\_\_\_

### Vendor or Exhibitor Information

**Corporate Sponsors Receive Special Discounts Based on Sponsorship Levels (see page 2 for Details)**

**NOTE:** Price includes (1) one 8 foot table, tablecloth, skirting, and access to (1) one power outlet, and (1) one complimentary lunch for each exhibiting day-two (2) total.

**ADDITIONAL LUNCHESES and BREAKS** are provided at a cost of \$30.00 per additional vending/exhibiting representative.

**Exhibit space** is on a first come first serve basis. All efforts will be made to provide each exhibitor with their desired location.

**Complimentary Name Badges** will be provided, 1 for each exhibit or vendor representative at the booth. (3 maximum)

\_\_\_\_ I (we) will provide a donation for the drawing door prize give-away. *This product may be software, hardware, caps, shirts, etc. ADDA encourages participating presenters and exhibitors to provide widgets, pens, pencils, key chains, coupons, buy-one-get-one, etc. to be distributed as a form of advertisement or promotion for your company.*

Indicate prize(s) or donation \_\_\_\_\_

\_\_\_\_ I or we will require additional electrical service to the booth.

Access to one electrical outlet will be provided.

Exhibitor to provide sufficient number of electrical cords & surge protectors to route power as needed.

Specify any additional requests or needs: \_\_\_\_\_

\_\_\_\_ Yes, I will need additional lunches

\_\_\_\_ Yes I would like to become a Corporate Sponsor – see next page

\_\_\_\_ Yes I would like to Sponsor a Function – see next page



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## Exhibitors Hotel Discount Reservation Deadline is March 20, 2014

### PAYMENT PROCESS

Page 1 of 2

▶ Name: \_\_\_\_\_  
Primary Corporate Member or Sponsor Contact

Title: \_\_\_\_\_

▶ New \_\_\_\_\_ Renewal \_\_\_\_\_ Organization \_\_\_\_\_

▶ Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_

▶ Postal Code: \_\_\_\_\_ Country (if not U.S.): \_\_\_\_\_ ▶ Telephone # (\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_

▶ E-mail Address: \_\_\_\_\_ Company Web Page \_\_\_\_\_

Membership Dues Categories are based on benefits of the classification selected.  
Check Only One. See the Corporate Member & Sponsor Brochure for Benefit Details

#### CORPORATE SPONSOR LEVELS

- |   |             |
|---|-------------|
| <input type="checkbox"/> Corporate Sponsor – Business Level - U.S. & Canada | \$ 250.00   |
| <input type="checkbox"/> Corporate Sponsor – Bronze Level - U.S. & Canada   | \$ 500.00   |
| <input type="checkbox"/> Corporate Sponsor – Silver Level - U.S. & Canada   | \$ 750.00   |
| <input type="checkbox"/> Corporate Sponsor – Gold Level - U.S. & Canada     | \$ 1,000.00 |
| <input type="checkbox"/> Corporate Sponsor – Diamond Level - U.S. & Canada  | \$ 1,250.00 |
| <input type="checkbox"/> Corporate Sponsor – Platinum Level - U.S. & Canada | \$ 1,500.00 |

I hereby agree, if accepted as a member of ADDA International at any level of membership or sponsorship, I, my company, or representatives, shall and will abide by the Constitution & By-Laws and the Code of Ethics of the ADDA and will uphold the traditions, morals and standards of the ADDA and the Profession according to the Policies and Procedures as outlined, established, adopted or set-forth by the Board of Directors and the Board of Governors of ADDA International.

### COMPLETE YOUR PAYMENT OPTIONS

**Break & Lunch Sponsorships** .....\$ \_\_\_\_\_

- |   |  |  |
|---|--|--|
| <input type="checkbox"/> Break Wednesday - \$250.00 | <input type="checkbox"/> Break Thursday - \$250.00 | <input type="checkbox"/> Break Friday - \$250.00 |
| <input type="checkbox"/> Lunch Wednesday - \$750.00 | <input type="checkbox"/> Lunch Thursday - \$750.00 | <input type="checkbox"/> Lunch Friday - \$750.00 |

**Corporate Membership** .....\$ \_\_\_\_\_

- Business \$250.00 -  Bronze \$500.00 -  Silver \$750.00 -  Gold \$1,000.00 -  Diamond \$1,250.00 -  Platinum \$1,500.00

**Vending / Exhibitor Fees** .....\$ \_\_\_\_\_

- |  |  |   |   |
|--|--|---|---|
| <input type="checkbox"/> Non-Member \$1,000.00 | <input type="checkbox"/> Business \$650.00 | <input type="checkbox"/> Bronze \$550.00  | <input type="checkbox"/> Platinum \$ FREE |
| <input type="checkbox"/> Silver \$450.00       | <input type="checkbox"/> Gold 250.00       | <input type="checkbox"/> Diamond \$150.00 |   |

**Additional Lunches** ..... Luncheon Tickets @\$ 30.00 / Day \_\_\_\_\_Wednesday \_\_\_\_\_Thursday \_\_\_\_\_Friday .....\$ \_\_\_\_\_

**Additional Memberships**..... Additional Individual Memberships for Corporate Sponsors are \$79.00 each (\$10.00 discount).....\$ \_\_\_\_\_

**President's Dinner** ..... One (1) President's Dinner is included for each Vendor or Exhibitor Booth .....\$ \_\_\_\_\_

- \_\_\_\_\_ Additional President's Dinner Attendees - Thursday Night@ \$25.00 each  
 President's Dinner Entertainment Sponsorship - Thursday Night \$750.00

ADDA is a 501c3 non-profit organization. Your sponsorship and / or donations may be tax deductible under IRS Tax Rules and Laws. Based on your specific budgetary availability, ADDA will accept donations in exchange for Sponsorships, Memberships or other provided services. Please check with your Financial Consultant for specific information.





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### Order Your "FREE" Conference Tee

Circle Adult Sizes Only S M L XL XL-T 2XL 2XL-T 3X 3XL-T

Available in **Orange Only** for the Conference - Additional Shirts May be ordered for \$11.00 each  
*Single Shirt Orders with ADDA Logo are available in a wide range of school and company colors.  
Shirts can be ordered through the Offices anytime. Non Conference Pricing will apply.*

## PAYMENT PROCESS

Page 2 of 2

### COMPLETE your CONFERENCE PAYMENT

Payment may be made with credit card, personal check, company check, money order, or purchase order from approved company or institution.  
Please attach this form with the registration and attendance form above.

#### Payment

Method  Personal Check  Company Check  Credit Card  Money Order  Purchase Order

### CREDIT CARD INFORMATION

You Name \_\_\_\_\_ Company \_\_\_\_\_

Company Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

Card Type  Visa  MasterCard  American Express

Expiration Date \_\_\_\_\_ CVS Card Code \_\_\_\_\_

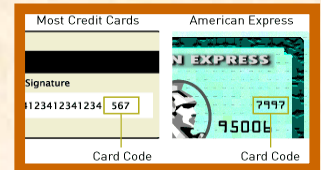
Exact Name on Card (Print) \_\_\_\_\_

Credit Card Number \_\_\_\_\_

Credit Card Billing Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Authorizing Signature \_\_\_\_\_

*Membership or Registration will not be issued until full payment has been made and approved.  
Upon Signature you are authorizing ADDA to process payment and shall be responsible for  
any charges related to this transaction.*



### MONEY ORDER & PERSONAL CHECK INFORMATION

Date \_\_\_\_\_ Check Number \_\_\_\_\_ Issuing Agency \_\_\_\_\_

Name of Person(s) on registration Form \_\_\_\_\_

City & State of Issuing Agency \_\_\_\_\_ Amount \$ \_\_\_\_\_

*The Person or Company Issuing payment by Personal, Company Check, or Money Order is responsible for any fees, processing charges, or administrative cost involved in non payment or inability to process funds, and these charges will be in addition to, any payment due to the American Design Drafting Association or any other agency involved in the re-processing or collection of funds due.*

### PURCHASE ORDER INFORMATION

Date \_\_\_\_\_ Payment For \_\_\_\_\_ # of Attendees \_\_\_\_\_ Purchase Order Number \_\_\_\_\_

Amount \$ \_\_\_\_\_ Name of Person Issuing Purchase Order \_\_\_\_\_

*ADDA accepts purchase orders under the condition of guaranteed payment by the issuing company. The purchase order must indicate each attendee and the amount listed on the individual attendee registration form. One registration form for each attendee must be attached to the purchase order. Non-Payment upon invoicing will be subject to collection and processing as allowed by law within the judicial system and collection laws of the State of Tennessee.*

Authorizing Signature \_\_\_\_\_

*This signature verifies your authority to authorize ADDA to process for full payment as indicated above.*

For additional information contact dbrenton@adda.org  
ADDA International - 105 East Main Street - Newbern, Tennessee 38059  
Telephone 731-627-0802 Fax 731-627-9321