



The LD Journey – From Self Awareness to Successful Independence

PEN, in collaboration with AT&T Park, is pleased to announce Education Revolution 2010 (EdRev), the largest national gathering of students who learn differently—and their families, educators and professionals. This unconventional venue provides the opportunity for “one stop shopping” covering the full range of information, products, and expertise for learning and attention difficulties (LD/ADHD), all under one roof. This event reaches out to a wide range of communities, including public schools and those that are underserved. The goals of this groundbreaking event include:

- Creating a community to support and network with others, and share common experiences
- Celebrating the strengths of students with LD/ADHD
- Empowering, inspiring and motivating students with LD/ADHD to succeed in school and life
- Connecting families to information, resources and experts critical in supporting the journey from early identification to career launch

EdRev 2009 was an overwhelming success and demonstrated the need and demand for such an event:

- Over 1250 attendees (exceeded goal of 1000) from over 112 schools throughout the Bay Area
- 32% of participants came from public schools and underserved communities
- 89 Exhibitors
- 18 Speakers

Join with PEN and be a part of this groundbreaking event: EdRev 2010

- April 17, 2010 at AT&T Park
- Attendance Goal: 2500
- 50% expected from public schools and underserved communities
- 2 nationally recognized speakers: Edward M. Hallowell and Jonathan Mooney
- Expected Speakers: 20
- Expected Exhibitors: 200

Sponsorship Opportunities:

Your sponsorship allows all students to attend free and scholarships for teachers and parents who would not otherwise be able to attend.

Fostering Successful Independence \$10,000

Supporting the Journey \$ 5,000

Inspiring Self-Awareness \$ 2,500

ParentsEducationNetwork.org



**PARENTS
EDUCATION
NETWORK**



Sponsorship Opportunities

Benefits	Fostering Independence \$10,000	Supporting the Journey \$5,000	Inspiring Self-Awareness \$2,500
Sponsorship of major EdRev section (e.g. Exhibit Hall)	•		
Sponsorship of an EdRev activity (e.g. batting cage)	•	•	
AT&T Park Luxury Box for use during EdRev (e.g. use as hospitality)	•	•	
Formal recognition on PEN website home page	Logo & Name	Logo & Name	Name
Link to your website	•	•	•
Logo on pre-event advertising, press releases, flyers, posters	• Prominent Placement	• Prominent Placement	•
Logo on front page of the EdRev Program	• Prominent Placement	• Prominent Placement	•
Advertisement in EdRev Program	• Full Page Prominent	• Full Page	• Half Page
Verbal acknowledgement at the beginning of EdRev	•	•	•
Logo displayed on AT&T Park jumbotron	•	•	•
Exhibit Space	Prime location 8'x 18'	Prime location 8' x 12"	Prime location 8' x 6'
Advertisement in PEN's online LD Resource Directory for one year	•	•	•

Exclusive Opportunities

Conference Tote Bag Your logo on EdRev tote bags—free to all attendees	\$5,000
Field Activity or Student Art Contest Sponsorship Have your name and logo associated with a field activity or the student art contest in all communications and collateral announcing the contest as well as signage at the event.	\$5,000
Lanyards Have your name and logo displayed around the neck of every attendee	\$3,000

ParentsEducationNetwork.org