

Dear Prospective Exhibitor/Sponsor:

Please join us this October 21 – 24, 2021 for our annual California State convention in virtual format. We all must take risks to grow and adapt to change. Do you have a product or service that can help a blind or low vision person grow and adapt to change in our world? Come showcase at our Exhibitor’s Hall from 8:30 a.m. to 1:30 p.m. Friday, October 22, 2021, **with no other scheduled events conflicting with your time slot through 12:30**.

Please complete the form [here](https://ulwxastpyh.formstack.com/forms/vendor_application) (<https://ulwxastpyh.formstack.com/forms/vendor_application>) to register and pay the $100 exhibitor fee that helps us cover costs associated with this virtual event. If online payment is not convenient, checks should be made payable to NFB Of California and mailed to:  
  
Christina Daniels, NFB of California Treasurer

250 Coggins Dr. #209  
Pleasant Hill, CA 94523

All exhibitors must apply using the online application form, regardless of payment method.

Exhibitors should be able to host a Zoom meeting during exhibit hall hours and ensure that a human representative staffs the Zoom meeting at all times. In order to make this virtual event a success, we are asking that all exhibitors commit to this virtual presence for a more personal experience. Members will be encouraged to join meetings from a central list of Zoom links with descriptions of the exhibitors and a schedule of demos or presentations posted as desired by the exhibitor. Exhibitors that do not have their own Zoom accounts may be provided with Zoom links for a charge.

# Sponsorship:

The National Federation of the Blind of California asks that you strongly consider sponsoring our non-profit organization. If online payment is not convenient, checks should be made payable to NFB Of California and mailed to:   
  
Christina Daniels, NFB of California Treasurer  
250 Coggins Dr. #209  
Pleasant Hill, CA 94523

Levels are as follows:

## BELL Champion Sponsor ($5000)

### The Braille Enrichment Literacy and Learning ("BELL") program is our summer camp for blind children. Our affiliate hosts the event to inspire blind children to develop a life-long love of reading through braille literacy skills. Blind adults who are braille literate are many times more likely to be educated and gainfully employed. Over the summer program, our blind teachers and role models mentor the children to ignite their passions for reading and improve their braille literacy skills. Even with the generous volunteers that give of their time for this program, we still need funding to make this amazing program happen. Our BELL Champion sponsor will make this a reality for blind children in California. The single BELL Champion Sponsor receives:

* Sponsor naming rights for the BELL summer program on all material and promotions
* One college scholarship in the sponsor’s name to be awarded during the banquet on October 24
* A feature during the banquet
* One opportunity to address the general session convention attendees on either Friday or Saturday for 10 minutes
* A public thank you from th e president of the organization at each convention general session
* Logo and name of sponsor on convention agendas
* Logo and name of sponsor on organization's website during the convention
* Logo on convention signage
* Organization blog post with video update after summer program with sponsor's name and logo
* At least 3 mentions of sponsor on Facebook during the convention
* At least three tweets about sponsor during the convention
* Four free registrations regardless of October 8 registration deadline
* Table in the exhibit hall
* The immeasurable gratitude of a blind child reading their first chapter book entirely in braille

## Platinum Catalyst Sponsor ($3000)

Many blind people remain underemployed and struggle to travel to our life-altering gatherings. This first-ever virtual convention is an opportunity to connect people and remove those transportation barriers.

### The Platinum Catalyst Sponsor receives:

* One college scholarship in the sponsor's name to be awarded during the banquet on October 24
* One feature during the banquet
* A public thank you from the president of the organization at each convention general session
* Logo and name of sponsor on convention agenda
* Logo and name of sponsor on organization's website during the convention
* Logo on convention signage
* Mention of sponsor on Facebook page during the convention
* Tweets about sponsor during the convention
* Two free registrations regardless of October 8 registration deadline
* Table in the exhibit hall
* The satisfaction of helping a disenfranchised blind person shatter the barriers of low expectations

## Palladium Vector Sponsor (2000)

Blind people have an amazing opportunity to level the playing field through the power of higher education. We offer several scholarships to blind college or graduate students who have demonstrated leadership and commitment to improving their world. We need help to fund these scholarship opportunities for our most talented blind students.

### The Palladium Vector Sponsor receives:

* Special recognition of the sponsor during the banquet on October 24
* One Zoom meeting with our scholarship winners during the convention
* A public thank you from the president of the organization at each convention general session
* Logo and name of sponsor on convention agenda
* Logo and name of sponsor on organization's website during the convention
* Logo on convention signage
* Mention of sponsor on Facebook page during the convention
* Tweets about sponsor during the convention
* A free registration regardless of October 8 registration deadline
* Table in the exhibit hall
* The knowledge that educating a blind person is changing the world

Gold Partner Sponsor ($1000)

We could not put these annual conventions on and make such an impact without the generous support of our sponsors. Your assistance is needed and will make this convention our best yet by covering costs for the online delivery system and other logistical convention expenses.

### The Gold Partner Sponsor receives:

* A public thank you from the president of the organization during the convention
* Logo and name of sponsor on convention agenda
* Logo and name of sponsor on organization's website during the convention
* Logo on convention signage
* Mention of sponsor on Facebook page during the convention
* Tweets about sponsor during the convention
* One free registration regardless of October 8 registration deadline
* Table in the exhibit hall
* The joy of empowering blind people to find their own way

## Silver Ally Sponsor ($600)

Your contribution will make a difference as we help blind people understand that blindness is not what holds us back. We can live the lives we want.

### The Silver Ally Sponsor receives:

* A public thank you from the president of the organization during the convention
* Logo and name of sponsor on convention agenda
* Logo and name of sponsor on organization's website during the convention
* Logo on convention signage
* One free registration regardless of October 8 registration deadline
* Table in exhibit hall
* The sincere appreciation of all the volunteer leaders that serve this movement

If you have any questions, please contact Cheryl Thurston, Exhibitor Coordinator, at [cthurston74@gmail.com](mailto:cthurston74@gmail.com) or ([909) 821-9589](tel:(909)%20821-9589).

Sincerely,

A picture containing drawing

Description automatically generated

Tim Elder, President  
National Federation of the Blind of California   
president@nfbcal.org   
(916) 382-0372