

Sponsors,

Registration is going very well for the event. Currently we are at 189 registered for in-person with a month left of registration. Our physical mail-out should land on their desk next week sometime. Going from past events, registration will continue to increase until the Friday before the event, at this rate we are on par to break some attendance records. Please continue to market the event where possible.

Oct 15th we will push out the lead retrieval app as well as the exhibitor portal which will allow you to add custom questions to the lead retrieval process and manage your leads. I will make my next update then.

**Today** we have launched booth staff registration. This is for anyone working your booth onsite. Its very important that all of your booth staff register. We use this to print badges and account for lunch passes.

Please use this link and select booth staff: <https://cvent.me/PWWAge>

**Book hotel NOW.** I can't stress this enough. We have a discounted rate with the hotel that falls off next week. Please book your hotel room so you can get in on that. [Here is the link.](#)

We have two after hours events available to anyone interested. Go to our site to find out more.

We have had some questions about our stance on COVID. We are now getting close enough to the event to bring this up. Arkansas has a unique view on masks. That being said; the hotel is suggesting we make masks optional. We will be providing N95 masks as well as setting up hand sanitizing stations throughout the event space. We will leave it up to each individual to decide what is best for them.

If you have any questions, please feel free to reach out to me. I've also attached the exhibitor guide in case you need it.

Thanks,  
DP

**Darrell Parks**  
Director  
Arkansas Conference of Technology  
(870) 243-6433  
[ACOT Website](#)

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Sponsors,

Registration is going extremely well at this time. We will push out a physical mailout tomorrow to 3,300 school districts within our 11 state radius. Please continue to push this event when possible to your customers. I've attached our logo if you want to include it in any marketing campaign of your own.

Late next week I will push out a registration link for your booth staff. There will be no cost on this unless you need to purchase additional lunch passes.

Lead retrieval and exhibition portal will be available mid october. We are waiting on Cvent to get that ready as well as our phone app.

If you have not already done so, please sign up for your hotel **NOW** our room block discount expires 10/11/21. Booking a room in this block helps us avoid attrition rates so please book now. [LINK](#)

Lastly we have two evening sponsorship options available:

Monday night \$1,000 est 20-30 attendees

Tues night \$2,000 est 40-60 attendees

Both options include unlimited free basic drinks, advertising, stand up sign at the dinner to advertise, and dinner.

If you are interested, please email me.

Thank you so much for being a part of this event. We are doing all we can to make sure it is great for everyone.

DP

**Darrell Parks**

Director

Arkansas Conference of Technology

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This will be my first official update gearing up for the event. Guests registration opened a little later than we wanted (September 1st) but it is going extremely well. Despite COVID we are seeing record registration at the two week marker. Generally the bulk of our guests register a week before the event so this is great news.

We are using our connections with AAEA and ADE to push out advertisements on our behalf in combination with our own. Our first two email waves went to six thousand schools in eleven states with a 33% click rate! That's some good news! We will likely follow up with four more email waves and at least one physical mailout. Please take a moment and share the event with your customers.

Closer to the event I will push out the registrant list so stay tuned for that.

There are still session hosting opportunities, if you have not already done so please check that out on our website. I've attached the current schedule for your reference.

If you have any questions, feel free to reach out to me. We are working hard to make this the best ACOT yet! I could not have done it without you!

DP

**Darrell Parks**

Director

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