

“We want people to walk away knowing *what really works* and to be able to use what they learned in their classrooms or in their homes, immediately.”

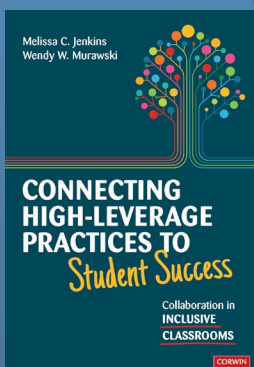
Wendy Murawski, Ph.D.



# WHAT REALLY WORKS IN EDUCATION

## Conference 2023

Theme: HIGH-LEVERAGE PRACTICES  
AND COLLABORATION



A New Kind of Educational Conference  
September 29 & 30, 2023

The What REALLY Works in Education Conference is an educational conference that focuses on practical strategies. Each participant will receive a copy of **CONNECTING HIGH-LEVERAGE PRACTICES TO STUDENT SUCCESS** published by Corwin Press and a take-away tool, tip, trick, or technique from each session they attend that they can add to their own toolbox.

# Keynote Speakers



## Wendy W. Murawski, Ph.D.

Wendy W. Murawski, Ph.D., is one of the nation's top experts in co-teaching. Her research, publications, and presentations have been used nationally and internationally to help schools become more inclusive through the use of collaborative teaching and inclusive strategies. She possesses an M.Ed. in Special Education, an Ed.S. in Educational Administration, an MBA in Business Administration, and a Ph.D. in Special Education. Dr. Murawski is the Executive Director and Eisner Endowed Chair of the Center for Teaching & Learning ([www.csun.edu/ctl](http://www.csun.edu/ctl)) at California State University, Northridge (CSUN), where she is also a full professor in the Department of Special Education and the Director of SIMPACT, an immersive learning simulation experience ([www.csunsimulation.com](http://www.csunsimulation.com)). Dr. Murawski is the national Past President of the Teacher Education Division (TED) of the Council for Exceptional Children (CEC) ([www.tedcec.org](http://www.tedcec.org)). She is an internationally known speaker and author, having presented in Europe, Asia, Africa, Canada and in 42 of the 50 United States. She is a frequently requested keynote speaker at events. Dr. Murawski has won many awards for her teaching, to include Teacher Educator of the Year in California, Outstanding Faculty Member for CSUN, and Outstanding Educator from the California Junior Chamber of Commerce. Dr. Murawski has written and edited 18 books on best practices in education & co-teaching, with 1 more currently in press. She has won many awards for her research and peer-reviewed publications, to include the Outstanding Dissertation award from CEC's Division on Learning Disabilities, the Early Careers Publication Award from CEC's Division of Research, and the Preeminent Scholarly Publication Award in 2021 from CSUN. Dr. Murawski is the CEO & President of 2 TEACH®, an educational consulting company with 40+ associates who work to improve inclusive education nationally and internationally ([www.2TeachLLC.com](http://www.2TeachLLC.com)).



## Melissa C. Jenkins, Ph.D.

Melissa C. Jenkins, PhD, is an assistant professor of Special Education at the University of Mary Washington in Fredericksburg, VA and co-author of *Connecting High-Leverage Practices to Student Success: Collaboration in Inclusive Classrooms*. She brings over 18 years of public-school experience to her role as a teacher educator, having worked in Virginia public schools as a special education teacher, instructional coach, and central office administrator. Melissa is dedicated to helping educators bring high-quality, inclusive practices to schools. She loves speaking and writing about collaborative practices, early mathematics intervention, and positive behavioral support. When not working, Melissa enjoys practicing yoga to find literal and figurative balance in life.

## SPONSORSHIPS

The What REALLY Works Conference offers a variety of exciting sponsorship packages to give your company maximum exposure, **with approximately 250 people in attendance.**

Our goal is to share *what really works* related to educational topics across a wide variety of disciplines. Each session will offer participants a “tool” to add to their conference bag of “tricks.” **Our participants are willing and eager to learn about and test out your products.**

Our major sponsorship options also incorporate a “*what really works*” component:

- **“Healthy Start” Breakfast** - Research shows that a solid well-balanced breakfast promotes learning.
- **“Choice is Key” Lunch** - Differentiation and choice have been repeatedly found by prominent researchers to be critical for promoting autonomy, self-reliance, and achievement.
- **“Keep That Blood Sugar Up” Afternoon Snack** - Nutritionists agree that snacks boost metabolism and can promote healthy weight. Our participants will enjoy their “brain food breaks.”
- **“I Need to Decompress” Rejuvenation Room** - A recent Univ. of Miami study joins others in showing that massage helps relieve anxiety and lowers blood pressure.
- **“Close and Convenient” Parking** - Active participation has been found to increase significantly when individuals are provided with access and convenience to an event

Sponsorships **over \$250** will automatically receive an ad in our conference program that will be disseminated to *ALL* conference attendees, presenters, vendors, and exhibitors.

See the next page for a more detailed breakdown of our major sponsorship options.

Reach Your Target Audience:

Parents  
Teachers  
Administrators  
CSUN Students  
Masters & Doctoral Students  
and  
Educators of All Kinds

## ADVERTISEMENTS IN CONFERENCE PROGRAMS

Sizing options for ads are approximate.

- Full Page Ad - 6 ½” W x 8 ¼” L - \$200
- Half Page Ad - 6 ½” W x 4” L - \$150
- Quarter Page Ad - 3 ½” W x 4 ¼” L - \$100
- Eighth Page Ad - 3 ½” W x 2” L (Business Card Size) - \$50

Ad space in the conference program will be printed in black and white, including logos, and must be received by the conference organizers no later than **August 18, 2023** via electronic file (e.g., PDF, JPG, GIF, PNG, DOCX) or scannable paper.

Advertisements CAN include coupons or discounted rates.

## VENDOR & EXHIBITOR BOOTHS

The Vendor and Exhibitor tables are available for donations of \$150 or more.

The Vendor and Exhibit Hall is open directly from the Keynote Presentation main room.

Booths will be open to attendees from **8am to 4pm**, during registration/breakfast, lunch, as well as during all sessions, with the exception of the Keynote Presentations.

Vendors and Exhibitors are encouraged to bring pictures, samples, testers, handouts, and written descriptions of their products or services in order to cooperate with the “*what really works*” concept of the conference.

## Breakdown of Major Sponsorships

There are several exciting sponsorship packages for the 2023 What REALLY Works in Education Conference to allow your company maximum exposure at this event! Please choose from one of the sponsorship options below. If you don't see one that works for you, *Call Us!* We can cater packages to find the right fit.

All sponsorships include: an ad in the conference program, a vendor booth, and sample materials, flyers, or coupons added to the conference bags (if provided in advance).

Major Sponsorships also receive:

### \$3500 "Choice is Key" Lunch

- Company logo highlighted on conference website
- Your ad on the back cover on the conference program
- Premier location for your banner displayed all day at the conference
- Complimentary admission for 4 to the conference
- Company thanked publicly at lunch

### \$2500 "Healthy Start" Breakfast

- Company logo highlighted on conference website and in program
- Prime location for your banner all day at the conference
- Complimentary admission for 4 to the conference
- Company thanked publicly at breakfast

### \$2000 "Keep That Blood Sugar Up" Afternoon Snack

- Company logo highlighted on conference website and in program
- Prime location for your banner at all day at the conference
- Complimentary admission for 3 to the conference

### \$1500 "Close and Convenient" Parking

- Company logo included on conference website and in program
- Prime location for your banner at all day at the conference
- Complimentary admission for 3 to the conference

### \$1000 "Glad to Know You" Name Badges

- Company logo on name badges for all participants
- Complimentary admission for 2 to the conference

### \$500 "I Need To Decompress" Mindfulness Room

- Company name on the Mindfulness Room sign
- Complimentary admission for 2 to the conference

### \$250 Break-out Room Sponsor

- Company name on break out room sign
- Complimentary admission for 1 to the conference

# WHAT REALLY WORKS in Education

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A New Kind of Educational Conference  
September 29 & 30, 2023

Questions?

Please Contact the Conference Organizers

Center for Teaching and Learning  
Michael D. Eisner College of Education  
California State University, Northridge  
18111 Nordhoff Street  
Northridge, CA 91330-8265

818.677.7494 phone

818.677.2694 fax

[www.csun.edu/ctl](http://www.csun.edu/ctl)



# WHAT REALLY WORKS IN EDUCATION

## CONFERENCE 2023

### September 29 & 30

Dear Vendor,

The California State University, Northridge (CSUN) Center for Teaching and Learning (CTL) is hosting the What REALLY Works in Education Conference on September 29 & 30, 2023 in CSUN's own University Student Union. The keynote speakers are: Wendy W. Murawski, Ph.D., and Melissa C. Jenkins, Ph.D., co-authors of *CONNECTING HIGH-LEVERAGE PRACTICES TO STUDENT SUCCESS*. This conference will provide an excellent opportunity to direct your products and services toward a regional market of education-related individuals including parents, teachers, students, administrators, and educational professionals of all kinds.

Vendors play a key role in educational conferences and we are looking forward to your participation. The exhibitor hall will be open to attendees from 8am to 4pm, during registration/breakfast, lunch, and during sessions in order to maximize attendees' ability to learn about your products and services; however, we do ask that vendors suspend purchases and limit noise disruption during the keynote and panel presentations. Details about setup, load in, parking, and clean-up will be forthcoming.

Vendors are encouraged to bring pictures, samples, testers, handouts, and written descriptions of their products or services in order to cooperate with the "*what really works*" conference theme.

To participate, please return the vendor registration form and your check (made payable to CSUN, Center for Teaching & Learning) no later than **August 18, 2023** to:

Center for Teaching and Learning  
California State University, Northridge  
18111 Nordhoff Street  
Northridge, CA 91330-8265

Please note, vendor space is limited and vendor registration will NOT be complete until payment is received in full. We look forward to working with you as our educational business partners. If you have any questions, please call the Center for Teaching and Learning at (818) 677-7494 or email us at [ctl@csun.edu](mailto:ctl@csun.edu).

Sincerely,



Wendy Murawski  
CTL Executive Director

CSUN

MICHAEL D. EISNER  
COLLEGE OF EDUCATION



CTL @csun

# WHAT REALLY WORKS IN EDUCATION

## CONFERENCE 2023

September 29 & 30

### VENDOR BOOTH REGISTRATION FORM

Main Contact: \_\_\_\_\_ Phone: (\_\_\_\_) \_\_\_\_\_ \ \_\_\_\_\_

Email: \_\_\_\_\_

Company name: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Day-of Contacts/Representatives: \_\_\_\_\_

\_\_\_\_\_ Phone: (\_\_\_\_) \_\_\_\_\_ \ \_\_\_\_\_

#### Check the desired level of vendor participation:

Vendor Table only (\$150 includes one 6 ft. table) \$ \_\_\_\_\_

Please also include an advertisement in conference program

Reduced rates for vendors are:

(full page ad - \$150; half page ad - \$100; quarter page ad - \$75)

\$ \_\_\_\_\_

Ad space in the conference program will be printed in black and white, including logos, and must be received no later than **August 18, 2023** via electronic file (e.g.: pdf, jpg, gif, png, docx) or scanable paper. Electronic files should be sent to [ctl@csun.edu](mailto:ctl@csun.edu) and include the subject line "WRW Program ad."

**Total \$** \_\_\_\_\_

Electrical hook-up is included; however Internet access is not provided for vendors or exhibitors per the CSUN IT Dept.  
Please bring your own extension cords and/or surge protectors.

\_\_\_\_\_(initial) We (the company/group/organization/individual(s) named above) agree to comply with all of the University Student Union's and California State University, Northridge's policies, rules, and regulations regarding (but not limited to) loading and unloading, parking, internet use, and soliciting.

Print name: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

# WHAT REALLY WORKS IN EDUCATION

## CONFERENCE 2023

September 29 & 30

### CONFERENCE PROGRAM ADVERTISEMENT FORM

Name of Contact: \_\_\_\_\_ Phone: (\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_

Email: \_\_\_\_\_

Company name: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

#### Check the desired advertisement size in the What REALLY Works in Education Conference Program:

<input type="checkbox"/>	Full Page Ad	\$200	\$ _____
<input type="checkbox"/>	Half Page Ad	\$150	\$ _____
<input type="checkbox"/>	Quarter Page Ad	\$ 100	\$ _____
<input type="checkbox"/>	Business Card Size Ad	\$ 50	\$ _____

**Total \$** \_\_\_\_\_

(Check made payable to 'CSUN, Center for Teaching and Learning')

\_\_\_\_\_ (Initials) I understand that ad space in the conference program will be printed in black and white, including logos, and must be received no later than **August 18, 2023** via electronic file (e.g.: PDF, JPG, GIF, PNG, DOCX) or scannable paper. Electronic files should be sent to [ctl@csun.edu](mailto:ctl@csun.edu) and include the subject line "WRW Program ad."

Send to: Center for Teaching and Learning, California State University, Northridge, 18111 Nordhoff Street, Northridge, CA 91330-8265