



EXHIBITOR PROSPECTUS



FEBRUARY 4-7, 2020
ATLANTA, GA
GEORGIA WORLD CONGRESS CENTER

WHY IS THE ESEA MARKET SO IMPORTANT?

The National ESEA Conference is an annual project of the National Association of ESEA State Program Administrators and the largest conference focused on federal education programs for disadvantaged students. The Conference emphasizes the interplay of all the ESEA programs in helping every child succeed and achieve at high levels, which is reflected in this year's theme "Together for Equity."

THE NATIONAL ESEA CONFERENCE HAS THE ONLY EXHIBIT HALL FOCUSED SPECIFICALLY ON THIS MARKET

The Elementary and Secondary Education Act (ESEA) offers a host of federally funded education programs. Taken together, they provide more than \$40 billion in annual aid to local education agencies to ensure that all children can meet challenging state academic standards. Significant ESEA programs include:

- **Title I, Part A** - Education for the Disadvantaged
- **Title I, Part C** - Education of Migratory Children
- **Title I, Part D** - Neglected & Delinquent
- **Title II, Part A** - Supporting Effective Instruction
- **Title III, Part A** - English Learners & Immigrant Education
- **Title IV, Part A** - Student Support & Academic Enrichment
- **Title IV, Part B** - 21st Century Community Learning Centers
- **Title V, Part B** - Rural Education Initiative
- **Title VI, Part A** - Indian, Native Hawaiian, and Alaska Native Education
- **Title VII, Part B** - McKinney-Vento Homeless Assistance Act, Education for Homeless Children and Youth
- **IDEA** - Individuals with Disabilities Education Act (Special Education)

IMPORTANT DATES

May 1

Booth selection opens for returning exhibitors

May 31

Booth selection opens for new exhibitors

January 3

Insurance documentation deadline

Pre-registration list available

January 24

Exhibitor hotel reservations must include name of staff who will use them

February 4

Exhibit Hall move in: 11:00am - 8:00pm

February 5

Exhibit Hall open 9:00am - 3:15pm

February 6

Exhibit Hall open: 9:45am - 3:15pm

Exhibit Hall move out: 3:30pm - 9:00pm

February 7

Post-registration list available

EXHIBIT SPACES



EXHIBIT HALL BOOTH SPACE

\$1400 to \$1800

All booths are configured as 10'x10's and there is no limit on booth purchases. Multiple booth spaces may be combined; however, booth directions may not be changed for any reason – “endcaps” are expressly forbidden. Check with Show Management before purchase to ensure your desired configuration is permitted. See special considerations for booth islands.

Each 10x10 Booth Includes:

- Black booth draping: 8' back, two 3' side walls, 6' table
- 2 side chairs and wastebasket
- 5 staff badges
- Conference App for collecting leads by scanning QR codes printed on attendee name badges. Information collected from scanned QR codes includes full contact information - including email addresses and phone numbers
- 500-character description in the online Conference schedule and Conference App
- Electronic list of pre-registered attendees available January 3, 2020 (includes name, title, organization, and mailing address only - no email addresses)
- Final electronic registration list at conclusion of Conference available February 7, 2020 (includes name, title, organization, and mailing address only - no email addresses)
- Option to submit a proposal for a Promotional Session to be held during dedicated Exhibit Hall hours. If accepted, an exhibit booth must be purchased in order to present. See the Promotional Proposal Submission Guide for more details.
- Opportunity to market your company to thousands of educators with buying authority

BOOTH ISLANDS

Purchase all four, six, or eight booths in an island block to receive the following benefits in addition to greater flexibility in designing your space.

- Custom configurations are permitted
- Hanging signs may be hung directly over the island booths

PREMIUM EXHIBIT SPACE

\$8000 - \$12000

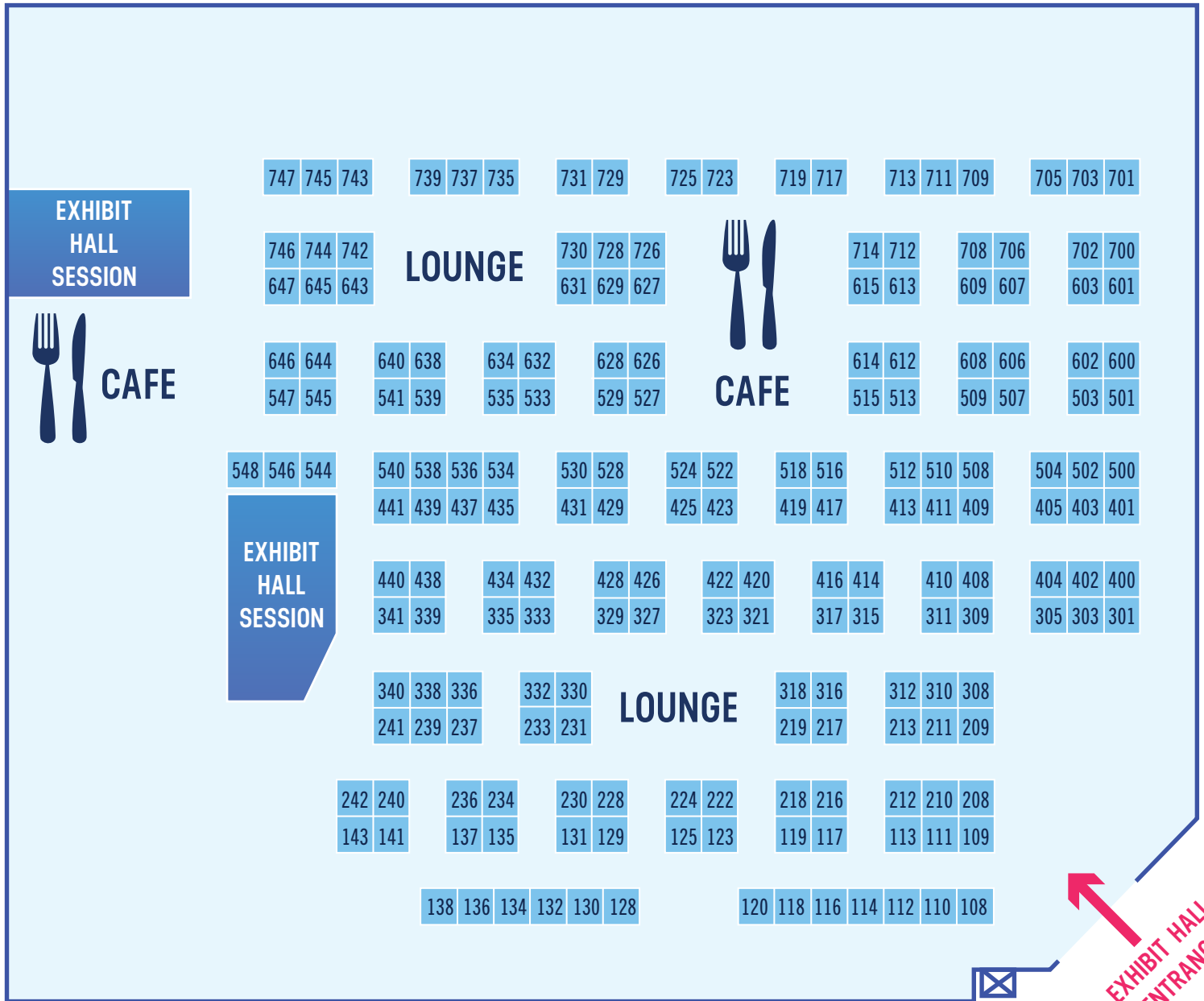
Choose from one of the four Premium Exhibit Spaces located on Level 3 of the Conference Center. These large, private rooms in the heart of the Conference allow you to design a custom configuration that works best for you and your team. The spaces can be open for the full 4 days of the Conference or for fewer days, at your discretion, providing access and exposure beyond the two days that the Exhibit Hall is open.

Each Premium Exhibit Room Includes:

- Digital signage outside room
- Basic room set (tables and chairs)
- 10 staff badges
- Conference App for collecting leads by scanning QR codes printed on attendee name badges. Information collected from scanned QR codes includes full contact information - including email addresses and phone numbers.
- 500-character description of your company in the printed Conference Guide distributed to all attendees
- Electronic list of pre-registered attendees available January 3, 2020 (includes name, title, organization, and mailing address only – no email addresses are included)
- Final electronic registration list at conclusion of Conference available February 7, 2020 (includes name, title, organization, and mailing address only – no email addresses are included)
- Key for room
- Ability to set your own hours (Hours and move-in/out plan subject to approval by Show Management.)
- A/V equipment, additional decor, and food service may be purchased separately. Please see the Exhibitor Kit (available July 1) for more details.

EXHIBIT HALL MAP

LEVEL 1 - EXHIBIT HALL MAP DETAIL



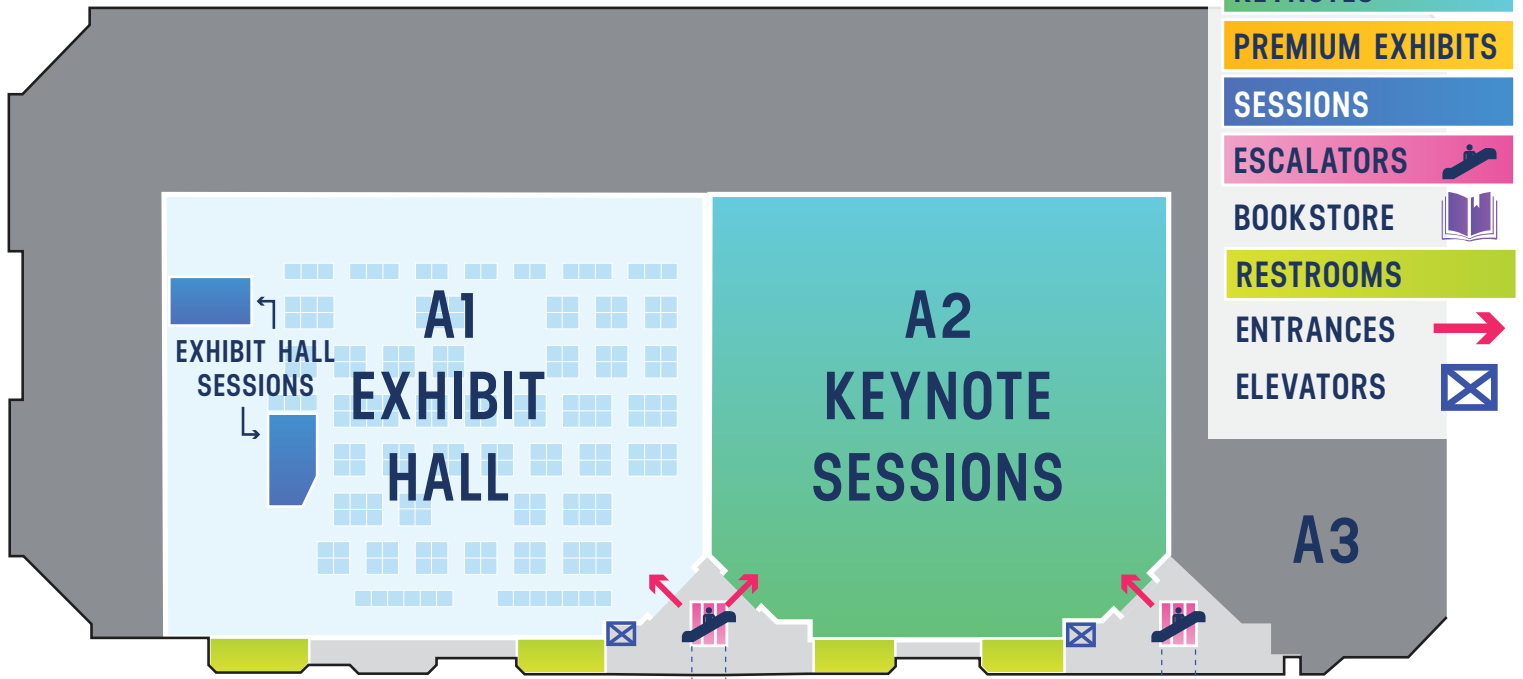
FOOD AND BEVERAGE STANDS

Open whenever the Exhibit Hall is, a variety of food and beverage options are strategically located within close proximity of exhibit booths.

SEE OVERVIEW MAP ON NEXT PAGE

EXHIBIT HALL MAP

LEVEL 1 - BUILDING A



LEVEL 3 - BUILDING A



CONVENIENT LOCATION - ADJACENT TO KEYNOTES

The entire Conference is contained within Building A of the Georgia World Congress Center. The Exhibit Hall is located in Hall A1, a large exhibit space on the 1st floor of the Center, directly adjacent to the Keynote Session theater. The registration counter, the Conference Bookstore, and all session rooms are on the two floors directly above the Exhibit Hall, connected via elevator and escalators.

EXHIBIT HALL SCHEDULE

To maximize traffic inside the Exhibit Hall and make the most of your exhibiting experience, the Exhibit Hall open hours have been consolidated on Days 2 and 3, with five and a half dedicated hours and fewer standard sessions on these two days. In addition, the Exhibit Hall is closed on the final day of the Conference, when attendee traffic lessens as people travel home for the weekend.

EXHIBITORS CAN BE ATTENDEES TOO

There are many ways of connecting with attendees at the Conference. Meeting them inside the Exhibit Hall is one way. Attending sessions with them offers another incredible opportunity to extend your reach. Each exhibit space purchase includes exhibitor badges - which allow your staff to attend any session during all four days of the Conference. We encourage you to participate in sessions and learn more about what matters most to your target audience.

PROPOSAL SUBMISSIONS

Presentation proposals for Promotional Sessions are accepted May 1 – June 14 and are subject to a competitive selection process. Choose to host a 45-minute lecture style presentation or conduct a hands-on interactive workshop. Companies submitting proposals including commercial content must submit as Promotional Sessions via the company Dashboard, separate from standard session proposals. Download and review the Promotional Proposal Submission Guidelines, found on the “Exhibitor” Conference webpage, for complete information.

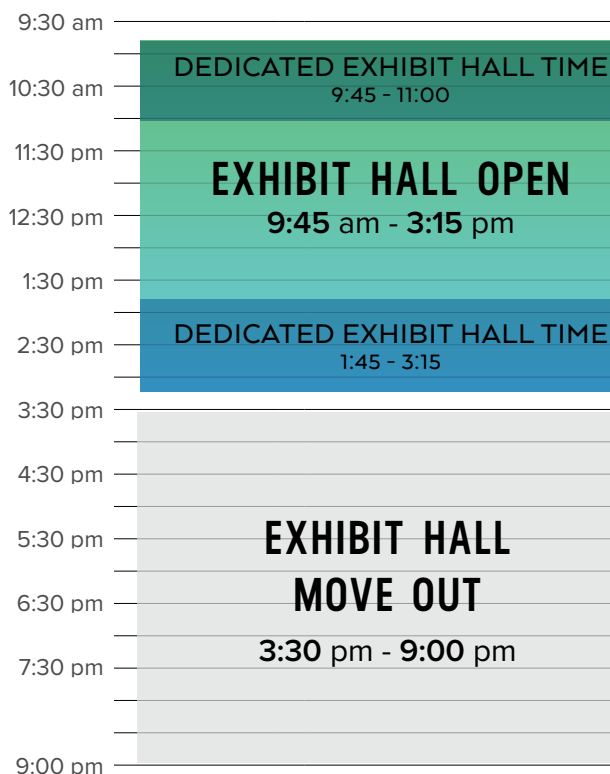
TUESDAY, FEBRUARY 4



WEDNESDAY, FEBRUARY 5



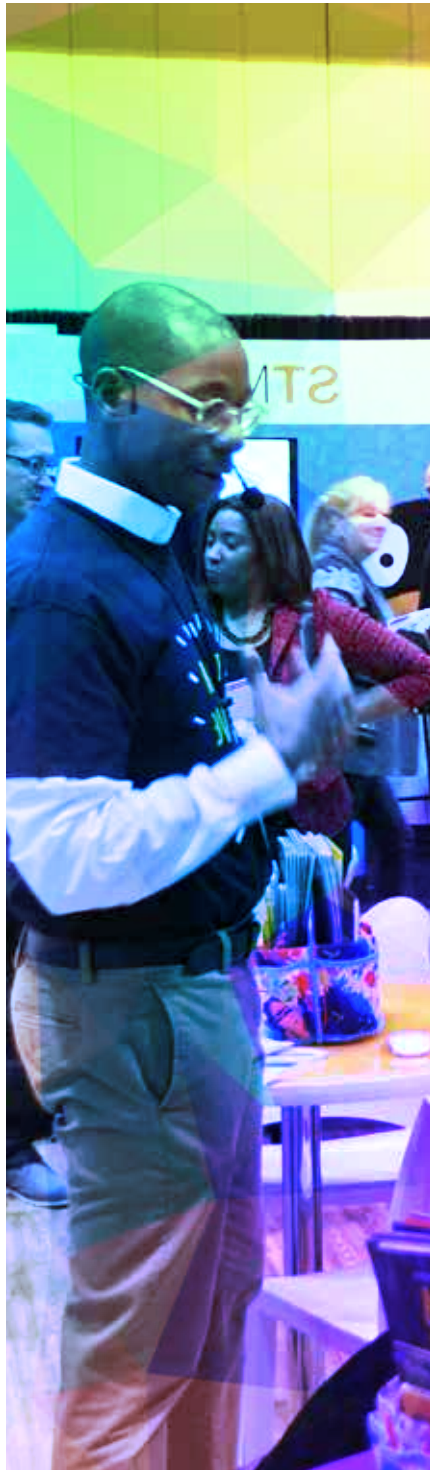
THURSDAY, FEBRUARY 6



FRIDAY, FEBRUARY 7

FINAL DAY OF CONFERENCE
Sessions all day - see online schedule

EXHIBITOR HIGHLIGHTS



QR CODES FOR COLLECTING LEADS

At the 2019 National ESEA Conference, over 11,000 contacts were shared with exhibitors, and we are continuing with the QR lead collection system for this year's event. Exhibitors use the Conference App on their cell phone or device to quickly and easily scan attendee QR codes printed on attendee name badges. Contacts collected using QR codes are accessible immediately through the exhibitor account Dashboard at ESEAnetwork.org. Attendee contact information collected in this manner includes email addresses and phone numbers, which are not part of the overall pre- and post-registration lists.

EXHIBITOR BADGES

Exhibitors check in at the registration counter to quickly and easily receive badges. The number of active exhibitor badges available to each company is based on the number of exhibit spaces purchased. Each 10' x 10' Exhibit Booth includes five staff badges. Each Premium Exhibit Room includes 10 staff badges. Exhibitor badges may be returned to the registration desk at any time to make another staff badge available. Badges are required to enter the Exhibit Hall during move-in and one hour before the hall opens to attendees on Wednesday and Thursday. Anyone may enter the Exhibit Hall without a badge during open hours.

PROMOTIONAL SESSIONS

Submit a Promotional Presentation proposal to host a 45-minute lecture style presentation or conduct a hands-on interactive workshop. Presentation proposals are accepted May 1st - June 14th and are subject to a competitive selection process. There is no fee to submit a proposal, but only exhibitors with a paid-in-full exhibit space may participate. See Promotional Proposal Submission Guide for more details.

ASSOCIATED EXHIBITOR EVENTS

All activities scheduled outside the purchased exhibit area, including meetings, special events, sales presentations, social hours, and/or receptions planned for any Conference attendees must occur outside of Conference hours and must be approved in advance by Show Management. Use the online Associated Exhibitor Events form to submit your request.

SPONSORSHIP OPPORTUNITIES

EXTEND YOUR REACH

The following list of sponsorship packages are available (until sold out) for purchase from your account Dashboard.

If you have an idea for a sponsorship option not listed here - we want to hear from you. Please contact our Exhibit Team to discuss custom sponsorships.

\$350 SPONSORED PUSH NOTIFICATION (8 AVAILABLE)

Sponsor one of the daily push notifications that go out to all attendees during the Conference via the Conference App. Choose one from the list of pre-scheduled notifications and it will include your company logo with the text "This message has been brought to you by [YOUR COMPANY NAME]. To learn more, visit booth number [YOUR BOOTH NUMBER(S)]. [LINK TO WEBSITE OR EMAIL ADDRESS]". Purchase the Push Notification Sponsorship to select and reserve a specific notification - subject to availability.

\$500 DIGITAL BILLBOARD ADVERTISING (LIMITED AVAILABILITY)

Display your company ad in between sessions on digital billboards placed outside session rooms. Design must be received by December 31, 2019.

\$700 SPONSORED MARKETING EMAIL (5 AVAILABLE)

Sponsor one of our regular Conference marketing emails that are sent to 10,000+ ESEA Network account holders in the weeks leading up to the Conference. Choose from several of pre-scheduled emails and we will include your company logo, booth number(s), and a short article of up to 1,000 characters you provide highlighting your company. An example marketing email is available on the Exhibitor Sponsorship webpage. Purchase the sponsorship to select and reserve a specific email - subject to availability. Artwork and article copy due dates vary.

\$1,000 TARGETED FEDERAL EDUCATION PROGRAMS AREA SPONSOR (11 AVAILABLE)

Does your work focus on specific federal education programs? Reach attendees interested in your specific area of expertise by highlighting your company in the filtered sessions-by-program documents used by attendees to help in selecting relevant sessions. Choose one of the 11 federal program areas that most applies to your products or services to have your company logo, booth number(s), and a short company description included in the document. Spaces are available on a first come, first served basis and only one ad per program area. Please see the list of federal education program areas on page 1, and visit the Exhibitor Sponsorship page online to view an example document.

\$1,100 FULL PAGE AD IN THE CONFERENCE GUIDE (4 AVAILABLE)

Sponsor the Conference with a full-page, full-color interior display ad in the Conference Guide, which is distributed to all attendees. The Guide includes fold-out convention center and Exhibit Hall maps, a session schedule overview, as well as general information on the Conference, local points of interest and other useful Conference information. Artwork must be received by December 1, 2019.

\$1,250 PROMOTIONAL SESSION VIDEO SPONSORSHIP (LIMITED AVAILABILITY - SUBJECT TO PROPOSAL SELECTION)

Submit a proposal to host a 45-minute lecture style presentation or hands-on interactive workshop, and if your proposal is selected, purchase the Session Video Sponsorship to have your session recorded and posted on the ESEA Network Video On Demand service after the Conference as free content for all 10,000+ account holders. Please see the Promotional Proposal Submission Guide - available on the Exhibitor webpage - for full details. Proposals must be submitted by June 14th.

\$1,500 INSIDE BACK COVER AD IN THE CONFERENCE GUIDE (1 AVAILABLE)

Reach your customers with the full page, full color ad on the inside back cover of our 8.5"x5.5" Conference Guide. Artwork must be received by December 1, 2019.



1. LOG IN OR SIGN UP

All exhibiting companies must maintain a company user account on www.ESEAnetwork.org. If your company already has an account, be sure to use that log in information.

2. CHOOSE EXHIBIT SPACE & SPONSORSHIP ITEMS

From the Conference section of your company account Dashboard on www.ESEAnetwork.org, click on 2020 National ESEA Conference under “Events & Subscriptions.”

Use the “Purchase a booth” button to select your exhibit spaces. Additional marketing and sponsorship items may be purchased with your exhibit spaces or at a later date. Exhibit spaces and sponsorships may be held for a maximum of 10 days to arrange payment when selected on or before December 31, 2019. Be sure to carefully read the Exhibitor Terms & Conditions before committing to an exhibit space or sponsorship item.

3. BOOK STAFF HOTEL ROOMS

All confirmed exhibiting companies can make hotel reservations for staff members who will be attending the Conference. Book rooms as soon as possible and identify staff names when they are available, but no later than January 24, 2020, or risk cancellation without refund. Please remember that all hotel room purchases are subject to the cancellation and refund policy without exception.

4. FINAL STEPS

Provide your company description for online Conference listing and Conference App. (Please note this description is separate from the company description listed on the Web Services Directory.) The deadline for inclusion is December 31, 2019.

INSURANCE

NO COMPANY IS PERMITTED TO SET UP WITHOUT THE REQUIRED INSURANCE ON FILE BY FRIDAY JANUARY 3, 2020.

The insurance requirements are below:

- A commercial general liability policy with a minimum combined single limit for personal injury and property damage of \$1,000,000.00 per occurrence and \$2,000,000.00 in the aggregate.

Each of the following must be listed as additional insureds on your insurance certificate (with full addresses shown):

1. National Association of ESEA State Program Administrators
532 N. Franklin Street
Fort Bragg, CA 95437

2. Magnolia Hospitality Group, Inc. dba A+ Events
532 N. Franklin Street
Fort Bragg, CA 95437

3. Geo L. Smith II Georgia World Congress Center Authority
285 Andrew Young International Blvd., NW
Atlanta, GA 30313

4. The State of Georgia (including the State Tort Claims Fund and other state established Liability Funds)
285 Andrew Young International Blvd., NW
Atlanta, GA 30313

HOW TO SUBMIT INSURANCE DOCUMENTATION:

- Go to your company Dashboard and select 2020 National ESEA Conference under “Events & Subscriptions”
- Upload insurance certificates – only PDF files are accepted
- You will receive an email once your insurance documentation has been approved

Or,

If you don't already have an insurance agent or current policy, a quick and easy option is available through Insurance 4 Exhibitors. To use this option:

- Go to the Exhibitor Policies section of the Conference website
- Click the link to sign up with Insurance 4 Exhibitors
- Choose “National ESEA Conference, 2020” from the partner event list
- Click “get quote and check out”
- A pre-filled form will be generated; all you need to do is enter your company information and purchase the plan
- Insurance 4 Exhibitors will send your certificate of insurance to Show Management for approval

COMPANIES WHO EXHIBITED AT THE 2019 NATIONAL ESEA CONFERENCE

806 Technologies, Inc.
95 Percent Group Inc.
Acellus - International
Academy of Science
AdvancED
Alive Studios
AlphaBEST Education
Ashay by the Bay
Atlanta CVB
AVID Center
Backpack Gear Inc.
Beyond the Blackboard
Boardworks Education
Booksource
Brainchild
Brainspring Orton-Gillingham
Bright White Paper Co
Building Educated Leaders for Life (BELL)
Capstone
Catapult Learning
Channie's Visual Handwriting
and Math Workbooks
Clear Touch Interactive
Committee for Children
Communities In Schools
Cover One
Crayola
Curriculum Associates
Damand Promotions
Data Driven Enterprises
Duke Talent Identification Program
Dynamic Measurement Group
EAI Education
Ellevation Education
Empower Educational Consulting
ExploreLearning
Family Leadership Inc- Parenting Partners
Family Math Night by Math Unity
FEV Tutor
Flyer Connect
FranklinCovey
Frog Publications, Inc.
GCSCORED, Inc
Get More Math
Gifted & Lit
Good Image, Inc.
Great Minds
HMB, Inc.

Houghton Mifflin Harcourt
Imagine Learning Inc.
Institute for Student Achievement (ISA)
iTutor
JUST ONE DREAM
Kagan Publishing & Professional
Development
Kaplan Early Learning Company
KEVA planks Education
Kinful
Kits for Kidz
Krystal Clear Promotions
Lakeshore Learning Materials
Learning A-Z
Learning Circle Software
Learning Sciences International
Lee & Low Books
LEGO Education
LRP Publications
Lumos Learning
Mackin Educational Resources
Mad Science - US Franchisee Group
Math and Movement
Math Stackers, Inc.
Math Teachers Press, inc.
Matific
Mentoring Minds
MIND Research Institute
Mountain Math/Language
MyStemKits, Inc
NAFEPA
Nasco
National Center for Families Learning
National Science Teachers Association
Nearpod
OIC Advance
ORIGO Education
Parent Engagement Tracker
Parent Parties
Pawsitively Social Emotional Learning
PCG Education
Pearson
Pitsco Education
Positive Action
PowerMyLearning
Presentation Systems South Inc.
PRESS - Path to Reading
Excellence in School Sites
Project Education

Project Focus Consulting
Proximity Learning Inc.
Read Naturally, Inc.
Read Right Systems, Inc.
Reading Plus/Taylor Associates
Reading Roadmap
ReadyRosie
Really Good Stuff
Rezilient Kidz
Rosen Classroom Books & Materials
Rourke Educational Media
Ruling Our eXperiences (ROX)
Schwabe Books - American
Classroom Libraries
Smekens Education Solutions, Inc.
SongLake Books
SPELL-Links/Learning By Design, Inc.
Spirit Monkey, LLC
Teacher Created Materials
Teaching That Makes Sense, Inc.
The Growing Leaders Initiative
The Latino Family Literacy Project
The Markerboard People
The Master Teacher, Inc.
The Math Learning Center
The National Inventors Hall of Fame
The Pin Man
The Walking Classroom Institute
The Zemsky Corporation
thinkLaw
ThinkStretch LLC
Title1.Tools
Toogood Cases
TouchMath
TransACT Communications, LLC
Treasure Bay, Inc.
Treetop Publishing
UChicago Impact
US Math Recovery Council
Vanguard
VariQuest Visual Learning Tools
Velazquez Press
WATCH D.O.G.S. (Dads Of Great Students)
WestEd
WIDA
Wilson Language Training Corp.
World Wildlife Fund
Writable
Zearn

TERMS AND CONDITIONS

ALL EXHIBITING COMPANIES ARE BOUND BY THE FOLLOWING TERMS AND CONDITIONS; PLEASE REVIEW THEM CAREFULLY.

CONFERENCE CONDUCT

The National ESEA Conference is dedicated to providing an inclusive experience for all participants, regardless of race, religion, gender, gender identity and expression, sexual orientation, ability, physical appearance, age or other marginalized affiliation. While at the Conference, all participants are expected to behave with common courtesy and civility; conduct themselves in a businesslike, ethical and appropriate manner; and avoid engaging in or facilitating any discriminatory or harassing behavior.

EXHIBIT SPACE ASSIGNMENT

Exhibiting companies select their own exhibit spaces on a first-come, first-served basis. Early selection is offered to prior year exhibitors who stayed until the official tear down time. Exhibit space selection is available to all other companies 30 days later. Show Management reserves the right and sole discretion to alter the exhibit hall floor plan at any time in the best interest of the Conference.

ELIGIBILITY

Show Management reserves the right to determine the eligibility of any product or company for inclusion in the Exhibit Hall, and may restrict exhibits because of noise, method of operation, materials, or for other reasons. Objectionable persons, items, conduct, printed matter or anything of a nature that Show Management determines detracts from the overall Conference character will be evicted. Exhibitors so restricted will not receive any refunds or reimbursement. Non-exhibiting companies or individuals are not permitted to advertise or solicit business within any Conference related areas or in conjunction with the Conference.

SUBLETTING

No exhibitor shall share, sublet, or assign any portion of the exhibit booth or allotted space to any other person or company. Exhibitors must show only the products and services ordinarily offered for sale by them in the regular course of business.

PAYMENT

All exhibit and sponsorship purchases require full payment to be confirmed. Items may be held for a maximum of one 10-day period pending payment; items not paid within the 10-day period will expire and may not be reserved again without immediate full payment. Items selected on or after January 1, 2020 must be paid in full at the time of selection and are not eligible for a reservation period.

CANCELLATION

Conference participation may only be cancelled by submitting an online Exhibitor Cancellation Form. Telephone cancellations are not accepted.

REFUNDS

All purchases include a 7-day "buyer's remorse" clause, providing a full refund for any item cancelled within seven calendar days of payment. All exhibitor items, including booths, advertising, and sponsorships are non-refundable and non-transferable outside of the 7-day period.

EXHIBITOR HOTEL RESERVATIONS

Exhibitor hotel payments are subject to the same cancellation and refund policies as those applying to all attendees. A reduction in the number of nights of a hotel stay is a cancellation of the eliminated night(s) and all refund policies apply. A sliding scale refund is provided based on the date the online cancellation form is submitted, as follows:

- 100% if cancelled within 7 calendar days of payment
- 90% if cancelled May - September
- 75% if cancelled in October
- 50% if cancelled in November
- No refund in December - February

Changes to hotel reservations can only be accommodated through submission of the online hotel reservation adjustment form. A reduction in the number of nights of a hotel stay is a cancellation of each reduced night and refund policies apply to any paid reservations. Hotel reservations may be moved from one conference property to another at any time, subject to availability. A \$35 change fee will apply to all reservation move requests received more than seven (7) calendar days after payment.

EXHIBITION SERVICES

Approved exclusive contractors are listed in the Exhibitor Kit with contact information and order forms. Authorized service providers must be contacted directly; Show Management does not control their pricing, services, or policies.

EXHIBITOR STAFF REGISTRATIONS

Five complimentary exhibitor name badges are provided for each 10x10 exhibit booth. A business card showing employment with an exhibiting company may be required when picking up a name badge onsite to prevent unauthorized access. Complimentary exhibitor badges provide access to the Exhibit Hall and all Conference sessions and may be shared among company staff members by checking the badge in and out with Show Management for each such change. Name badges are required for access into any session. Additional badges are not available.

EXHIBIT HALL MOVE IN

Move in operations may only occur during the established move in schedule on Tuesday, February 4, 2020 from 11:00 AM to 8:00 PM. Exhibiting companies not occupying designated space or not moving into the booth space during the designated move-in hours may have their participation cancelled by Show Management, and such space may be reassigned for the overall benefit of the Conference without refund to the original exhibiting company.

EXHIBIT HALL MOVE OUT

Any removal, tear down, or packing of items prior to the scheduled move out time on Thursday, February 6, 2020 at 3:30 PM will jeopardize the exhibitor's participation in future events. No goods may be removed from the building until all bills incurred by the Exhibitor are paid in full.

DISPLAYS, SIGNS, BANNERS

Signs, banners, and other display items cannot be hung across the aisles. Additionally, booth signage and furnishings may not exceed the height of the exhibit booth walls. Signs and banners may be rigged overhead only if an entire booth island has been purchased and prior written permission has been granted by Show Management.

NON INTERFERENCE

No exhibitor may erect walls, partitions, signage, decorations or any other obstruction that in any way interferes with the view line of any other exhibit booth. All sound used within an exhibit booth must remain at such a level to avoid interfering with neighboring exhibitors. All staff and exhibit activities must remain within the confines of the purchased exhibit booth(s). Blocking aisles or access to other booths is not permitted. Complaints about any interfering behavior will be addressed directly by Show Management and may be considered cause for termination of exhibitor participation.

EMPTY CRATES AND BOXES

To comply with fire marshal regulations, exhibitors may not store empty containers, crates, or boxes in the booth, under or within booth furniture, or behind booth draping. The official exhibition service provider will collect and store these items for later use.

ASSOCIATED EXHIBITOR EVENTS

All activities scheduled outside the purchased exhibit area, including meetings, special events, sales presentations, social hours, and/or receptions planned for any Conference attendees must occur outside of Conference hours and must be approved in advance by Show Management. Any such activities not approved and/or conflicting with the Conference

schedule, as determined by Show Management, will be in direct violation of these Terms and Conditions.

FACILITIES

Exhibiting companies must comply with all rules and regulations prescribed by the Georgia World Congress Center, meet the requirements of all local authorities, and obtain, at their own expense, any necessary permits, licenses, or equipment, should any be required for individual displays or the particular exhibit of the Exhibitor. The Exhibit Hall is limited to adults only.

CERTIFICATE OF INSURANCE

Each exhibiting company agrees to keep and maintain in force for the dates of the exhibition (February 4-6, 2020), insurance in the following amounts: a commercial general liability policy with a minimum combined single limit for personal injury and property damage of \$1,000,000.00 per occurrence and \$2,000,000.00 in the aggregate. A certificate of insurance confirming such coverage, and including all required additional insureds;

1. National Association of ESEA State Program Administrators
532 N. Franklin Street
Fort Bragg, CA 95437
(must include address)
2. Magnolia Hospitality Group, Inc. dba A+ Events
532 N. Franklin Street
Fort Bragg, CA 95437
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(must include address)
4. The State of Georgia (including the State Tort Claims Fund and other state established Liability Funds)
285 Andrew Young International Blvd., NW
Atlanta, GA 30313
(must include address)

must be uploaded to the exhibiting company's online conference record no later than January 3, 2020. No exhibitor will be permitted to set up a booth or access the Exhibit Hall floor if the required insurance documentation has not been supplied.

INDEMNIFICATION

Each Exhibiting Company agrees to: (1) indemnify, defend and hold harmless Magnolia Hospitality Group Inc. dba A+ Events (Show Management), the Geo L. Smith II Georgia World Congress Center Authority (Venue), and the National Association of ESEA State Program Administrators (Host), and their respective employees and agents against any claims or expenses arising out of the use of the exhibition premises, and (2) that it understands that neither Show Management, the Venue nor the Host maintains insurance covering the Exhibitor's property and it is the sole responsibility of the Exhibitor to obtain such insurance.

VIOLATIONS

Any company that fails to abide by these terms and conditions may be dismissed from Conference participation and may jeopardize the exhibiting company's participation in future events. Show Management has the right to enforce all terms and conditions at Exhibitor's expense. If Exhibitor defaults in the performance of any terms or conditions (inclusive of payment of fees, maintenance of insurance, and compliance with any and all rules and requirements) Show Management, at its option, may immediately terminate exhibitor participation without refund or reimbursement. Upon such termination, Exhibitor's rights and privileges for this event shall terminate, and Show Management shall have the right to take possession of the space occupied by the Exhibitor and to remove all persons and goods, without any liability.