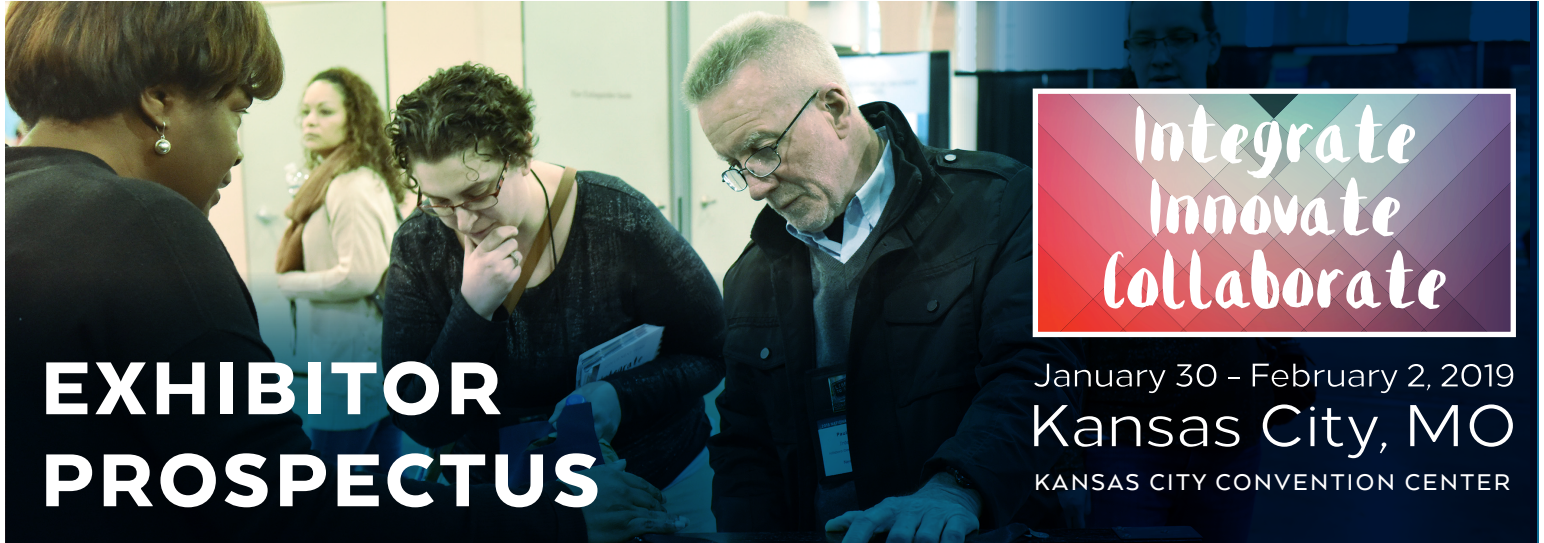


2019 NATIONAL ESEA CONFERENCE

Hosted by National Association of ESEA State Program Administrators



EXHIBITOR PROSPECTUS

Integrate
Innovate
Collaborate

January 30 - February 2, 2019
Kansas City, MO
KANSAS CITY CONVENTION 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 critical nature of doing what's right and what's needed today – to help every child succeed and achieve at high levels.

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

While Title I is the largest federally funded program focused on the needs of disadvantaged students, the Elementary and Secondary Education Act (ESEA) offers a host of other related programs. Taken together, they provide more than \$40 billion in annual aid to local education agencies in order that all children can meet challenging state academic standards. Beyond Title I, Part A, ESEA's programs include:

- 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, Education for Homeless Children and Youth

IMPORTANT DATES

MAY 1

Booth selection opens for returning exhibitors

JUNE 1

Booth selection opens for new exhibitors

DECEMBER 1

Program description, sponsorship artwork deadline

All conference items must be paid in full at the time of purchase

JANUARY 2

Insurance documentation deadline

Pre-registration list available

Discount price deadline on exhibitor kit items

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

JANUARY 30

Exhibitor move in: 10:00am – 9:00pm

JANUARY 31

Exhibit Hall open 9:30am - 3:30pm

FEBRUARY 1

Exhibit Hall open: 9:00am – 4:00pm
Exhibitor move out: 4:00pm – 9:00pm

FEBRUARY 2

Post-registration list available



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 of your company in the printed Conference program distributed to all attendees
- Electronic list of pre-registered attendees available January 2, 2019 (includes name, title, organization, and mailing address only – no email addresses are included)
- Final electronic registration list at conclusion of Conference available February 2, 2019 (includes name, title, organization, and mailing address only – no email addresses are included)
- Option to purchase a 20-minute product demo on one of the Flash Demo stages inside the Exhibit Hall
- 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, plus greater flexibility in designing your space.

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

RETURNING:

QR CODES FOR COLLECTING ATTENDEE LEADS

We heard you - and we are bringing back the attendee QR codes for sharing contact information. 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 booths purchased. Each 10' x 10' Exhibit Booth includes five 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 half hour before the hall opens to attendees on Thursday and Friday. Anyone may enter the Exhibit Hall without a badge during open hours.

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.

EXHIBIT HALL MAP

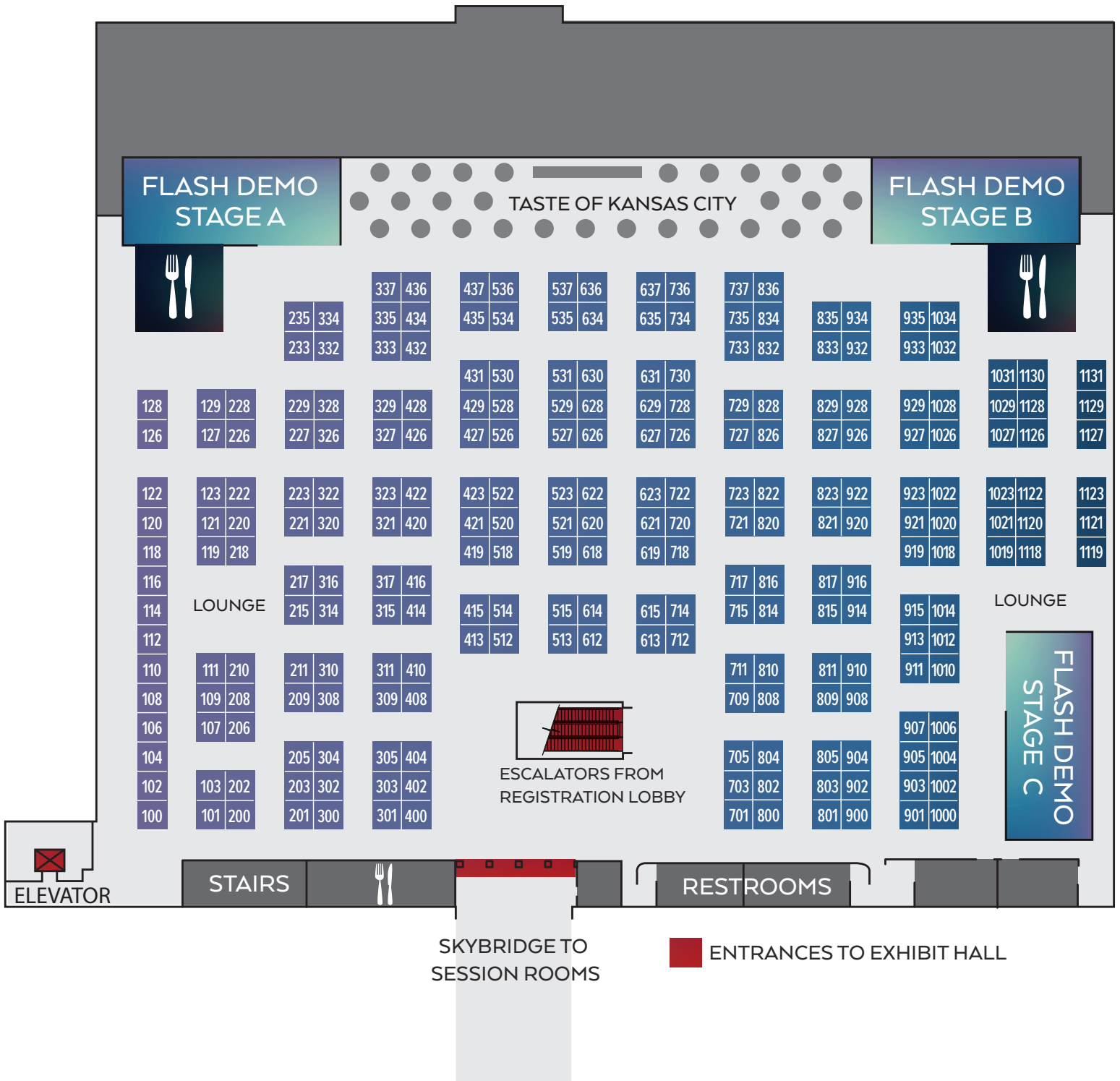


EXHIBIT HALL SCHEDULE

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 dedicated hours and fewer 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.

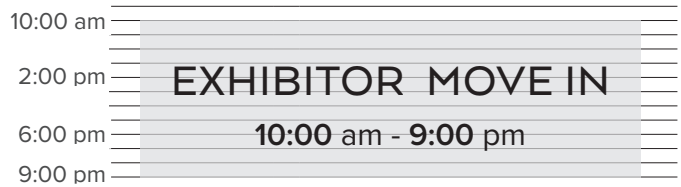
EXHIBITORS CAN BE ATTENDEES TOO

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 booth purchase includes five 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 are accepted May 1 – June 15 and are subject to a competitive selection process. Choose to host a 60-minute lecture style presentation or conduct a 90-minute hands-on interactive workshop. Companies submitting proposals including commercial content must be clearly identified as such within the proposal. Download and review the complete Proposal Submissions Guidelines, found on the “Presenter” Conference webpage, for complete information.

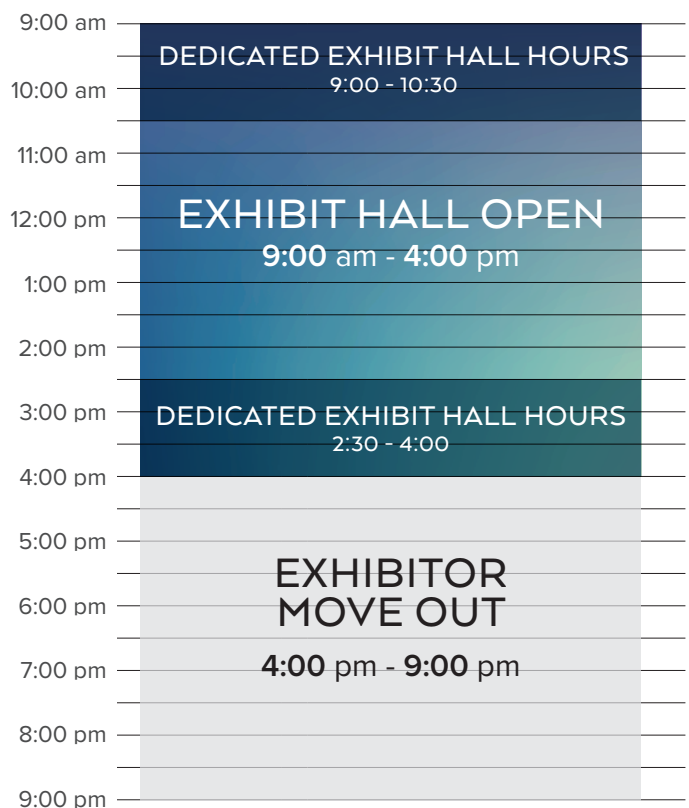
WEDNESDAY, JANUARY 30



THURSDAY, JANUARY 31



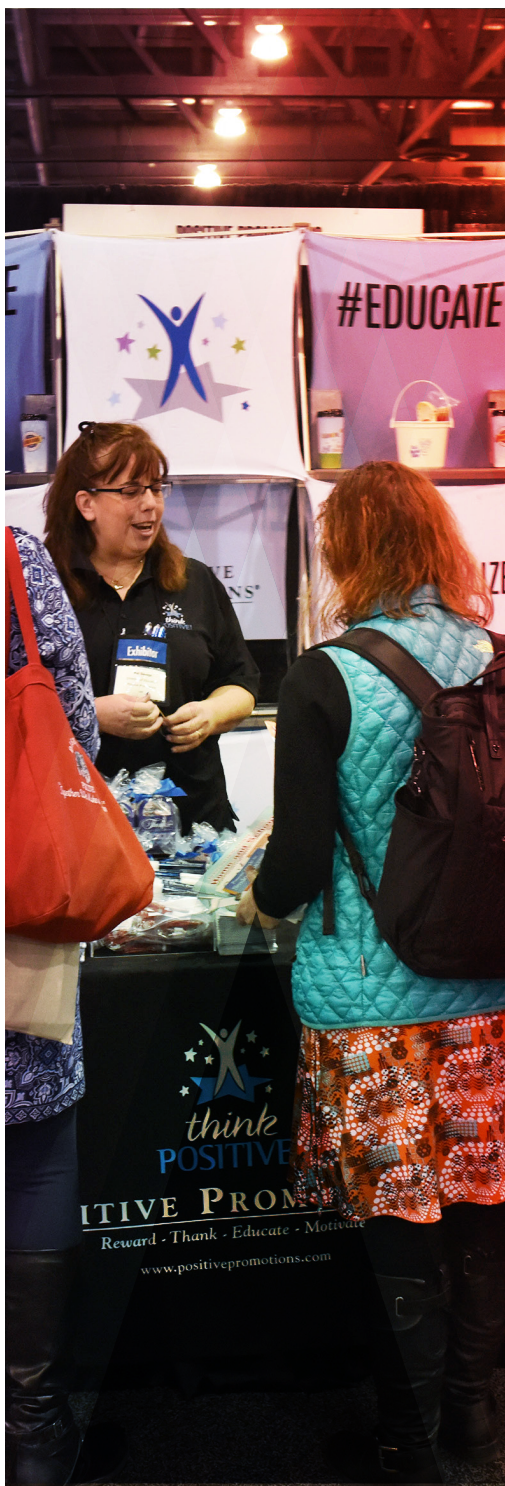
FRIDAY, FEBRUARY 1



SATURDAY, FEBRUARY 2

FINAL DAY OF CONFERENCE
Sessions all day - see online schedule

EXHIBIT HALL FEATURES



CONVENIENT LOCATION

The Exhibit Hall is located in Bartle Hall D, a column-free exhibit space on the 3rd floor of the Convention Center. A skywalk connects the Exhibit Hall directly to featured session rooms. The registration counter, the Conference Bookstore, and more session rooms are one floor below, connected via elevator and escalators within the Exhibit Hall.

BACKPACK PROJECT

Last year's Backpack Project was a not-to-miss activity for attendees and a huge success overall! In 2019, the Association is continuing this exciting volunteer initiative inside the Exhibit Hall. Attendees will flock to the Backpack assembly area, where they will fill 3,000 student backpacks with school supplies. At the conclusion of the Conference, the backpacks will be donated to Kansas City schools and distributed to local disadvantaged students.

FOOD AND BEVERAGE STANDS

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

TASTE OF KANSAS CITY

In addition to the food stands, a lunch buffet featuring traditional Kansas City barbeque offerings catered by local favorite, Fiorella's Jack Stack, takes place inside the Exhibit Hall. Open from 11:00am - 1:00pm Thursday and Friday. Advance purchase required.

NEW!

EXHIBITOR FLASH DEMO STAGES

Three separate Flash Demo Stages are located inside the Exhibit Hall, with seating for up to 100 attendees. Exhibiting companies may purchase a 20-minute demo for \$350. Take advantage of this unique opportunity to demonstrate your product or service to an audience beyond your exhibit booth. The complete lineup of Flash Demos will be included in the printed conference program. Select the date, time, and preferred stage when making your purchase.

Each 20-minute flash demo presentation includes the following:

- Raised stage
 - PC computer with PowerPoint software
 - LCD Projector and screen
 - Sound capability for video
 - Lavalier microphone
-

LOUNGES

Attendees will enjoy taking breaks in these cozy areas with comfy furniture and charging stations to keep cell phones and devices going strong.

SPONSORSHIP OPPORTUNITIES

EXTEND YOUR REACH

The following list of sponsorship packages are available (until sold out) for purchase from your account Dashboard. All sponsors are recognized via the Conference Twitter, Instagram, and Facebook accounts.

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 FLASH DEMO PRESENTATION

Present your latest product or service on one of the three Flash Demo Stages inside the Exhibit Hall. 20-minute demos are available to exhibiting companies. Company logo will be prominently displayed in the program and event signage. Design must be received by December 1, 2018.

\$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 1, 2018.

\$1,750 FULL PAGE ADVERTISEMENT IN CONFERENCE PROGRAM (10 AVAILABLE)

Sponsor the Conference with a full-page, full-color interior display ad in the Conference program, which is distributed to all attendees. Artwork must be received by December 1, 2018.

\$2,250 FULL PAGE DIVIDER AD IN CONFERENCE PROGRAM (4 AVAILABLE)

Your full-page, full-color ad will be featured on the inside of one of the four daily divider pages. Artwork must be received by December 1, 2018.

\$2,750 INSIDE BACK COVER AD IN THE CONFERENCE PROGRAM (1 AVAILABLE)

Reach your customers with the full page, full color ad on the inside back cover of our 6" x 6" Conference program. Artwork must be received by December 1, 2018.

\$3,000 SOCIAL MEDIA DISPLAY (4 AVAILABLE)

Sponsor the social media display screen for one full day of the Conference. Your company name and logo will be displayed throughout the day on a large digital monitor featuring live social media comments from attendees. The social media display is located in a high traffic area. Logo must be received by December 1, 2018.

\$3,500 BACKPACK PROJECT SPONSOR (4 AVAILABLE)

Be part of this remarkable collaboration of educators from around the country working together to provide a helping hand to students most in need. Sponsors of this popular project share their altruism with Conference attendees. Backpacks are assembled in the Backpack Project Activity Area of the Exhibit Hall during designated hours. Your staff may host the project during the time you select. Your company logo is prominently displayed in the Conference program and on event signage during your selected time. All backpack sponsors are included in documentation provided to the school district upon delivery of the backpacks. Logo must be received by December 1, 2018.

\$15,000 PRESIDENT'S RECEPTION (1 AVAILABLE)

The 2019 National ESEA Conference President's Reception is an invitation only event for Distinguished School Award winners, members of the host Association, and US Department of Education leaders. Your sponsorship of this exclusive gathering of VIPs provides an opportunity for 10 of your staff to interact and socialize on a more informal basis with approximately 300 individuals at the federal, state, and local levels. Sponsor logo is prominently displayed on the invitation and event signage. Logo must be received by December 1, 2018.



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 2019 National ESEA Conference under “Events & Subscriptions.”

Booth prices range from \$1400-1800 for each 10x10 space, depending on location within the Hall. 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 before December 1, 2018. 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 and identify staff names when they are available, but no later than January 2, 2019, 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 the Conference program to encourage traffic to your booth. This description is posted on the online conference listing and used in the printed Conference program. (Please note this description is separate from the company description listed on the Web Services Directory.) The deadline for inclusion is December 1, 2018.

INSURANCE

NO COMPANY IS PERMITTED TO SET UP WITHOUT THE REQUIRED INSURANCE ON FILE BY JANUARY 2, 2019.

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):

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

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

City of Kansas City, Missouri
414 E. 12th St.
Kansas City, MO 64106

HOW TO SUBMIT INSURANCE DOCUMENTATION:

- Go to your company Dashboard and select 2019 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, Kansas City” 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 2018 NATIONAL TITLE I CONFERENCE

3P Learning - Home of Mathletics
7 Mindsets
806 Technologies, Inc.
95 Percent Group Inc.
The Abacus Project
Activate Learning
AE Money Quests
Alive Studios
American Museum of Natural History
American Reading Company
Amplify
ASCD
Ashay by the Bay
AVID Center
Backpack Gear Inc.
Bedtime Math Foundation
Benchmark Education Company
Blusource
Booksource
BrainPOP
Bricks 4 Kidz
BrightBytes
Building Educated Leaders for Life (BELL)
Camelot Education
Capstone
Caslon Inc
Catapult Learning
Center on Teaching and Learning,
University of Oregon
Channie's Visual Handwriting
and Math Workbooks
Chicken Soup for the Soul
Children's Plus, Inc.
Clear Touch Interactive
The College Board
Committee for Children
Concordia University Portland
Connect 4 Learning
Cover One
Crayola
Cricket Media
Curriculum Associates
Cyber High by Fresno County
Superintendent of Schools
Damand Promotions
Davis Publications
Didax, Inc.
EAI Education
EdConnective
Educational Testing Consultants
Ellevation Education
ETA hand2mind

ExploreLearning
Facts4Me, Inc
Family Leadership Inc- Parenting Partners
Family Math Night by Math Unity
FEV Tutor
Flyer school app
Frog Publications, Inc.
Good Image, Inc.
Heinemann
HMB, Inc.
Houghton Mifflin Harcourt
IMAGINAL Education Group
Imagine Learning Inc.
IXL Learning
Kaeden Books
Kagan Publishing & Professional
Development
Kaplan Early Learning Company
KinderLab Robotics, Inc.
Kings College Tours
Lakeshore Learning Materials
Language Circle Enterprises
Leader Services
Learning Sciences International
LivingTree
LRP Publications
Lumos Learning
Mad Science - US Franchisee Group
The Markerboard People
Math Teachers Press, inc.
Mathline at Howbrite Solutions, Inc.
MaxScholar
McGraw-Hill Education
Mentoring Minds
MIND Research Institute
myON
NAFEPA
Nasco
National Center for Urban
School Transformation
National Geographic Learning/
Cengage Learning
The National Inventors Hall of Fame
National PTA
National Science Teachers Association
Nearpod
ORIGO Education
Parent Parties
PB Consultants, Inc
PCG Education
Pearson
The Pin Man

Pitsco Education
Positive Action
Positive Promotions
Presentation Systems South Inc.
The Princeton Review
Professional Education at the Harvard
Graduate School of Education
Proximity Learning Inc.
Questar Assessment Inc.
Read Naturally, Inc.
Read Right Systems, Inc.
Reading Is Fundamental
Reading Rescue
ReadyRosie
Really Good Stuff
Really Great Reading
Renaissance Learning
Rezilient Kidz
Scholastic Inc
The School Planner Company
Schwabe Books
SongLake Books
Southeastern Educational
Stenhouse Publishers
Step By Step Learning
Successful Innovations Inc
Teacher Created Materials
TeamChildren
thinkLaw
ThinkStretch LLC
Third Week Books
Title1.Tools
Townsend Press
TransACT Communications, LLC
Transformation Education Institute
Treasure Bay, Inc.
Tri-C Publications, Inc
US Math Recovery Council
Vanguard
Velazquez Press
Visit Kansas City
VocabularySpellingCity
WATCH D.O.G.S. (Dads Of Great Students)
WestEd
WIDA
Wilson Language Training Corp.
Wordcraft LLC
World Book, Inc.
WRITE BRAIN BOOKS
Writing with Design
Younglight EDUCATE
Yup.com

TERMS AND CONDITIONS

ALL EXHIBITING COMPANIES AGREE TO BE BOUND BY THE FOLLOWING TERMS AND CONDITIONS.

EXHIBIT SPACE ASSIGNMENT

Exhibiting companies select their own exhibit spaces on a first come, first served basis. Early selection is offered to companies exhibiting at the prior year Conference, and 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 Conference. Show Management reserves the right to 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 December 1, 2018 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.

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 constitutes 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 - January

EXHIBITION SERVICES

Approved exclusive contractors are listed in the Exhibitor Kit with contact information and order forms. Authorized service providers must be contacted directly and 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.

MOVE IN

Move in operations may only occur during the established move in schedule on Wednesday, January 30 from 10:00 AM to 9:00 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.

MOVE OUT

Any removal, tear down, or packing of items prior to the Conference scheduled move out time on Friday, February 1 at 4:00 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. Signs and banners may be rigged overhead only if an entire booth island has been purchased. Additionally, booth signage and furnishings may not exceed the height of the exhibit booth walls.

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 the exhibitor Terms and Conditions.

FACILITIES

Exhibiting companies must comply with all rules and regulations prescribed by the Kansas City Convention 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 (January 30 - February 1, 2019), 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, must be uploaded to the exhibiting company's online conference record no later than January 2, 2019. 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 exhibitor agrees to: (1) indemnify, defend and hold harmless Magnolia Hospitality Group Inc. dba A+ Events (Show Management), the City of Kansas City, Missouri (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.

TERMS AND CONDITIONS AMENDMENTS

Any additional details not specifically covered by the terms and conditions contained herein shall be subject to the decision and at the discretion of Show Management. At the sole discretion of Show Management, changes, amendments, or additions may be made to these terms and conditions. Any such changes shall be binding on Exhibitors equally with the other terms and conditions contained herein.