

PROMOTIONAL PROPOSAL SUBMISSION GUIDELINES

This Year's Theme:

*Together
for Equity*

FEBRUARY 4-7, 2020
ATLANTA, GA

HOST A PROMOTIONAL SESSION

For 2020, we are returning to a Promotional Session format similar to Standard Conference Sessions. Unlike Standard Conference Sessions, which cannot include any commercial focus, Promotional Sessions may highlight your organization's products and services, but must include quality content as well. All Promotional Sessions will be scheduled during dedicated exhibit hall hours either in a room within the exhibit hall or one of the nearby session rooms. Any company has the option to submit a proposal for an exhibitor session, but if selected, companies must have a paid-in-full exhibit space in order to present at the Conference. Selections will be made by the Conference Planning Committee, based on the importance of the presentation content to Conference attendees. The submission process opens May 1st and closes on June 14th, so don't wait to submit your proposal from your company dashboard on the ESEA website. All participating companies will receive email notification of their accepted or declined status on or before September 20, 2019.

TOGETHER FOR EQUITY

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

All children should have equal opportunity to learn and succeed, but not all do. Many children, especially those served by ESEA and other federal programs, face challenges that impede their access to equitable services. Every day, some of our already vulnerable students come to our schools in the face of economic, social, emotional, language and cognitive barriers that challenge their equal access to a quality education. The 2020 National ESEA Conference addresses these issues by highlighting the work of individuals, schools, districts and organizations that have come together for equity.

ESEA is the largest federally-funded program focused on the needs of disadvantaged students. It provides more than \$40 billion in annual aid to local education agencies and schools with high numbers of disadvantaged children so that all children can meet challenging state academic standards.

IMPORTANT DATES

May 1, 2019

Promotional Proposal Submissions Open

Friday, June 14, 2019

Promotional Proposal Submissions Close

Friday, September 6, 2019

Notification of Provisional Acceptance* or Decline - Presentation decisions of the Conference Committee are final and no appeals are available

**A proposal marked as "provisional" is one that the Conference Committee would like to include in the Conference schedule, but the presenter(s) has not yet been contracted. When signed contracts and any other required documents are returned by all presenters, the proposal's status is changed to "accepted."*

Friday, September 20, 2019

Speaker Terms & Conditions Acceptance Deadline – Accepted speaker presentations and speaker bios posted on interactive schedule as Terms & Conditions are finalized

SESSION TYPES



LECTURE

WORKSHOP

THE CONFERENCE OFFERS TWO TYPES OF SESSIONS

Similar to traditional conference sessions in which attendees assemble to listen to a presentation. Often referred to as “lecture,” sessions may include attendee interaction, such as Q & A, but are best suited to presenters addressing a large audience.

Smaller sessions focused on personal interactions among attendees and presenters. Workshop sessions must include an audience interaction component, such as opportunities to brainstorm with a partner, discuss a concept in a small group, or engage in other workshop-like activities.

SESSION LENGTH

45 minutes

45 minutes

APPROXIMATE ROOM CAPACITY

Varies by location, minimum 100 seats

Varies by location, minimum 100 seats

ROOM LAYOUT

Theater style
(rows of seats facing the stage)

Round tables and chairs
(no stage)

AVAILABLE AV

No cost to presenter

- PC computer with PowerPoint software
- LCD Projector and screen
- Sound capability for video
- Podium or lavalier microphone

- PC computer with PowerPoint software
- LCD Projector and screen
- Sound capability for video
- Podium or lavalier microphone

STAGE SET

Raised stage
Head table with chairs for each presenter
Standing podium stage right

Standing podium (no stage)

PRICING

NO FEE TO SUBMIT A PROPOSAL OR PRESENT.

PROMOTIONAL SESSION VIDEO SPONSORSHIP - \$1,250

(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.

SESSION CATEGORIES & TOPICS



CONFERENCE THEME

As we integrate, innovate, and collaborate, it must be done toward the goal of equity, ensuring that every student has timely access to high quality education regardless of race, gender, ethnicity, language, ability, sexual orientation, or income. Programs funded by the Elementary and Secondary Education Act (ESEA) are designed for equity. It is essential that we combine our efforts to move this goal from dream to reality. The 2020 National ESEA Conference keynotes and breakout sessions will focus on “Together for Equity.”

Session topics should be of interest to the greater federal education programs community and fit with this year’s Conference theme.

Together for Equity

All sessions are grouped into three overarching categories:

INSTRUCTION, LEADERSHIP & POLICY

Within the three categories listed above, topics of interest to the Conference Committee include:

- Academic Standards and Assessment
- College Readiness
- Cultural Diversity
- Data-driven Decision-making
- Differentiated Instruction
- Early Childhood Education
- Effective Leaders
- Elementary Education
- Equitable Services to Private Schools
- ESEA Success Stories (formerly Title I Success Stories)
- Evidenced-based Practices
- Parent, Family, and Community Engagement
- Legislative, Regulatory, and Fiscal Issues
- Multi-tiered Systems of Support
- Neuroscience
- Professional Learning
- Program Implementation and Evaluation
- Reading and Writing
- School Climate and Culture
- School Improvement
- Secondary Education
- STEM
- Well-rounded Education

The schedule is developed to maintain diversity and balance of session topics throughout the Conference.

Date and time assignments are made for the benefit of the overall schedule and are not negotiable.

CONFERENCE PARTICIPATION

REGISTRATION

All accepted presenters (maximum 4 per session) receive a complimentary full Conference registration at the time the terms & conditions are accepted. There is no fee to submit a proposal for a promotional session, but if selected, companies must have a paid-in-full exhibit space in order to present at the Conference. Exhibit spaces may be purchased at any time, but do not register for the Conference as an attendee prior to learning the acceptance status of your proposal.

PRESENTER SUBSTITUTIONS

Complimentary Conference registrations are non-transferrable. *If a presenter change is desired, a written request must be completed using the official online Presenter Update Form and reviewed by the Conference Committee.* If approved, new Terms & Conditions agreement(s) will be issued to the new presenter(s). If the substitute presenter is not approved, the presentation will be cancelled.

CANCELLATIONS & REFUNDS

Presenters are subject to the same cancellation and refund policies as those that apply to all attendees. Additional information is available on the presenter policies webpage.

BOOK SALES & AUTHOR SIGNINGS

Presenters may choose to have their books included for sale in the official National ESEA Conference Bookstore. *Book titles and ISBNs must be included as part of the proposal submission.* No book sales, signing, or distribution may take place in any other location. Full details will be provided to presenters selected for inclusion at the Conference, including book-signing opportunities.

PRESENTATION DETAILS

SESSION VIDEOS

All standard sessions at the National ESEA Conference are recorded for after-conference use as part of the National Association of ESEA State Program Administrators On Demand video streaming service.

Companies that wish to have their promotional session recorded must purchase the Promotional Session Video Sponsorship. With this sponsorship, the promotional session will be recorded and the video will be offered to ESEA Network account holders free of charge for one year, providing additional exposure for the company. A copy of the video will be available for download.

PRESENTER ACCEPTANCE

Each presenter in a proposal selected for the Conference must agree to the official Presenter Terms & Conditions (see page 7) which contains all formal aspects of their presentation.

SCHEDULING

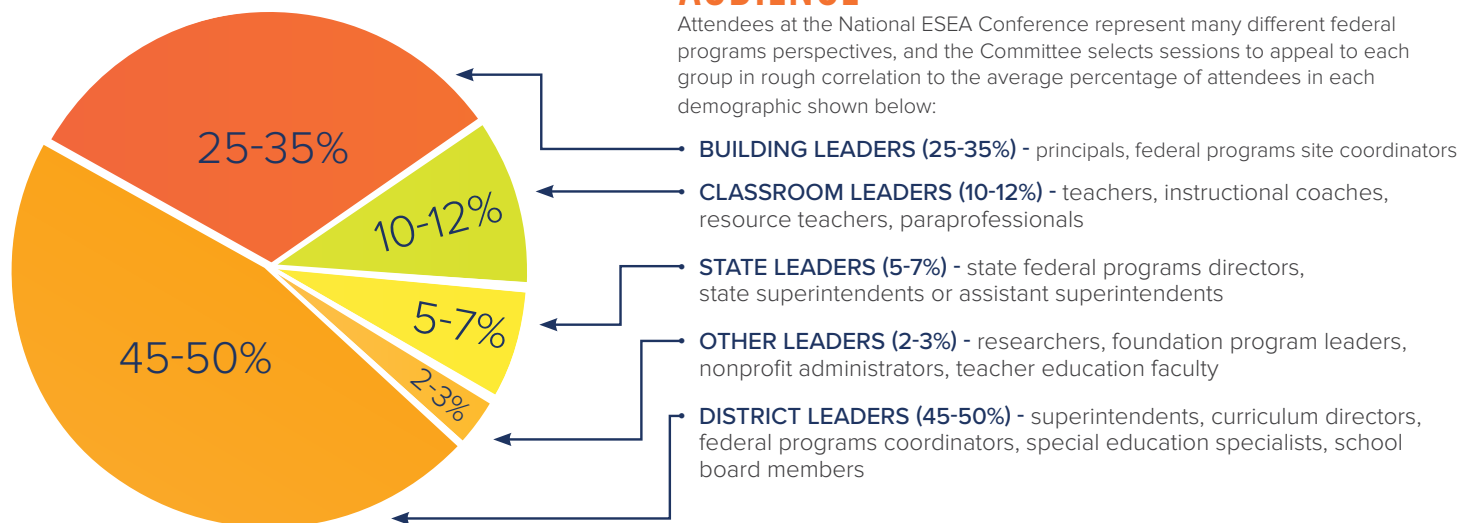
Presentations will be scheduled for the overall benefit of the Conference and, if selected, presenters must be willing and available to present at the time assigned to them. Proposals selected by the Conference Committee must be presented as described in the proposal process with the same title and description.

PROMOTIONAL PRESENTER REQUIREMENT

Unlike traditional sessions in which commercial content is prohibited, Promotional Sessions may reference specific products or services. Presenters associated with an exhibiting organization may not present a standard non-promotional session, and submissions made for standard Conference Sessions by commercially-affiliated presenters will not be considered. Promotional Sessions will be selected based on their overall relevance to the Conference theme and audience, and will be held to the highest standards of quality content.

AUDIENCE

Attendees at the National ESEA Conference represent many different federal programs perspectives, and the Committee selects sessions to appeal to each group in rough correlation to the average percentage of attendees in each demographic shown below:



SUBMITTING A PROMOTIONAL PROPOSAL

STEP-BY-STEP

1. Read this Promotional Proposal Submission Guide thoroughly to ensure you clearly understand all requirements and benefits of presenting at the National ESEA Conference. Only submit a proposal if you can agree to all included Terms & Conditions.
2. Log in to your company account Dashboard on the Association website (www.ESEAnetwork.org), or create a new website account, if you do not have one already. The applicant submitting a proposal must be one of the speakers and will automatically be included as the first presenter. Note: presenters associated with exhibiting organizations may not submit a proposal for a standard, non-promotional session, and proposals submitted for a standard session by such presenters will not be considered.
3. From your company account Dashboard, select 2020 National ESEA Conference.
4. Scroll down to "Presentations."
5. Between now and Friday, June 14, select "start a new proposal" (or select the title of your unfinished proposal.)
6. Select "Submit Proposal" when you're ready to submit.

You'll be asked to provide the following information for each proposal:

PROPOSED PRESENTATION CHARACTERISTICS

- Describe the concept for your presentation, including the relevance for this Conference (max 1,000 characters.)
- Select session type: Lecture or Workshop. (See page 2 for descriptions.)
- Describe why your proposal is best suited for lecture or workshop delivery.
- Which Conference category (instruction, leadership, or policy) does your proposed session address?
- Select the topic (from the list of 23) that best describes the focus of your proposed session. You may add one secondary focus topic if appropriate, though doing so does not increase your chances of selection.
- Select all federal education title programs that apply.
- Explain the research base and data used.
- Identify the specific successful federally funded school(s) and/or district(s) highlighted in your session, if applicable.

SESSION DETAILS

Details needed if your proposal is selected:

- **Presentation title** (max 90 characters)
 - do not include "Together for Equity" in your title (included in online listings. See examples page 8)
- **Presentation description** (max 1,000 characters)
 - should motivate people to attend (included in online listings. See examples page 8)
- **Presenter Introductions** (max 1000 characters)
 - brief description of each presenter (used onsite by the Session Host to introduce your presentation team to the audience)
- **Contact Information**
 - provide the website or email address attendees may use to obtain more information after the Conference
 - include your social media handle: Twitter, Instagram, and/or Facebook
- **Carefully review audio-visual inclusions** (listed on page 2)
- **Books to include in the Conference Bookstore** - list up to four books written by members of your presentation team (must include ISBNs)

PROPOSED PRESENTERS

Each session may have up to four presenters. Each presenter included on a proposal must have a fully completed free user account on the ESEA Network website. Proposals including presenters without a user account will be automatically rejected. All of the fields below must be completed for each presenter.

- Name, Title, Organization
- Mailing Address, Phone, Email, Social Media Handles
- Presenter Expertise on this Topic (max 300 characters) - included in the online presenter listings if your session is selected
- Recent Presentation Experience – list conference, year, session title
- Speaking Reference – name, phone, and email of someone with direct knowledge of your presentation skills
- Company Logo - 1.5"x1.5" high resolution (jpg) for use online and in the Conference App.
- Presenter Photo - high resolution (jpg) for use online - close-up, head shots are most effective

COMPLETING YOUR PROPOSAL

- Use the buttons throughout the proposal submission process to review, revise, and save your information.
- You may return at a later time to complete the information if you wish. Access the unfinished proposal through the Conference section of your Dashboard when logged in to your account on ESEAnetwork.org.
- Carefully proofread your proposal before submitting. Proposals should be well-written with accurate spelling, punctuation and grammar.
- When your proposal is complete, click the "Submit Proposal" button to add it to those considered by the Conference Committee. Once a proposal is submitted, changes are not permitted without Conference Committee approval.
- Proposals are graded by the Conference Committee based solely on the information provided through this submission process. The Committee's selection decision is final. No contact with Committee members outside of this submission process is permitted.

ALL PROPOSALS TO BE CONSIDERED BY THE COMMITTEE MUST BE SUBMITTED NO LATER THAN 5:00 PM EASTERN DAYLIGHT TIME ON JUNE 14, 2019

LATE PROPOSALS ARE NOT ACCEPTED – NO EXCEPTIONS

SELECTION PROCESS



All proposals submitted will be reviewed by a committee of federal education programs professionals from across the country in a highly competitive two-part process during July and August; typically, less than 25% of proposal submissions are selected. Decisions are based on an averaged proposal score from multiple committee graders, as well as a balance of critical topic areas. Selection as a presenter in a prior year does not help or hinder your chances of selection.

GRADING CRITERIA - MULTIPLE COMMITTEE MEMBERS WILL GRADE EACH PROPOSAL USING THIS SCORING METHOD:

- Proposal focuses on a key area of interest for Conference attendees, aligns with the Conference theme by highlighting issues of equity in education, and includes timely and meaningful content. (0-10 points)
- Proposal highlights specific successful federally funded schools or districts. (0-10 points)
- Research base listed is appropriate for the topic. (0-10 points)
- Content is appropriate for the identified audience. (0-5 points)
- Presenter(s) has relevant expertise and speaking experience for this topic. (0-10 points)
- Proposal has a descriptive title, clearly stated purpose, provides correct information and thorough content, incorporates findings (where applicable) and implications for the field, and uses appropriate citations. (0-10 points)
- Bonus points available at the discretion of the grader based on exceptional ideas, including applicability across ESEA programs and/or to the Conference theme: Together for Equity, or the overall quality of the application submission. (0-10 points)

NOTIFICATIONS ON SEPTEMBER 6, 2019

On Friday, September 6, Conference management staff will send email notifications in two categories:

- To applicants and individual presenters whose sessions have been provisionally accepted, with instructions for converting the presentation from “provisional” to “accepted.”
- To applicants whose sessions have been declined.

CHANGING YOUR PRESENTATION'S STATUS FROM PROVISIONAL TO ACCEPTED

Presenters with a "provisional" session will be asked to review and agree to the official Terms & Conditions. Each presenter listed on a proposal must agree to the terms, and the company must have purchased at least one exhibit space, by Friday, September 20th for the proposal to be "accepted". If the required documentation is not received or the exhibit space is not purchased by the due date the proposal will be declined and a back-up proposal will be moved to "provisional" status.

FOR FURTHER INFORMATION OR QUESTIONS, CONTACT THE NATIONAL ESEA CONFERENCE STAFF

MONDAY - FRIDAY | 7:00AM-4:00PM PACIFIC | 800-256-6452 | CONFERENCE@ESEANETWORK.ORG

DO'S

Do begin your proposal early.

Do craft your responses to the proposal questions offline and edit until you are happy with the results.

Do convert any offline work to a simple text editor format before pasting into the proposal fields.

Do pay close attention to the character limits identified, continuing to edit until within the requirement.

Do carefully review the audiences and topics of interest and select appropriately.

Do submit your proposal before the deadline.

DON'TS

Don't wait until the last minute.

Don't submit “off the top of your head” language in this highly competitive process.

Don't paste directly from Microsoft Word as it can add “hidden” characters that may translate strangely or add to the character count once submitted.

Don't use abbreviations or acronyms, as graders may not understand your intent.

Don't select the broadest audience or the most topic areas, as this will not increase your chances of selection.

Don't procrastinate - no extensions are granted, even for very good reasons.

PROPOSAL DO'S & DON'TS



Together for Equity PRESENTER TERMS & CONDITIONS [EXAMPLE]

Joe Sample, Speaker, ABC Company, has been tentatively selected to present at the National ESEA Conference, under the following terms and conditions.

EVENT DETAILS

EVENT: National ESEA Conference
February 4 - 7, 2020

HOST: National Association of ESEA
State Program Administrators

BACKGROUND: The National ESEA Conference is an annual project of the National Association of ESEA State Program Administrators (NAESPA) and the largest conference focused on federal education programs for disadvantaged students.

PRESENTATION DETAILS

Title: Example Session Title

Description: The session description is the same as was entered in the field for inclusion in the online session schedule. Listing it in the terms & conditions ensures that the session proposed is the session to be presented.

Authorized Speakers: Joe Sample-Speaker, Jane Presenter – [This will include anyone who has a completed presenter profile associated with the original proposal.]

This presentation is only confirmed after all authorized speakers have individually accepted the terms and conditions.

PRESENTATION LOGISTICS

Date: Wednesday, February 4, 2020

Presentation Time: 2:00pm – 3:30pm

Speaker Set Up Time: 1:30pm – 2:00pm

Location:
Georgia World Congress Center - Building A
285 Andrew Young International Blvd NW
Atlanta, GA 30313

Room Name: Room A305

Room Set Up: Workshop

Maximum Audience Capacity: 200

Stage Set: Standing Podium

Equipment Provided: PC computer with PowerPoint software, LCD Projector, screens appropriate for room size, sound capability for video, microphone, dedicated internet

SPEAKER BENEFITS

will receive the following benefits as a conference presenter. All other expenses incurred in conjunction with this presentation not specifically identified below, including travel and hotel accommodations, are the responsibility of the speaker.

Conference Registration: Complimentary
Conference Registration (\$599 value)

BOOK SALES

Speaker may choose to have their books included for sale in the official National ESEA Conference Bookstore. Speaker may not sell books or other materials within, or immediately adjacent to, the presentation room, or elsewhere within the common areas of the conference venue.

VIDEO RECORDING

This presentation will only be recorded if the sponsoring organization chooses to purchase the video option. Should that occur, Joe Sample provides conference management with the express right to record the presentation and use this recording as part of the professional development offerings at www.ESEAnetwork.org, viewable via a password-protected, closed, streaming video environment for a period of twelve months. In addition, the sponsoring organization will receive a downloadable version of the presentation video for their own use.

PHOTOGRAPHY

Conference management may photograph Joe Sample during the presentation and use any such still photographs in promotional materials (print or electronic) for this or future National ESEA conferences.

HANDOUT MATERIALS

Speaker agrees to provide all presentation supplementary materials for attendee access, by uploading electronic documents via the presentation dashboard on the ESEA Network website. Any physical materials shipped to the conference venue will be rejected and returned.

ACCEPTANCE

By typing my name and today's date below, I agree to be bound by these Presentation Terms & Conditions.

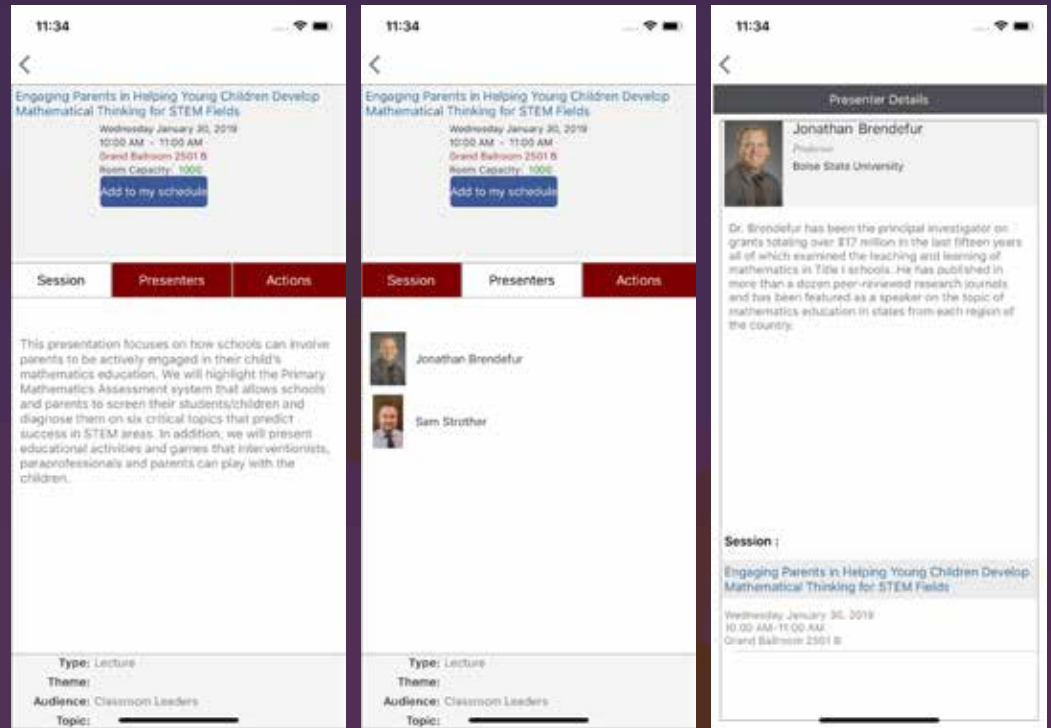
TYPE FULL NAME


DATE ACCEPTED

HOW PROGRAM DETAILS ARE USED

Mobile Conference App →

Online Conference Schedule ↘





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Together for Equity **NATIONAL ESEA CONFERENCE** Attendee Exhibitor Presenter

Hotels & Travel Schedule

FEBRUARY 4-7, 2020
ATLANTA, GA

95%

GROUP INC.

Developing Mathematical Thinking at the Primary Level in Title I Schools

Thursday February 8, 2018

11:30 AM - 12:30 PM


Room 103

[Add to my schedule](#)

Evaluate this session

This presentation will document the successful transformation of multiple under-performing Title One schools at the primary level. There is a critical need for early identification of students who are experiencing difficulties in mathematics and, then, the provision of immediate and targeted intervention in order to build foundational skills and knowledge. In this session, I will demonstrate the Primary Mathematics Assessment to screen K-2 students at the beginning and middle of the year on six predictive domains, which allowed us to work with teachers on providing specific curricular tasks to improve student learning across these domains.

Presenters



Jonathan Brendefur

Dr. Brendefur has been the principal investigator on grants totaling over \$16 million in the last five years all of which examined the teaching and learning of mathematics in Title I schools. He has published in more than a dozen peer-reviewed research journals and has been featured as a speaker on the topic of mathematics education in states from each region of the country.

Type: Lecture

Theme: Instruction

Audience: Classroom Leaders

Topics: Mathematics, Assessment