

EXHIBITOR PROSPECTUS

WHY IS THE ESEA MARKET SO IMPORTANT?

The National ESEA Conference is coming to you in 2021 with the theme “Educating for Tomorrow”, and recent events make this subject particularly relevant and timely. Educators and administrators have been forced to explore new digital tools and teaching strategies as circumstances place a sudden emphasis on distance learning and self-directed study. The National Association of ESEA State Program Administrators (NAESPA) hosts this Conference every year with a goal of bringing education professionals, federal education policy experts, and thought leaders together to share ideas and develop their professional skills and expertise. The National ESEA Conference is the largest of its kind and focuses on federal education programs for disadvantaged students.

EDUCATING FOR TOMORROW

FEBRUARY 8-11, 2021
ONLINE EVENT

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 - Education for Homeless Children and Youth (McKinney-Vento Homeless Assistance Act)
- IDEA - Individuals with Disabilities Education Act (Special Education)

WE’RE GOING VIRTUAL

Due to COVID-19 and all the uncertainty around travel and in-person events, we have switched to a virtual conference. By doing so we hope to give all our stakeholders firm footing to plan for this event and make this a great experience for all involved. We appreciate your involvement as we explore this new option and look forward to having a successful new experience with you!

IMPORTANT DATES

January 8, 2021

Pre-registration list available

February 8, 2021

Exhibit Hall open 11:00am - 6:00pm

February 9, 2021

Exhibit Hall open 11:00am - 6:00pm

February 10, 2021

Exhibit Hall open: 11:00am - 5:00pm

February 11, 2021

Exhibit Hall open: 10:00am - 1:45pm

February 16, 2021

Post-registration list available



VIRTUAL BOOTHS



VIRTUAL EXHIBIT BOOTH - \$1,500

Each Virtual Booth Includes:

COMPANY LOGO - Your organization's logo appears in the header of your virtual booth.

COMPANY DESCRIPTION - A brief description of your organization.

WEBSITE LINKS - Provide links for attendees to connect directly with your organization's websites of choice.

VIDEOS - Upload videos from your organization to share with attendees.

MATERIALS - Upload additional materials such as PDF's or handouts for attendees to download and/or print.

LEAD RETRIEVAL - All booths will have a "request info" button at the forefront. This is the equivalent of scanning a badge at our in-person event. Leads collected in this manner include full attendee contact information, including email addresses and phone numbers.

GAMIFICATION FEATURES - Attendees earn points towards prizes by interacting with exhibitors. Points are awarded for actions such as visiting virtual exhibit booths, watching exhibitor videos, downloading exhibitor materials, joining live meetings, providing contact information (lead retrieval), answering polls or requesting more information from your company.

METRICS - View "foot-traffic" of your booth.

CONFERENCE REGISTRATIONS - Your organization will receive five full conference registrations. Equivalent to the in-person "badge," these provide access to attend any session on the Conference schedule.

PRE/POST REGISTRATION ATTENDEE LIST - Same as the in-person event, the attendee registration lists will be provided in advance of the Conference and at the conclusion of the Conference. (These lists do not include email addresses or phone numbers)

ZOOM MEETINGS - Your staff will have multiple opportunities to host live Zoom meetings with attendees during the dedicated Exhibit Hall hours.

FILTERED SEARCH - Tag your booth to specific topics (i.e. English Learners, Mathematics, etc.) to allow attendees to find your company easily.

CHAT AND POLLING - Live chat and polling features included.

SPONSORSHIPS

EXTEND YOUR REACH

The following items are available for purchase from your ESEA account Dashboard. Detailed descriptions and pricing can be found in the exhibitor section of our website. Please check these options as they may be added to or modified. If you have an idea not listed here, please contact our Exhibit Team to discuss custom options.

- ▶▶ PUSH NOTIFICATIONS
- ▶▶ DIGITAL BILLBOARD ADVERTISING
- ▶▶ TARGETED EMAIL
- ▶▶ PDF CONFERENCE GUIDE PAGE
- ▶▶ FLASH DEMOS




EXHIBIT SCHEDULE

In this new virtual environment the Exhibit Hall Schedule looks a little different, and we have to say, we're excited about it!

Without having any physical products out that need to be watched, **the Virtual Exhibit Hall is open for attendees all four days of the conference**, even after hours! This provides attendees with the convenience to check out your product at any time. They can then leave you a message requesting information or a meeting, or they can return to your booth for the Tradeshow feature during dedicated Exhibit Hall hours to interact with your representatives.

We encourage you to spend some time making your booth inviting and informational. This can be easily done by incorporating videos and materials that help attendees to understand your organizations aims and products.

The conference site will be available to attendees in order to view content for up to two months after the event has concluded. We will also keep the Exhibit Hall open in order to give our partners as much exposure as possible.

DEDICATED EXHIBIT HALL TIME

Tuesday: 11:00am - 12:30pm & 3:00 - 4:30pm
 Wednesday: 11:00am - 12:30pm & 3:00 - 4:30pm

Dedicated Exhibit Hall Time is an hour and a half block specifically set aside for attendees to interact with exhibitors. These hours are when promotional sessions and the Exhibit Hall are the only activities for attendees – thereby providing attendees time to visit with exhibitors without concern for missing other sessions.

LIVE TRADESHOW

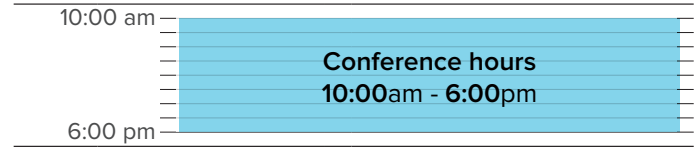
The Live Tradeshow will be open during dedicated Exhibit Hall times. This feature is a chance for your representatives to connect directly with attendees. Your booth will have a Tradeshow button that takes an attendee to a Zoom style call with your staff. We want to preserve the feeling of an in-person event by keeping the face to face aspect of the Exhibit Hall.

PROMOTIONAL SESSIONS

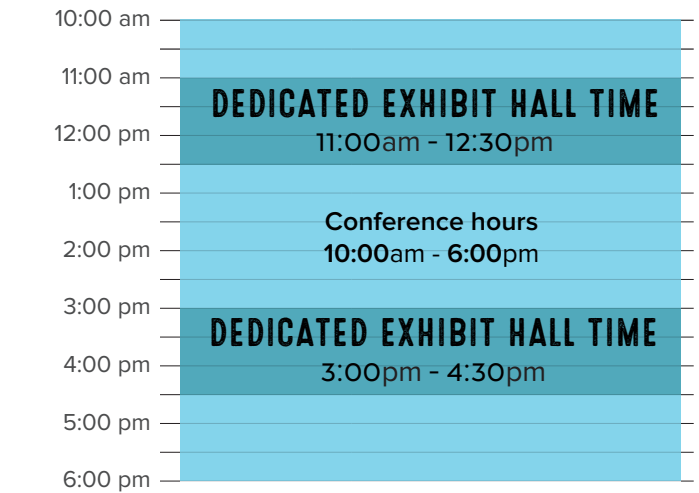
Promotional sessions are presentations given by company representatives, selected for inclusion at the Conference through a competitive process. Submissions for 2021 are now closed.

All times are Eastern Time Zone

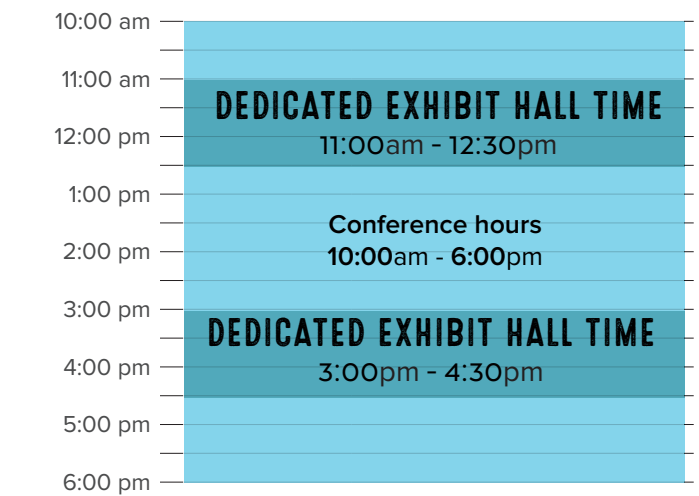
MONDAY, FEBRUARY 8



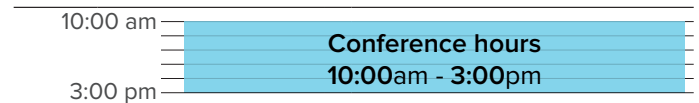
TUESDAY, FEBRUARY 9



WEDNESDAY, FEBRUARY 10



THURSDAY, FEBRUARY 11



EXHIBITOR HIGHLIGHTS



LEAD COLLECTING

At the 2020 National ESEA Conference, over 13,500 contacts were shared with exhibitors. Lead retrieval will be a little different in the virtual landscape, but it is still of high priority to us. Every booth purchased will have a request information button for attendees to opt-in to lead collection. This button is the virtual equivalent of scanning an attendees badge at our in-person conference.

EXHIBITORS CAN BE ATTENDEES TOO

Participating in sessions with attendees offers an incredible opportunity to extend your reach. Each exhibit space purchase includes 5 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.

ANALYTICS

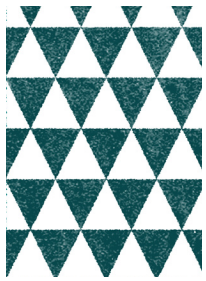
An additional advantage to our virtual conference is the option to use advanced analytics. These data points will offer information on your booth such as; foot traffic, views of videos, downloads of PDF's, etc...

GAMIFICATION

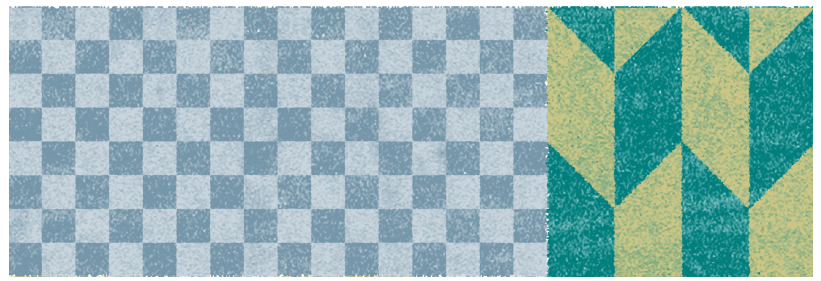
Gamification is designed to increase attendee engagement with exhibitors. There will be assigned points for entering booths, watching videos and even starting a chat with vendors. We will be providing some prizes for the highest scorers amongst the attendees.

ASSOCIATED EXHIBITOR EVENTS

As one of the ESEA's exhibiting partners we do not discourage you from scheduling outside meetings, special events, or sales presentations for any attendees. We do ask that these occur outside of conference hours and must be approved in advance by Show Management. We would love to hear any ideas you may have. Please use the online Associated Exhibitor Events for to submit your request.



HOW TO EXHIBIT



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. PURCHASE VIRTUAL EXHIBIT SPACE & SPONSORSHIPS

From the Conference section of your company account Dashboard on www.ESEAnetwork.org, click on 2021 National ESEA Conference under “Events & Subscriptions.”

Use the “Purchase a booth” button to select your exhibit spaces.

- Sponsorship items may be purchased with your exhibit space or at a later date
- Exhibit space and sponsorships may be held for a maximum of 10 days without payment (when selected on or before December 31, 2020)
- Be sure to carefully read the Exhibitor Terms & Conditions before committing to an exhibit space or sponsorship

3. NEXT STEPS

As the conference nears, your company will receive email communications detailing the process of staff logins and instructions for setting up your virtual booth space on the event platform.

You will need to provide:

- Company logo
- Company description, etc.
- Contact Information
- Company handouts, photos and/or videos

Along with the virtual booth details, exhibitor staff will be responsible for creating their own personal profiles in order to interface with attendees.

COMPANIES WHO EXHIBITED AT THE 2020 NATIONAL ESEA CONFERENCE

806 Technologies, Inc.
95 Percent Group Inc.
99Pledges
AdvancED
AEM Corporation
Alive Studios
Alkebu-Lanimages
AllHere Education, Inc.
Applerouth Tutoring Services
ASCD
Audio Resource Group
AVI-SPL
AVID Center
Backpack Gear Inc.
Bank Street Graduate
School of Education
Barbershop Books
Bedford Falls Book Fairs
Benchmark Education Company
Beyond the Blackboard
Boardworks Education
Booksource
Brienzas Academic Advantage, Inc.
Building Educated Leaders for Life (BELL)
Capstone
Catapult Learning
Channie's Visual Handwriting
and Math Workbooks
Chicken Soup for the Soul
Children's Defense Fund
Children's Plus, Inc.
Classworks
Clear Touch Interactive
Committee for Children
Communities In Schools
Connected Class
Conscious Discipline
Continental Press
Cover One
Crayola
Curriculum Associates
Damand Promotions
EAI Education
Easy Grammar Systems
Edmentum
Ellevation Education
Empower Educational Consulting
Equal Opportunity Schools
ExploreLearning
Express Readers Inc.
Family Leadership Inc- Parenting Partners
Family Math Night by Math Unity
Feel Good, Inc.
FEV Tutor
Flaghouse INC/CATCH
Flyer Connect
Frog Publications, Inc.
Girls Rule Foundation
Good Image, Inc.
Great Minds
hand2mind
HMB Learning Circle Education Solutions
Imagine Learning Inc.
IRIS Center, Vanderbilt University
IXL Learning
J&M Distribution
Kaeden Books
Kagan Publishing & Professional
Development
Kajeet, Inc.
Kaplan Early Learning Company
Kaplan Test Prep
Kendore Learning
Klassroom
Lakeshore Learning Materials
Language Circle Enterprises
Learning A-Z
LEGO Education
Let's Think-kids Foundation
Letterland
Lightspeed Technologies, Inc.
Literal
LRP Publications
Lumos Learning
Mackin Educational Resources
Mad Science - US Franchisee Group
MANGO Math Group
Math Teachers Press, inc.
Mentoring Minds
Midnight Moon
Monogram
Moondrop Entertainment LLC
Most Valued Parents of America, Inc.
Mountain Math/Language
NAFEPA
Osmo
OverDrive Education
Parent Parties
PATHS Program LLC
Pawsitively Social Emotional Learning
PCG Education
Pearson
PenPal Schools
Phonic Books LLC
Positive Action
Positive Promotions
Presentation Solutions, Inc.
Presentation Systems South Inc.
PRESS - Path to Reading
Excellence in School Sites
Proximity Learning Inc.
QBS, Inc.
Read Naturally, Inc.
Read Right Systems, Inc.
Reading Horizons
Reading Is Fundamental
Reading Plus/Taylor Associates
Ready4K
ReadyRosie
Really Good Stuff
Rezilient Kidz
Robert Jackson Consulting
Rourke Educational Media
Scanning Pens Inc
Scholastic Inc
Schwabe Books - American
Classroom Libraries
Scientific Learning
Shurley Instructional Materials, Inc.
Sibme
Silver Ink Publishing
SongLake Books
Spirit Monkey, LLC
Square Panda Inc
ST Math, Created by MIND
Research Institute
Stukent, Inc.
Success for All Foundation
Tales for Teaching
Teacher Created Materials
Texthelp Inc.
The Centery Project
The EDMAT Company
The Markerboard People
The Math Learning Center
The National Inventors Hall of Fame
The Pin Man
The Princeton Review
The Reading Warehouse Inc
The Walking Classroom Institute
ThinkCERCA
thinkLaw
ThinkStretch LLC
Thorndike Press
Title1.Tools
TouchMath
TransACT Communications, LLC
Treasure Bay, Inc.
U.S. Census Bureau
Velazquez Press
Vosaic
WestEd
WeVideo
WIDA
Wilson Language Training Corp.
World Wildlife Fund

TERMS AND CONDITIONS

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

ADOPTION OF UPDATED TERMS AND CONDITIONS

These Terms and Conditions have been updated, effective August 1, 2020, to address the transition to a virtual 2021 National ESEA Conference. Companies purchasing a virtual exhibit booth or sponsorships after this date agree to be bound by these Terms and Conditions. Companies that purchased an exhibit space or sponsorship prior to this date have had their purchase automatically converted to a virtual booth of equal value and agree to be bound by these updated Terms and Conditions. Companies that purchased an exhibit space prior to August 1, 2020 that do not wish to exhibit in a virtual setting may submit a Request for Credit prior to October 13, 2020 to receive a full-value credit toward exhibitor purchases at the next in-person event.

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. During 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.

VIRTUAL EXHIBIT SPACE ASSIGNMENT Exhibiting companies select their own virtual exhibit spaces and sponsorships on a first-come, first-served basis. Show Management reserves the right and sole discretion to select the virtual event platform on which to host the virtual Exhibit Hall and after the virtual Exhibit Hall layout, Exhibit Hall hours, virtual booth spaces and, if necessary, change the virtual event hosting platform 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 virtual Exhibit Hall, and may restrict exhibits with or without cause if Show Management determines the restriction is in the best interest of the Conference. 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. Show Management will provide requirements to virtual Exhibitors that must be met in order to participate including minimum internet speeds, camera, audio and access to specific online meeting platforms. Show Management shall not be responsible for Exhibitors whose participation is adversely affected by Exhibitor internet service or technical limitations on the part of the Exhibitor.

SUBLETTING OF VIRTUAL SPACE

Show Management strictly prohibits the sharing or "co-opting" of exhibit space unless companies share the same parent company, or one company is the subsidiary of the other. A request must be submitted to Show Management for approval prior to conference and proof of affiliation is required. Exhibitors shall not assign, sublet, or share any virtual space allocated to them, nor advertise or display goods other than those manufactured or sold by them in the regular course of their business. Virtual space assigned to the Exhibitor is for their exclusive use.

PAYMENT

All exhibit and sponsorship purchases require full payment to be confirmed. After June 1, 2020, 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 are not eligible for subsequent holds. Items selected on or after January 1, 2021 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. Sponsorships are only available to current Exhibitors. Should an Exhibitor, who is also a sponsor, cancel its exhibit space, its sponsorship will likewise be cancelled.

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. Exhibiting companies that purchased a booth space and/or sponsorship prior to August 1, 2020 that do not wish to participate in a virtual Exhibit Hall are not eligible for a refund outside the standard 7-day period, but may elect to receive a credit for the full value of the purchase to be used at the next in-person National ESEA Conference. To request a credit, please submit a Credit Request Form prior to October 13, 2020.

EXHIBITOR STAFF REGISTRATIONS

Five complimentary exhibitor staff registrations are provided for each exhibit booth. Complimentary exhibitor registrations provide access to the virtual Exhibit Hall and all Conference Sessions. Exhibitor staff registrations are non-transferable to individuals not directly affiliated with the exhibiting company. Virtual Exhibitors waive any right to claim for damages against Show Management or the hosting platform for the ejection of any person or persons from the platform by the platform host or Show Management where, in the sole determination of the platform host and/or Show Management, such person or persons have or likely will create a danger to public health and/or safety or behave in an objectionable manner.

VIRTUAL BOOTH SPACE PREPARATION

It is the sole responsibility of each Exhibitor to manage the content of their virtual Exhibit Booth. Paid in full exhibiting companies will receive unique login credentials to allow Exhibitors to complete the booth setup at least 6 weeks prior to the event. Booth setup includes, but is not limited to:

- Adding company name
- Adding company description
- Adding company logo
- Uploading videos or materials
- Inserting links to outside web pages

All virtual exhibit booths are expected to be fully operational before February 8, 2021. Prior to providing access to virtual booth setup, Show Management will provide supporting documentation and/or guides to assist exhibitors in configuring their virtual exhibit spaces and becoming familiar with the various functions and capabilities, and if necessary will connect exhibitors with the virtual platform vendor to address technical questions. Exhibitors that wish to test their booth or video conference capabilities in advance may schedule a tech check prior to the start of the event (details and appointment spots will be provided). The virtual Exhibit Hall will remain published until April 11, 2021. Materials and/or videos that the Exhibitor does not want to be viewable after the event, should be removed by the Exhibitor.

ACCESS CONTROL

Show Management will provide access control from event planning through the conclusion of all activities, including follow-up. Show Management shall not be held responsible for the loss of any material by any cause and urges the virtual Exhibitor to exercise normal precautions to protect its account and login privileges.

ASSOCIATED EXHIBITOR EVENTS All activities scheduled outside the purchased virtual 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.

PLATFORM RULES, REGULATIONS AND REQUIREMENTS

Exhibitors must also agree to all Terms and Conditions of the online platform provider. Exhibitors are responsible for ensuring they are able to meet the minimum recommended system requirements in order to participate in the virtual Exhibit Hall. Recommended minimum requirements are available here.

OPERATION AND CONDUCT

Virtual Exhibitors shall not photograph or record video of another virtual exhibit or product of another exhibitor unless such photography or videography is approved in writing by the other Exhibitor or Show Management. Virtual Exhibitors may not harass or antagonize another party or attendee, nor interfere with the activities of other virtual Exhibitors. No area of the Conference platform shall be used for any improper, immoral, illegal or objectionable purpose. Show Management reserves the right to limit any or all exhibitor abilities (I.E. video conferencing, chat, direct messaging), and if necessary, eject any person, persons, or companies whose conduct Show Management determines to be objectionable. Complaints about any interfering behavior will be addressed directly by Show Management and may be considered cause for termination of exhibitor participation. The Exhibit Hall is limited to adults only.

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 virtual space occupied by the Exhibitor and to remove all persons and goods, without any liability.

RELEASE OF LIABILITY

Neither the Association of ESEA State Program Administrators, nor any of the officers, employees, agents, contractors and affiliates of such entities, nor the owners, management company, employees or representatives of the hosting platform will be responsible for any injury, loss or damage that may occur to the virtual Exhibitor or to the virtual Exhibitor's employees or property, prior, during or subsequent to the period covered by the virtual exhibit. The virtual Exhibitor expressly releases the foregoing persons and entities from, and agrees to indemnify the same against any and all claims for such loss, damage or injury arising from the negligent or willful acts or omission of the virtual Exhibitor and its employees, agents, contractors, and invitees.

TERMS AND CONDITIONS AMENDMENTS

Any additional details not specifically covered by the Terms and Conditions contained herein shall be subject to the discretionary decision of Show Management. Any such changes, amendments, or additions shall be binding equally with the other Terms and Conditions contained herein.