WHY IS THE ESEA MARKET SO IMPORTANT?
The National ESEA Conference is coming to Boston 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.

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)

EXHIBITOR PROSPECTUS

IMPORTANT DATES

- **May 1, 2020**
  - Booth selection opens for returning exhibitors
- **May 15, 2020**
  - Promotional Session Proposals open
- **June 1, 2020**
  - Booth selection opens for new exhibitors
- **June 15, 2020**
  - Promotional Session Proposals close
- **January 8, 2021**
  - Insurance documentation deadline
  - Pre-registration list available
- **January 22, 2021**
  - Exhibitor hotel reservations must include name of staff who will use them
- **February 8, 2021**
  - Exhibit Hall move in: 12:00pm - 5:00pm
- **February 9, 2021**
  - Exhibit Hall open 9:00am - 3:30pm
- **February 10, 2021**
  - Exhibit Hall open: 9:30am - 3:30pm
  - Exhibit Hall move out: 3:30pm - 7:30pm
- **February 16, 2021**
  - Post-registration list available
EXHIBIT HALL BOOTH SPACE

$1,400 to $1,800

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 10’x10’ 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 8, 2021 (includes name, title, organization, and mailing address only - no email addresses)
• Final electronic registration list at conclusion of Conference available February 16, 2021 (includes name, title, organization, and mailing address only – no email addresses are included)
• Option to submit a proposal for a Promotional Session to be held during dedicated Exhibit Hall hours. A vendor who wants to conduct a breakout session, but doesn’t want to buy a booth, may purchase full registrations for the up-to-four presenters. See the Promotional Proposal Submission Guide for more details.
• Opportunity to market your company to thousands of educators with buying authority
• Listing in the ESEA Network services Directory

BOOTH ISLANDS

Purchase all four or six 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

$9,500

Choose from one of the three Premium Exhibit Spaces located on Level 3 of the Conference Center. These 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 8, 2021 (includes name, title, organization, and mailing address only – no email addresses are included)
• Final electronic registration list at conclusion of Conference available February 16, 2021 (includes name, title, organization, and mailing address only – no email addresses are included)
• Listing in the ESEA Network services Directory
• 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.
The Exhibit Hall is located in Halls C & D, right next to the Keynote Sessions the Veterans Memorial Auditorium.

A map of the Conference Center is on the following page.
Premium Exhibit Spaces are in rooms 301, 303, and 305. They are located right next to session rooms and in the middle of the action. Showcase your product all 4 days of the conference if you choose, and set your own hours! Take advantage of having your own digital billboard outside your room to post session or demonstration schedules or ads.
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 six 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.

DEDICATED EXHIBIT HALL TIME & PROMOTIONAL SESSIONS

Dedicated Exhibit Hall hours are times specifically set aside for attendees to interact with exhibitors. During each of the two days the Exhibit Hall is open, the conference schedule includes certain hours 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.

Promotional sessions are presentations given by company representatives, selected for inclusion at the Conference through a competitive process. Submit your proposal for a promotional session between May 15 - June 15, to be considered. See Promotional Proposal Submission Guide for more details.

MONDAY, FEBRUARY 8

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<thead>
<tr>
<th>Time</th>
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<tr>
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<td>9:00 am - 3:30 pm</td>
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<tr>
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TUESDAY, FEBRUARY 9

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<td>9:00 am - 3:30 pm</td>
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WEDNESDAY, FEBRUARY 10

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<td>EXHIBIT HALL OPEN</td>
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<td>9:30 am - 3:30 pm</td>
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THURSDAY, FEBRUARY 11

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<tr>
<td>3:30 pm</td>
<td>FINAL DAY OF CONFERENCE</td>
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<tr>
<td>3:30 pm - 7:30 pm</td>
<td>Sessions all day - see online schedule</td>
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</tbody>
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4:30 pm | EXHIBIT HALL MOVE OUT             |

5:30 pm | EXHIBIT HALL MOVE OUT             |

6:30 pm | EXHIBIT HALL MOVE OUT             |

7:30 pm | EXHIBIT HALL MOVE OUT             |
At the 2020 National ESEA Conference, over 13,500 contacts were shared with exhibitors, and we are continuing with the QR lead collection system for the 2021 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.

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 Tuesday and Wednesday. Anyone may enter the Exhibit Hall without a badge during open hours.

Submit a Promotional Presentation proposal to host a 60-minute lecture style presentation or conduct a hands-on interactive workshop. Presentation proposals are accepted May 15 - June 15 and are subject to a competitive selection process. There is no fee to submit a proposal. Exhibitors with a paid-in-full exhibit space may participate. Vendors who want to conduct a breakout session, but don’t want to buy a booth, may purchase full registrations for the up-to-four presenters. See Promotional Proposal Submission Guide for more details.

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 every session room. Digital Signage is a lot of exposure for a small amount of money. Your ad will show between every session, on every digital sign, every day of the conference. At least 10 digital signs in total! Drive attendees to your booth and showcase your services. Design must be received by December 31, 2020.

**$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 web page. Purchase the sponsorship to select and reserve a specific email - subject to availability. Artwork and article copy due dates vary.

**$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, 2020.

**$1,250 PROMOTIONAL SESSION VIDEO SPONSORSHIP (LIMITED AVAILABILITY - SUBJECT TO PROPOSAL SELECTION)**
Submit a proposal to host a 60-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 web page - for full details. Proposals must be submitted by June 15th, 2020.

**$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, 2020.

**$2,000 VIDEO PLAYING BETWEEN SESSIONS (LIMITED AVAILABILITY)**
Play your ad (up to 2 minutes) between sessions on the large screens in the session rooms. Attendees tend to come early to reserve a seat, so this is a great opportunity to put your company name in front of an audience. No sound will be playing, so please keep that in mind. Videos need to be received by December 31, 2020.

CHECK OUR WEBSITE AS WE WILL BE ADDING MORE SPONSORSHIP OPPORTUNITIES
INSURANCE

NO COMPANY IS PERMITTED TO SET UP WITHOUT THE REQUIRED INSURANCE ON FILE BY FRIDAY JANUARY 8, 2021.

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. Franklin Street Management
   532 N. Franklin Street
   Fort Bragg, CA 95437

3. John B. Hynes Veterans Memorial Convention Center
   900 Boylston St,
   Boston, MA 02115

HOW TO SUBMIT INSURANCE DOCUMENTATION:

• Go to your company Dashboard and select 2021 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, 2021” 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 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 Learning
Kaeden Books
Kagan Publishing & Professional Development
Kajee, Inc.
Kaplan Early Learning Company
Kaplan Test Prep
Kendore Learning
Klasse
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
Pawtissively 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 Centergy 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
Thomndike 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.

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 complied with all terms and conditions, including observance of approved tear down times. 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. 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.

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:

1. 100% if cancelled within 7 calendar days of payment
2. 90% if cancelled May – September
3. 75% if cancelled in October
4. 50% if cancelled in November
5. No refund in December - February

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 this session. Additional badges are not available.

EXHIBIT HALL MOVE IN
Move in operations may only occur during the established move in schedule on Monday, February 8, 2021 from 12:00 PM to 5:00 PM. Exhibiting companies not occupying designated space or not moving into the booth space during the designated move-in hours may have their participation canceled 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 Wednesday, February 10, 2021 from 3:30 PM to 7:30 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 ripped overhead only if an exhibit 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 activities and/or options 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 Hynes 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 (February 8-11, 2021), 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 three required additional insureds (as shown below), must be uploaded to the exhibiting company’s online conference record no later than January 8, 2021. 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.

1. National Association of ESEA State Program Administrators
532 N. Franklin Street
Fort Bragg, CA 95437
(must include address)

2. Franklin Street Management
532 N. Franklin Street
Fort Bragg, CA 95437
(must include address)

3. John B. Hynes Veterans Memorial Convention Center
900 Boylston Street
Boston, MA 02115
(must include address)

INDEMNIFICATION
Each Exhibiting Company agrees to: (1) indemnify, defend and hold harmless Franklin Street Management (Show Management), the John B. Hynes Veterans Memorial Convention Center (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 as a part of 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 discretionary decision of Show Management. Any such changes, amendments, or additions shall be binding equally with the other terms and conditions contained herein.