

PROMOTIONAL SESSION PROPOSAL SUBMISSION GUIDELINES

This Year's Theme:

EDUCATING TOMORROW

FEBRUARY 8-11, 2021 BOSTON, MA

HYNES CONVENTION CENTER

We are offering 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 a Promotional Session, but if selected, companies must have a paid-in-full exhibit space in order to present at the Conference, or will be required to purchase a Full Conference Registration for each presenter—up to four. 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 15th and closes on June 22nd, 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 8, 2020.

EDUCATING FOR TOMORROW

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.

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 2021 National ESEA Conference addresses these issues by highlighting the work of individuals, schools, districts and organizations working towards 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

Friday, May 15, 2020

Proposal Submissions Open

Monday, June 22, 2020

Proposal Submissions Close

Tuesday, September 8, 2020

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 has not yet been finalized. Once all required documents are completed by all identified presenters, the proposal's status will be changed to "accepted."*

Friday, September 25, 2020

Terms & Conditions Return Deadline
- Accepted presentations and presenter photos and bios are posted on the online schedule as they are finalized.

SESSION TYPES



THE CONFERENCE OFFERS TWO TYPES OF SESSIONS	LECTURE	WORKSHOP
	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	1 hour
	APPROXIMATE ROOM CAPACITY	Varies by location, minimum 100 seats
	ROOM LAYOUT	Round tables and chairs (no stage)
	AVAILABLE AV NO COST TO PRESENTER	<ul style="list-style-type: none"> • PC computer with PowerPoint software • LCD Projector • 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.

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, must purchase full registrations for the up-to-four presenters.

PROMOTIONAL SESSION VIDEO SPONSORSHIP - \$1,250

(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 14,000+ account holders.

NOTE: While we consider face-to-face interaction to be an irreplaceable component of the Conference and would never seek to eliminate it unless absolutely necessary, our highest priority is the health and safety of our presenters, attendees, exhibitors and staff. We continue to monitor the COVID-19 situation, and will rely on the guidance of public health officials regarding necessary planning adjustments as the Conference nears.

Given the general uncertainty, we are exploring virtual presentation options to complement or, if necessary, replace the in-person portion of this event. Consequently, presenters whose proposals are selected for inclusion in the Conference must be willing and available to present via an online video-conferencing platform, as necessary and as specified by show management.



CONFERENCE THEME

EDUCATING TOMORROW

SESSION CATEGORIES & TOPICS

The goal of education is to prepare young people to meet the challenges that lie ahead. Through our history, American education has prepared students for agrarian, industrial, and service-oriented economies. What about now? How do we as educators (parents, families, teachers, administrators, and communities) prepare our students to navigate life after school (for college, career, military, etc.)? What about now—when our needs are changing faster than we can adapt? Our charge is to educate all students to ensure their success for tomorrow, but...

What about now? With the onslaught of the COVID-19 pandemic, tomorrow is today, the future is now. Never before has the need for technology, innovation, and creativity been greater than it is in the current hour.

Join the National Association of ESEA State Program Administrators for our 2021 Conference in Boston, MA, to explore how to engage 21st Century students in a 21st Century education to prepare them for the road that lies ahead.

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

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
- English Learners
- Equitable Services to Private Schools
- ESEA Success Stories
- Evidenced-based Practices
- Parent, Family, and Community Engagement
- Legislative, Regulatory, and Fiscal Issues
- Mathematics
- Multi-tiered Systems of Support
- Neuroscience
- Professional Learning
- Program Implementation and Evaluation
- Reading and Writing
- School Climate and Culture
- School Improvement
- Secondary Education
- Special Education
- STEM
- Well-rounded Education

The session 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 & PRESENTATION DETAILS

REQUIREMENTS

There is no fee to submit a proposal for a Promotional Session, however, companies whose Promotional Proposals are accepted, must have a paid-in-full exhibit space, or purchase a Conference Registration for each of the presenters, maximum of four presenters per session.

Final acceptance and scheduling of your session will only be complete upon purchase of Exhibit Space or Presenter Registration(s) and signing of Terms & Conditions.

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.

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 web page.

BOOK SALES & AUTHOR SIGNINGS

Presenters who have authored books may have the opportunity to do a book signing during the Conference. Details about author signings and book sales will be provided after sessions have been finalized.

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.

SCHEDULING

Promotional Sessions will be scheduled during Dedicated Exhibit Hall Hours:

TUESDAY, FEBRUARY 9

9:00 am - 11:00 am & 2:00 pm - 3:30 pm

WEDNESDAY, FEBRUARY 10

9:30 am - 11:30 am

The Exhibit Hall will be open at this time, so please make sure you have adequate staff at your booth or feel comfortable leaving your booth unattended during your session.

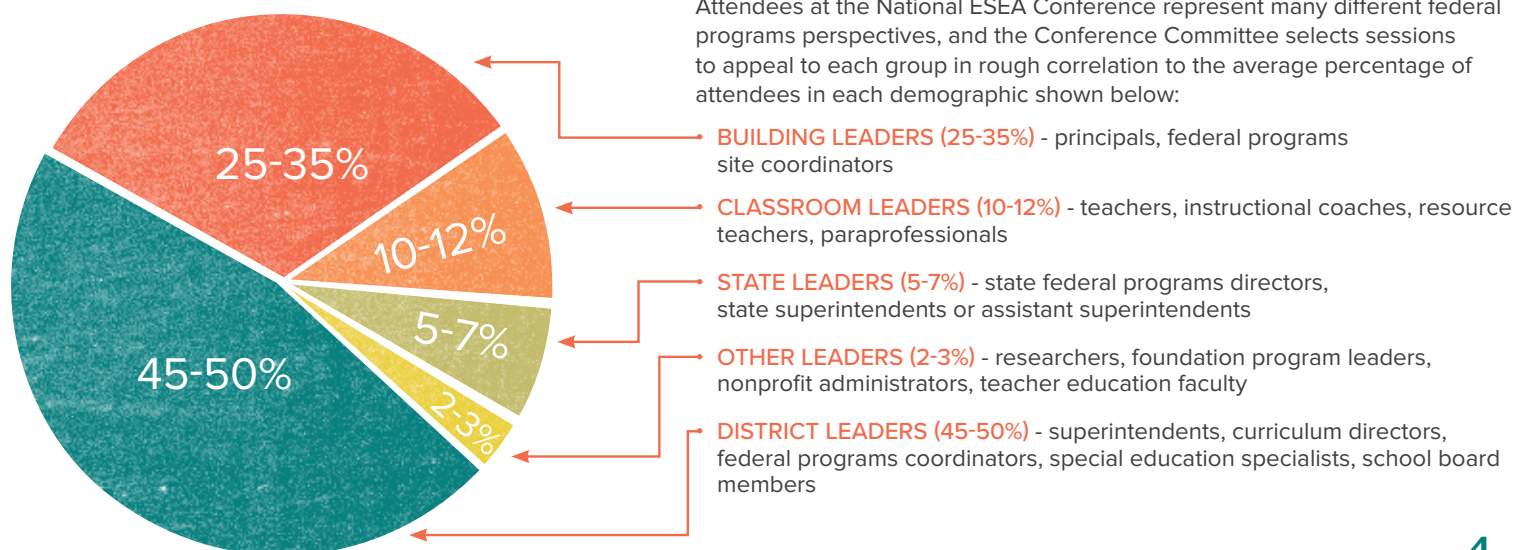
Presentations will be scheduled for the overall benefit of the Conference and, if selected, presenters must be willing and available to present at the date and time assigned to them. Proposals selected by the Conference Committee must be presented as described in the proposal process with the same title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

PROMOTIONAL PRESENTER REQUIREMENT

Promotional Sessions may reference specific products or services, unlike Standard Sessions in which commercial content is prohibited. Presenters associated with an exhibiting organization may not submit a standard non-promotional proposal, 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 Conference Committee selects sessions to appeal to each group in rough correlation to the average percentage of attendees in each demographic shown below:





SUBMITTING A 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 account Dashboard, select 2021 National ESEA Conference.
4. Scroll down to "Presentations."
5. Between now and Monday, June 22, 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 26) that best describes the focus of your proposed session. You may choose one additional focus topic if appropriate, though doing so does not increase your chances of acceptance.
- Select all federal education programs that apply. (See page 1 of Exhibitor Prospectus for program descriptions)
- 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 accepted:

- **Presentation title** (max 90 characters)
 - do not include "Educating for Tomorrow" 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)

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
- Photo – high resolution (jpg) for use online – close-up, head shots are most effective
- Honorarium Requested – most presenters are not paid, but requests will be reviewed on a case-by-case basis

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 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 22, 2020

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, Educating for Tomorrow, by including 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: Education for Tomorrow, or the overall quality of the application submission. (0-10 points)

NOTIFICATIONS ON SEPTEMBER 8, 2020

On Tuesday, September 8, 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 & Conditions by Friday, September 25th for the proposal to be "accepted." If the required documentation is not received 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

PROPOSAL DO'S & DON'TS

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'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 acceptance.	DON'T Procrastinate - no extensions are granted, even for very good reasons.

2021 NATIONAL ESEA CONFERENCE

EDUCATING FOR TOMORROW PRESENTER TERMS & CONDITIONS (EXAMPLE)

Joe Sample, Speaker, has been tentatively selected to present at the 2021 National ESEA Conference, under the following terms and conditions.

EVENT DETAILS

EVENT: 2021 National ESEA Conference
February 8-11, 2021

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 & Conditions.

PRESENTATION LOGISTICS

Date: Tuesday, February 9, 2021

Presentation Time: 2:00pm – 3:30pm

Speaker Set Up Time: 1:30pm – 2:00pm

Location:

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

Room Name: Room 302

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.

Speaker Ready Room: At least two hours prior to your scheduled session time, presenters should bring presentations and associated materials on a thumb drive or external storage device with them to the Speaker Ready Room. Cloud storage may also be accessed from the Speaker Ready Room. Staff will help you make sure all of your slides and materials are uploaded properly.

There is free wifi available in the conference center, however, this will not support video streaming or other high bandwidth requirements during your session.

SPEAKER BENEFITS

Joe Sample 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)

Video: Complimentary twelve-month subscription to the Association's On Demand video streaming service at www.ESEAnetwork.org, including the professionally filmed video of this presentation (\$99 value). Option to purchase a downloadable copy of the presentation video for \$250.

BOOK SALES

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. Accepted presenters will be contacted regarding opportunities for on site book sales.

VIDEO RECORDING

Joe Sample provides conference management with the express right to record the presentation and use this recording, either in its entirety or in abbreviated form, in one or more of the following ways:

- In promotional materials for this or future ESEA Network professional development programs
- As part of the professional development offerings at www.ESEAnetwork.org, viewable via a password-protected, closed, streaming video environment for a period of eighteen months
- No other use shall be made of the recording without prior written consent of Joe Sample

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.

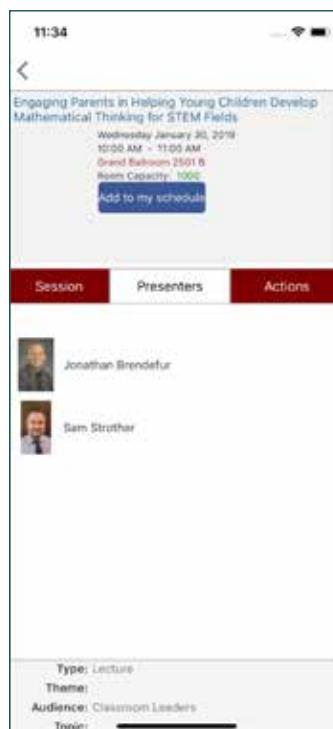
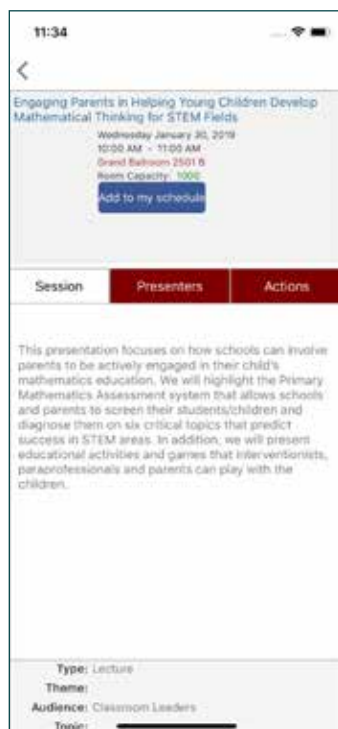
TYPE FULL NAME

DATE ACCEPTED

HOW PROGRAM DETAILS ARE USED

Mobile Conference App →

Online Conference Schedule ↘



National Title I Association
A National Association of State Title I Directors

[About](#)
[Conference](#)
[Schools](#)
[Video](#)
[News](#)
[Services](#)
[Resources](#)

[Log in](#) | [Sign up](#)

Search

NATIONAL ESEA CONFERENCE

EDUCATING THE TOMORROW

ATTEND | EXHIBIT | PRESENT

FEBRUARY 8-11, 2021 BOSTON, MA

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.

Type:
Lecture

Theme:
Instruction

Audience:
Classroom Leaders

Topics:
Mathematics, Assessment

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.