



Exhibitor Kit

Hosted by National Association of ESEA State Program Administrators

Recommit, Renew, Reimagine

February 16-19, 2022
New Orleans & Online

Ernest N. Morial
Convention Center

Exhibit Hall Schedule	page 2
Exhibit Map	page 3
Conference Center Map	page 4
Welcome Back!	page 5
Exhibit Hall Details	page 5
Sponsorship Opportunities	page 7
How to Exhibit	page 8
Terms & Conditions	page 9
Order Forms	page 11

Important Dates*

January 17, 2022

- Insurance documentation deadline
- Pre-registration list available

February 1, 2022

- Exhibitor hotel reservations must include names of staff who will use them

February 16, 2022

- Exhibit Hall move in: 11:00am - 8:00pm

February 17, 2022

- Exhibit Hall open 10:00am - 4:30pm

February 18, 2022

- Exhibit Hall open: 9:00am - 3:30pm
- Exhibit Hall move out: 3:30pm - 7:30pm

February 23, 2022

- Post-registration list available

*These dates are specific for Conference Show Management ONLY. See each Order Form, on page 11 of this kit, for specific contractor dates and deadlines.

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.

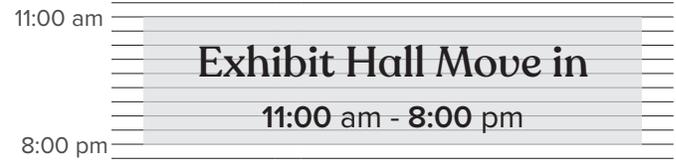
Exhibitors Can Be Attendees too

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

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.

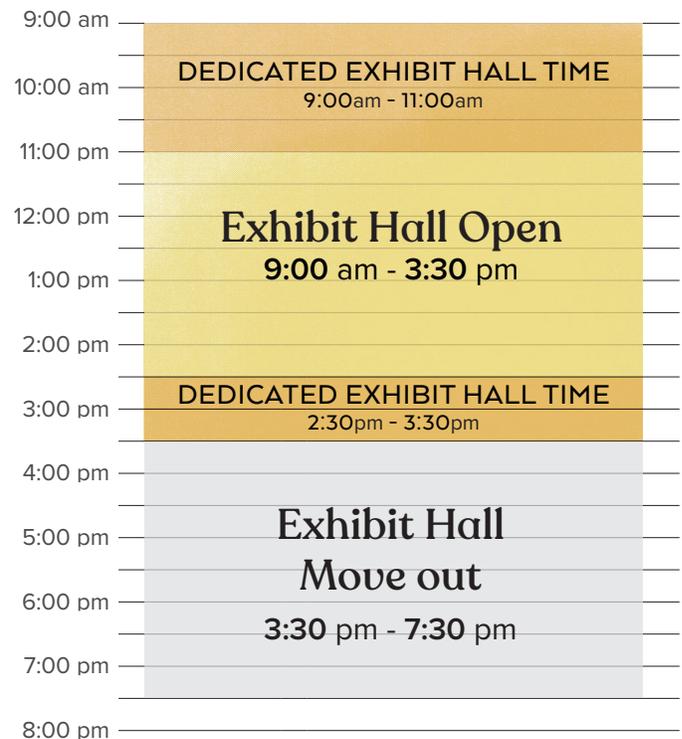
Wednesday, February 16



Thursday, February 17



Friday, February 18



Saturday, February 19

Final Day of Conference
Sessions all day - see online schedule

Exhibit Hall Map

Booth Spaces

\$1,400 to \$1,800 (per 10x10 feet)

The Exhibit Hall layout is a little different this year due to health and safety considerations based on COVID-19 guidelines. There are single, double, and triple booths as well as quadruple booth islands available. Booths cannot be combined or split. Booth entrance orientation is indicated by the absence of a yellow outline. Please contact Show Management with any questions concerning the exhibit booth map.

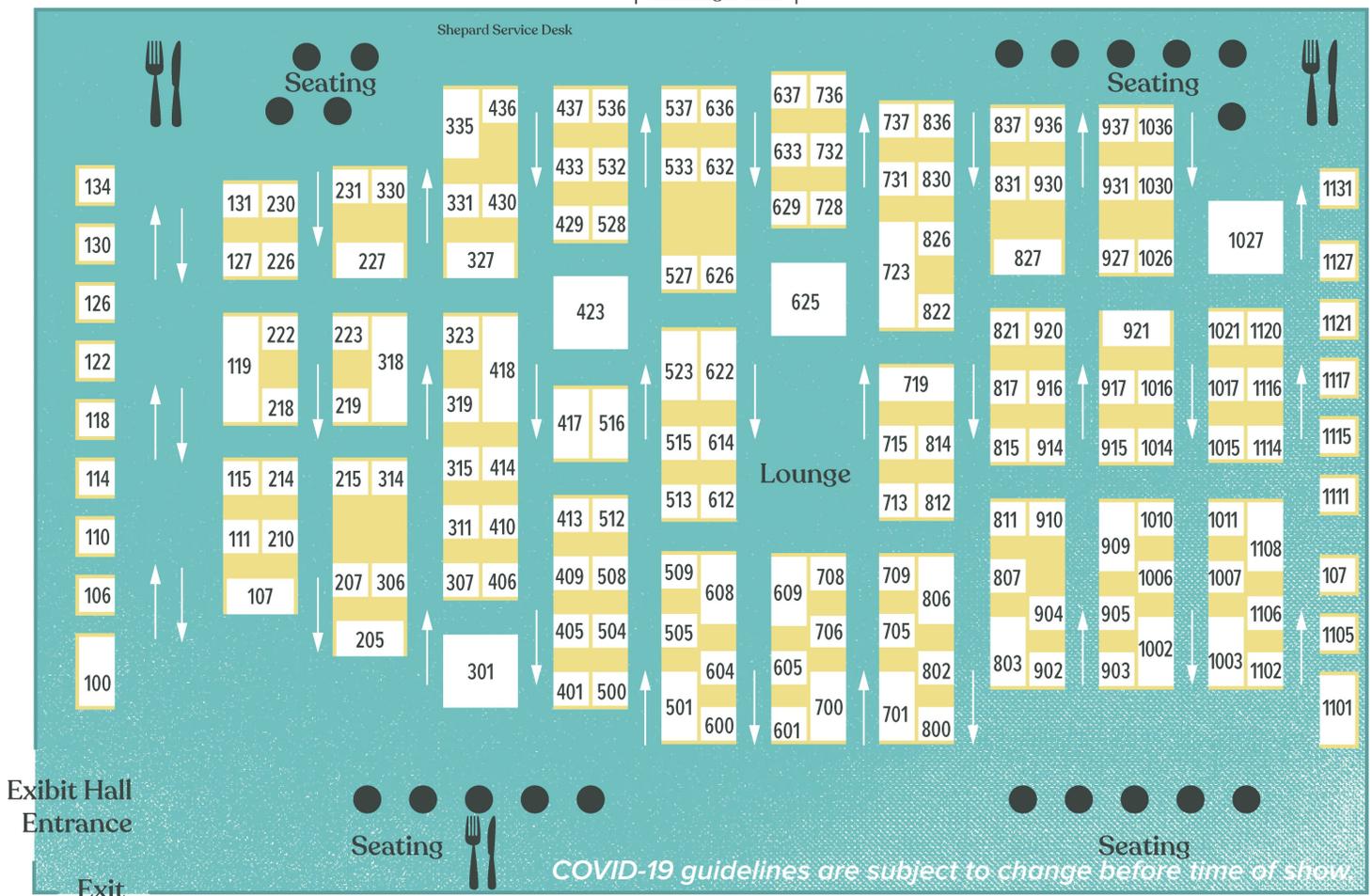
Single Booth = 10'x10' | Double Booth = 10'x20' | Triple Booth = 10'x30' | Quad Booth = 20'x20'

↑ Loading Docks ↑

Quad Booth Islands

Purchase a 20x20 booth island to receive the following benefits in addition to greater flexibility in designing your space.

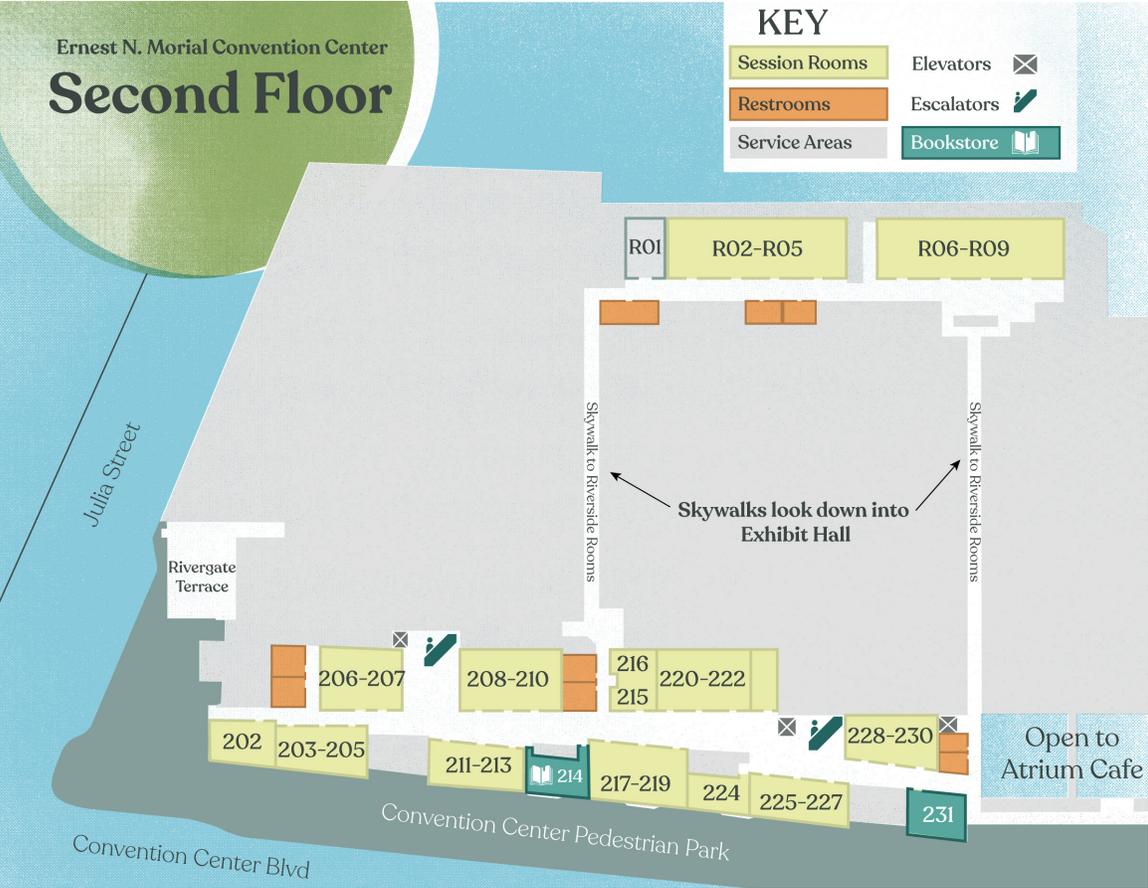
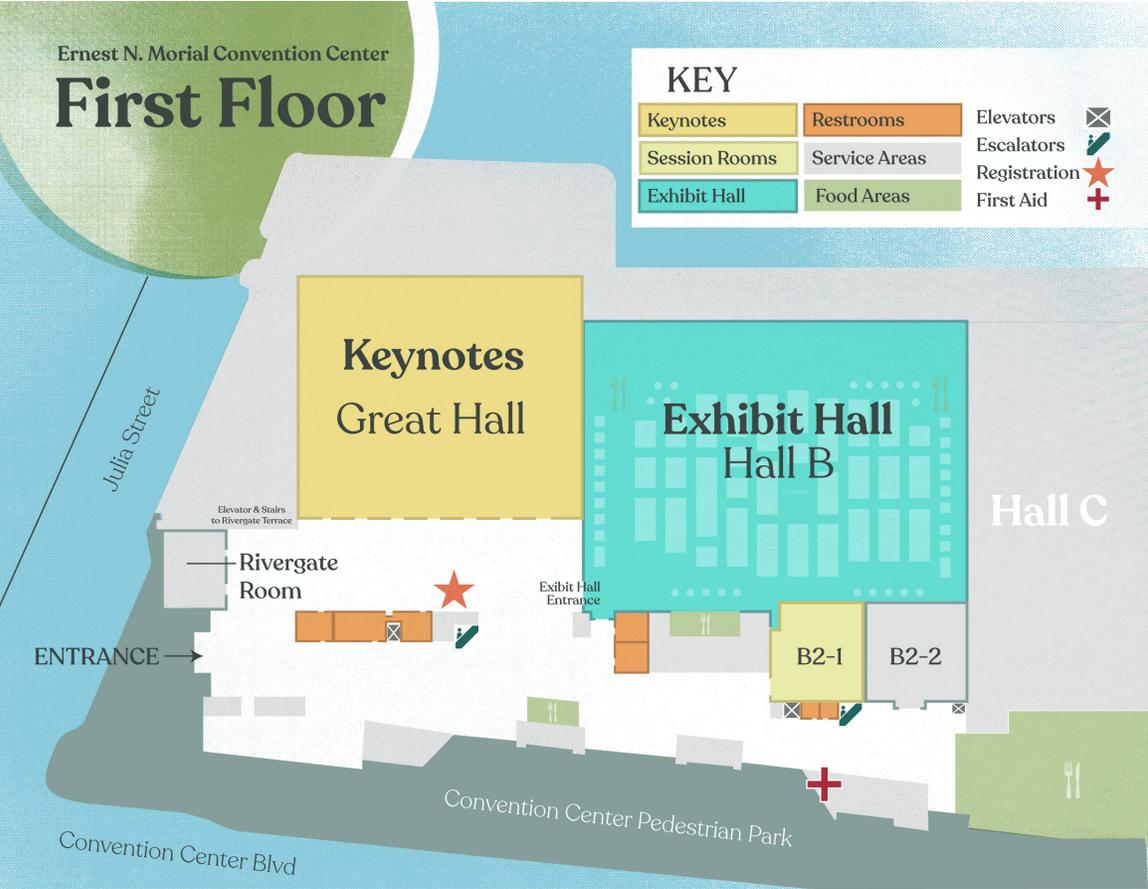
- Custom configurations are permitted
- Hanging signs may be hung directly over the island booths



All Booth Packages Include:

- Black booth draping
- Table, chairs, and wastebasket, based on booth package
- Conference App for collecting leads by scanning QR codes printed on attendee name badges. Information collected from scanned QR codes includes full contact information - plus email addresses and phone numbers
- 500-character description of your company in the printed Conference program distributed to all attendees
- Electronic list of pre-registered attendees available January 17, 2022 (contains name, title, organization, and mailing address only – no email addresses are included)
- Final electronic registration list at conclusion of Conference available February 23, 2022 (contains name, title, organization, and mailing address only – no email addresses are included)
- Opportunity to market your company to thousands of educators with buying authority
- Listing in the ESEA Network Services Directory

Conference Center Map



Welcome Back!

The return to in-person networking is what we have all been waiting for. It is exciting to get back to work as usual and there is no better place to restart our in-person Exhibit Hall than New Orleans. Many of the COVID-19 guidelines currently in place in New Orleans are expected to be lifted in the coming months and we are feeling very optimistic about the full reopening of the city in advance of the Conference. Of course the health and safety of our exhibitors, attendees and presenters is of the utmost importance, and any COVID-19 precautions in place during the event will be taken seriously. We look forward to seeing you there!

Exhibitor Highlights

Convenient Location of Exhibit Hall

This year's Exhibit Hall is located on the first floor of the Ernest N. Morial Conference Center of New Orleans. Hall B will house the Exhibit Hall while the general sessions will be held in the adjacent Great Hall. The registration and check-in counter will be set-up in the Great Hall Pre-Function area just outside both Hall B and the Great Hall. Most concurrent sessions will be held on the second floor directly above the Exhibit Hall which is accessible by various escalators and elevators.

Concessions and Attendee Lounge

A variety of concessions will be available in multiple locations throughout the Exhibit Hall! There will be a small lounge at the center of the Exhibit Hall as well as tables set up on the periphery. These combined with the food and beverage kiosks will create a welcoming environment and encourage attendees to remain in the Exhibit Hall longer.

A Hybrid Event

The 2022 National ESEA Conference will be our first hybrid event! We gained a wealth of knowledge from our fully virtual conference and are excited to implement what we learned for the upcoming show. There will be a virtual Exhibit Hall and potential for virtual sponsorship opportunities aimed at combining the in-person and virtual audiences. Details are being ironed out and we will contact exhibitors with information as it becomes available.

Exhibit Hall Details

QR codes for Collecting Leads

At our last in-person event, 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 2022 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.

Exhibitor Badges

The number of badges per exhibiting company is based on the size of exhibit space purchased.

- 10x10 - 5 badges
- 10x20 - 10 badges
- 10x30 - 15 badges
- 20x20 - 20 badges

Exhibit staff will provide their name and title during check-in at the registration counter. 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 Thursday and Friday. Anyone may enter the Exhibit Hall without a badge during open hours.

Associated Exhibitor Events

All activities scheduled outside the purchased exhibit area, including meetings, special events, sales presentations, social hours, and/or receptions planned for any Conference attendees must occur outside of Conference hours and must be approved in advance by Show Management. Use the online Associated Exhibitor Events form to submit your request.

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

(LIMITED AVAILABILITY)

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 1, 2021.*

\$700 Sponsored Marketing Email

(LIMITED AVAILABILITY)

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 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 - Sold Out

(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, 2021.*

\$1,500 Inside Back Cover Ad in the Conference Guide - Sold Out

(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, 2021.*

How to Exhibit

1. Log in or Sign up

All exhibiting companies must maintain a company account on www.ESEAnetwork.org. If your company already has an account, be sure to use that log in information.

2. Choose Exhibit Space & Sponsorship Items

From the Conference section of your company account Dashboard on www.ESEAnetwork.org, click on 2022 National ESEA Conference under “Events & Subscriptions.” Use the “Purchase a booth” button to select your exhibit spaces. Additional marketing and sponsorship items may be purchased with your exhibit spaces or at a later date. Exhibit spaces and sponsorships may be held for a maximum of 10 days to arrange payment when selected on or before December 31, 2021. Be sure to carefully read the Exhibitor Terms & Conditions before committing to an exhibit space or sponsorship item.

3. Book Staff Hotel Rooms

All confirmed exhibiting companies can make hotel reservations for staff members who will be attending the Conference. Book rooms as soon as possible and identify staff names when they are available, but no later than February 1, 2022 or risk cancellation without refund. Please remember that all hotel room purchases are subject to the cancellation and refund policy without exception.

4. Final Steps

Provide your company description for online Conference listing and Conference App. (Please note this description is separate from the company description listed on the Web Services Directory.) The deadline for inclusion is December 31, 2021.

INSURANCE

NO COMPANY IS PERMITTED TO SET UP WITHOUT THE REQUIRED INSURANCE ON FILE BY FRIDAY JANUARY 17, 2022.

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. City of New Orleans
1300 Perdido Street
New Orleans, LA 70112 | 4. Ernest N. Morial
Convention Center
900 Convention Center Blvd.
New Orleans, LA 70130 |
|---|---|--|--|

HOW TO SUBMIT INSURANCE DOCUMENTATION:

- Go to your company Dashboard and select 2022 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

See page 11 for a quick and easy way to purchase the required insurance through ShowInsurance.com

Terms & 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. 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.

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 stayed until the official tear-down time. 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 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.

SUBLETTING

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 space allocated to them, nor advertise or display goods other than those manufactured or sold by them in the regular course of their business. Space assigned to the Exhibitor is for their exclusive use.

PAYMENT

All exhibit and sponsorship purchases require full payment to be confirmed. Items may be held for a maximum of one 10-day period pending payment; items not paid within the 10-day period will expire and are not eligible for subsequent holds. Items selected on or after January 1, 2022 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 canceled.

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 STAFF REGISTRATIONS

Complimentary exhibitor staff registrations are provided for each exhibit space purchased. Credentials to verify employment with an exhibiting company may be required when picking up a name badge onsite to prevent unauthorized access. Complimentary exhibitor registrations provide access to the Exhibit Hall and all Conference Sessions. Name badges are required for access into any session. Exhibitor staff registrations are non-transferable to individuals not directly affiliated with the exhibiting company. Complimentary exhibitor badges may be shared among company staff members by checking the badge in and out with Show Management for each such change.

EXHIBIT HALL MOVE IN

Move in operations may only occur during the established move in schedule on Wednesday, February 16, 2022 from 11:00 AM to 8:00 PM. Exhibiting companies not occupying designated space or not moving into the booth space during the designated move-in hours may have their participation cancelled by Show Management, and such space may be reassigned for the overall benefit of the Conference without refund to the original exhibiting company.

EXHIBIT HALL MOVE OUT

Any removal, tear down, or packing of items prior to the scheduled move out time on Friday, February 18, 2022 at 3:30 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 rigged overhead only if an entire 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 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.

Terms & Conditions Continued

OPERATION AND CONDUCT

Exhibitors shall not photograph or record video of another exhibit or product of another exhibitor unless such photography or videography is approved in writing by the other Exhibitor or Show Management. Exhibitors may not harass or antagonize another party or attendee, nor interfere with the activities of other Exhibitors. No area of the Conference venue shall be used for any improper, immoral, illegal or objectionable purpose. Show Management reserves the right to limit any or all exhibitor abilities 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.

HEALTH AND SAFETY

Exhibitors acknowledge that in-person participation at an event is completely voluntary. In exchange for being given the opportunity to exhibit at this event in-person, exhibitors hereby waive any and all claims or causes of action against the National Association of ESEA State Program Administrators ("the Association"), Show Management, its contractors, or staff for any exposure to COVID-19 or for contracting COVID-19, a related illness, or other harm that may result from exhibitors' in-person participation in this event. Exhibitors further agree to comply with the COVID-19 Conference Protocols published and made available to participants by the Association and any safety guidelines or protocols posted or communicated onsite by the Association, Show Management, the host venue, or any governmental authority.

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, the Exhibitor's rights and privileges for this event shall terminate, and Show Management shall have the right to take possession of the space occupied by the Exhibitor and to remove all persons and goods, without any liability.

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 Exhibitor or to the Exhibitor's employees or property, prior, during or subsequent to the period covered by the exhibit. The 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 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.

VIRTUAL EVENT CONVERSION IF NECESSARY

In-person interaction is an almost irreplaceable component of the Exhibiting experience, and as such Show Management prioritizes maintaining opportunities for direct engagement at the Conference in New Orleans. However, should public health guidance make such interaction unfeasible or unsafe, adjustment or elimination of in-person exhibits may become necessary. The health and safety of attendees, presenters, exhibitors and staff is our highest priority, and Show Management is exploring virtual event options to complement, or if necessary, replace the in-person portion of the event. Show Management reserves the right and sole discretion to switch to a hybrid or entirely virtual event, select the online platform and alter the virtual Exhibit Hall layout, Exhibit Hall hours, virtual booth spaces and, if necessary, change the online platform at any time in the best interest of the Conference. By purchasing a physical exhibit space, Exhibitors agree that, should Show Management determine that circumstances require a shift to an entirely virtual Exhibit Hall, their exhibit space will be automatically converted to a virtual exhibit space of equal or greater value (as determined by Show Management). In such a case, the standard refund policy will remain unchanged, and no refunds will be provided outside the 7-day buyer's remorse period.

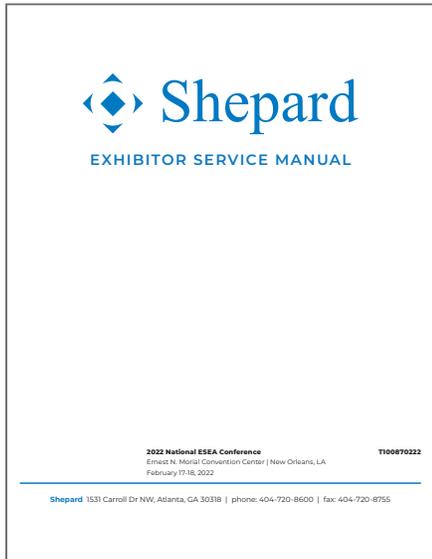
CANCELLATION OF EVENT

In the unlikely event that the Conference is canceled entirely (rather than being converted to a hybrid or virtual event), Show Management will refund any booth or sponsorship purchases in full, and this refund (if any) shall be the full extent of Show Management's liability arising out of such cancellation. If you have not made any payments in relation to the Conference, then Show Management shall have no liability to you arising out of such cancellation.

Order Forms

Download the order forms for specific contractors by clicking on the image of the form.

Shepard Exhibitor Service Manual



Includes:

Shepard Exposition Services

- Show information
- Booth Package Opt Out Form
- Ordering Instructions
- Method of Payment
- Terms & Conditions
- COVID-19 Cancellation Policy
- Shepard Safety First Plan
- Third Party Payment Information
- Shepard Logistics
- Cleaning Services
- Furnishings & Decor
- Graphics & Signage
- Labor Rules & Regulations

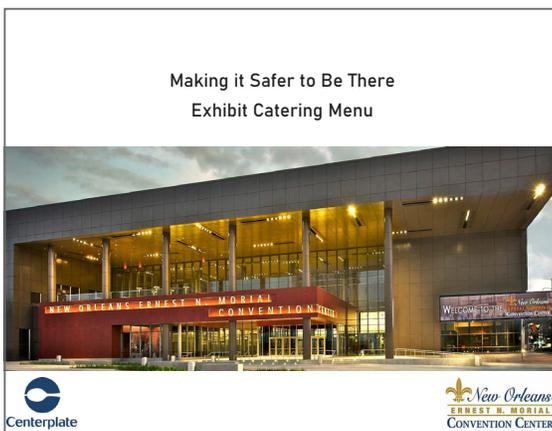
Ernest N. Morial Convention Center

- Internet
- Telephone Service
- Electrical

Markey's Rental and Staging

- Audio Visual

Centerplate Catering



Rainprotection Insurance

RAINPROTECTION INSURANCE
WHERE YOUR EXHIBIT GETS INSURED
Specializes in an Exhibitor Critical Insurance Supplier for the ESEA Network

NATIONAL ESEA CONFERENCE

SHOW USA INSURANCE
A member of the Rainprotection Insurance Group

Exhibitor Liability Insurance Program

As a standard requirement for all our show exhibitors, it is necessary for you to carry general liability coverage from an insurance company in good standing with minimum policy limits of \$1,000,000 per occurrence and \$2,000,000 aggregate. Insurance Coverage \$1,000,000/2,000,000.

This insurance must be in force during the lease dates of the event, February 16-18, 2022, naming the National Association of ESEA State Program Administrators (532 N. Franklin Street, Fort Bragg, CA 95437) as the certificate holder. The following must be listed as additional insured: National Association of ESEA State Program Administrators and Franklin Street Management.

Rainprotection Insurance Program

If you do not have insurance, or you would rather not use your own insurance, (similar to when you rent a car – so that claims would not be filed against your policy), we have set up a program with Rainprotection Insurance through which, you can purchase compliant insurance instantly online for only \$84.

Benefits of using this program:

- No Deductible – unlike your corporate policy, Rainprotection's policy has no deductible. Should there be a claim, you will have no out of pocket costs and your future rates will not go up since you would not need to submit a claim on your policy.
- No Hassles – you will not need to go back and forth with your broker adding additional insureds and making your insurance compliant with show requirements.
- Coverage for exhibitors who do not have an existing policy.
- Coverage for international exhibitors whose insurance will not cover them in the U.S.A.
- Easy and inexpensive to purchase instantly online.
- Already pre-filed with all the proper show information.
- Submitted to show management for you - Once purchased, they automatically receive a copy.

Make This Process Simple - Purchase Your Insurance Now and Forget About It

Click the link below to purchase your Liability Insurance for just \$84
<https://secure.vendorinsurance.com/RainprotectionGroup/endor/ApplicantInformation?GroupEventKey=1817c3ccf>

NON USA EXHIBITORS

When filing in your company information I will ask for a phone number and address. Please use the following: Address - 400 Convention Center Blvd, New Orleans LA 70130
Phone Number - (800) 526-7172.

After reading the above information, if you still decide to use your own insurance, please make it compliant and then send a copy to: exhibitor@eseanetwork.org

Are you worried about lost, stolen, or damaged merchandise?

We also offer **Equipment/Merchandise/Display Insurance**. All exhibitors are strongly urged to obtain full-coverage temporary insurance for their merchandise and displays while in transit and while at the exposition.

Please complete and return the Enrollment Form below.
[Click Here for the Instant Equipment Insurance Enrollment Form](#)