



# Exhibitor Prospectus

Hosted by National Association of ESEA State Program Administrators

## Recommit, Renew, Reimagine

February 16-19, 2022  
New Orleans, LA

**Ernest N. Morial Convention Center**

## Why Is the ESEA Market So Important?

“Recommit, Renew, Reimagine” is the theme for the 2022 National ESEA Conference in New Orleans. The Conference is the largest of its kind and focuses on federal education programs for disadvantaged students. It is an understatement to say that the pandemic and the surrounding social and civil impacts of the past year have had a stalling effect on education (staff, families, and students)—not to mention the country and the world.

- In spite of—or maybe because of the unforeseen challenges—smart, talented, **recommitted**, and creative educators are blazing a path forward to meet the needs of our most vulnerable kids.
- With **renewed** energy, the National Association of ESEA State Program Administrators (NAESPA) will restore its in-person, onsite Conference experience with the continuing goal of bringing education professionals, federal education policy experts, and thought leaders together to share ideas and develop their professional skills and expertise.
- Much strife has yielded much innovation and we are excited to share and learn about new and **reimagined** experiences at the Conference.

## Important Dates

### June 1, 2021

Booth selection opens for returning exhibitors

### June 14, 2021

Promotional Session Proposal submissions close

### July 1, 2021

Booth selection opens for new exhibitors  
Hotel reservations open

### 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



# 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 \$27 billion in annual aid to local education agencies to ensure that all children can meet challenging state academic standards. Significant federal education 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)

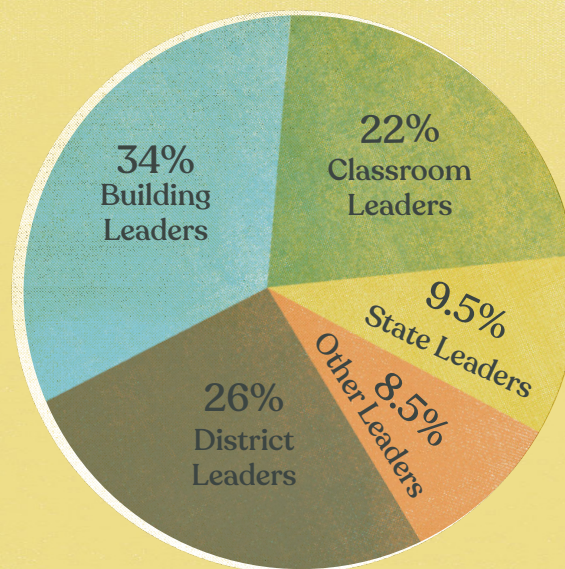
## Attendee Demographics 2019 - 2021

### Building Leaders

- Principals
- Federal programs site coordinators

### District Leaders

- Superintendents
- Curriculum directors
- Federal programs coordinators
- Special education specialists
- School board members



### Classroom Leaders

- Teachers
- Instructional coaches
- Resource teachers
- Paraprofessionals

### State Leaders

- State federal programs directors
- State superintendents
- Assistant superintendents

### Other Leaders

- Researchers
- Foundation program leaders
- Nonprofit administrators
- Teacher education faculty



# 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.

### Hybrid Exhibit Hall

As a result of the COVID safety precautions and travel restrictions in place at the time, the 2021 National ESEA Conference was held 100% virtually. The virtual Conference and Exhibit Hall were an overwhelming success, even though the virtual format was new to us as event organizers as well as many of our exhibitors and attendees. We are thrilled to announce that we will be incorporating many of the same well received virtual components from 2021 into the 2022 Conference to create our first HYBRID Exhibit Hall. Virtual exhibit booths will complement in-person exhibits in New Orleans, and all in-person exhibiting organizations will automatically receive the virtual exhibit booth add-on **free of charge (\$1500 value)**. This not only extends your reach beyond New Orleans to the virtual audience, it also allows on-site attendees to access additional resources from your company via the Conference app. Further details about the virtual component of exhibiting will be available soon.



# Exhibit Hall Map

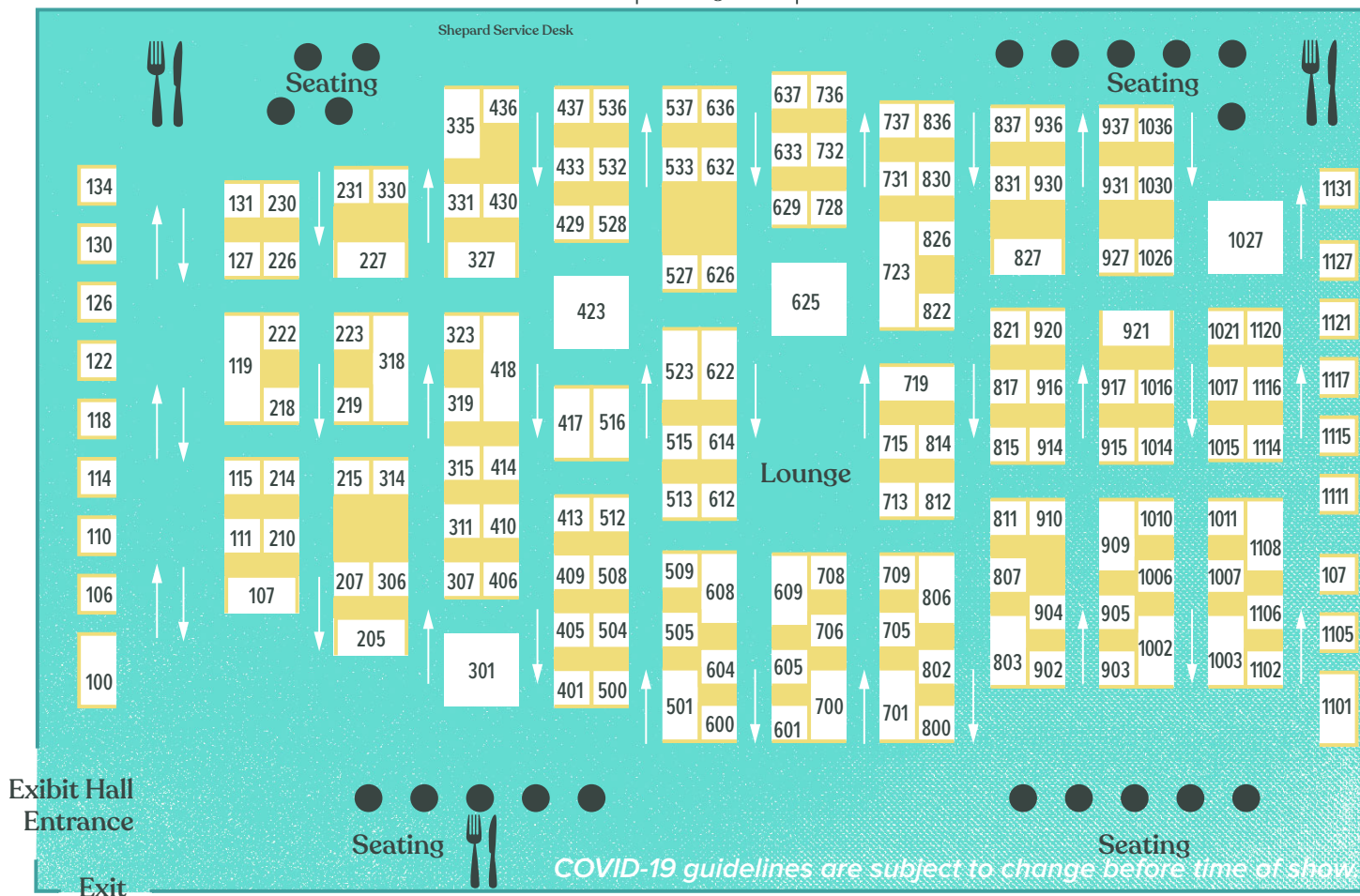
## Booth Spaces

**\$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.

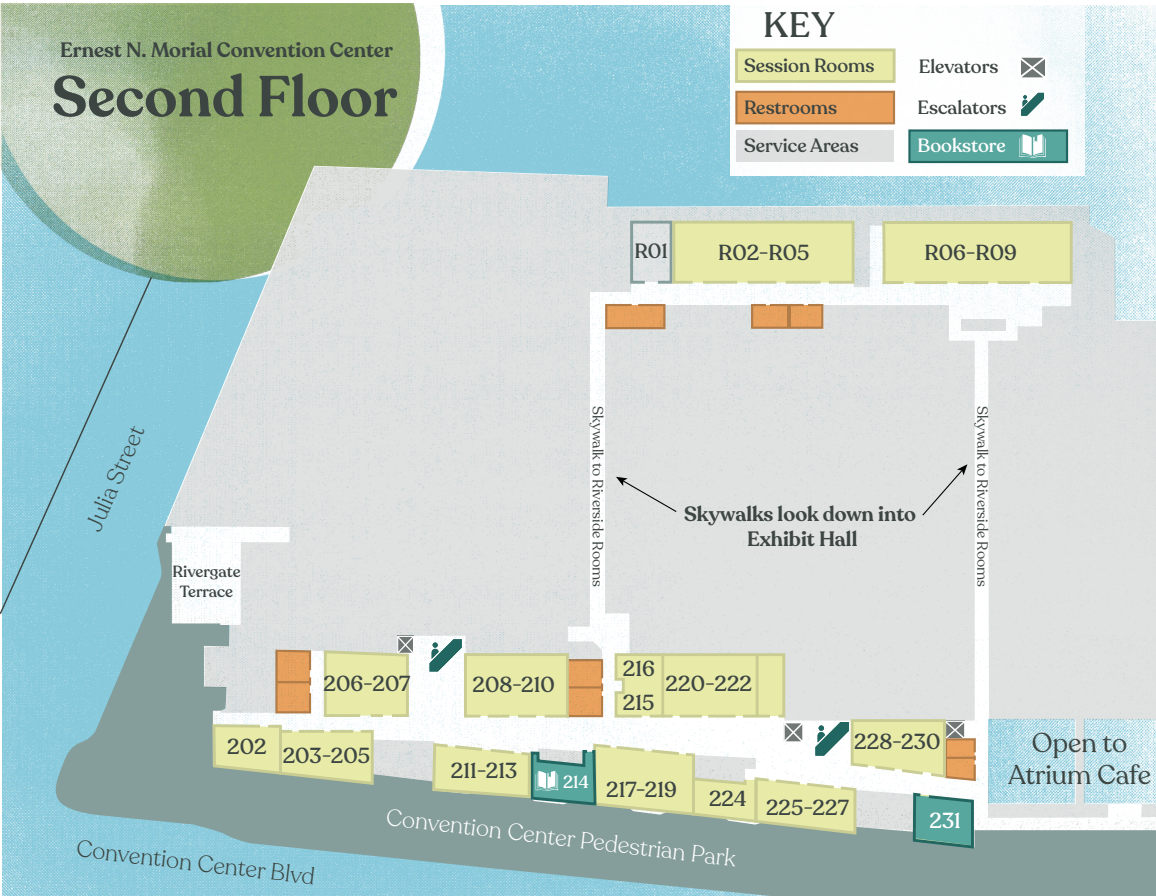
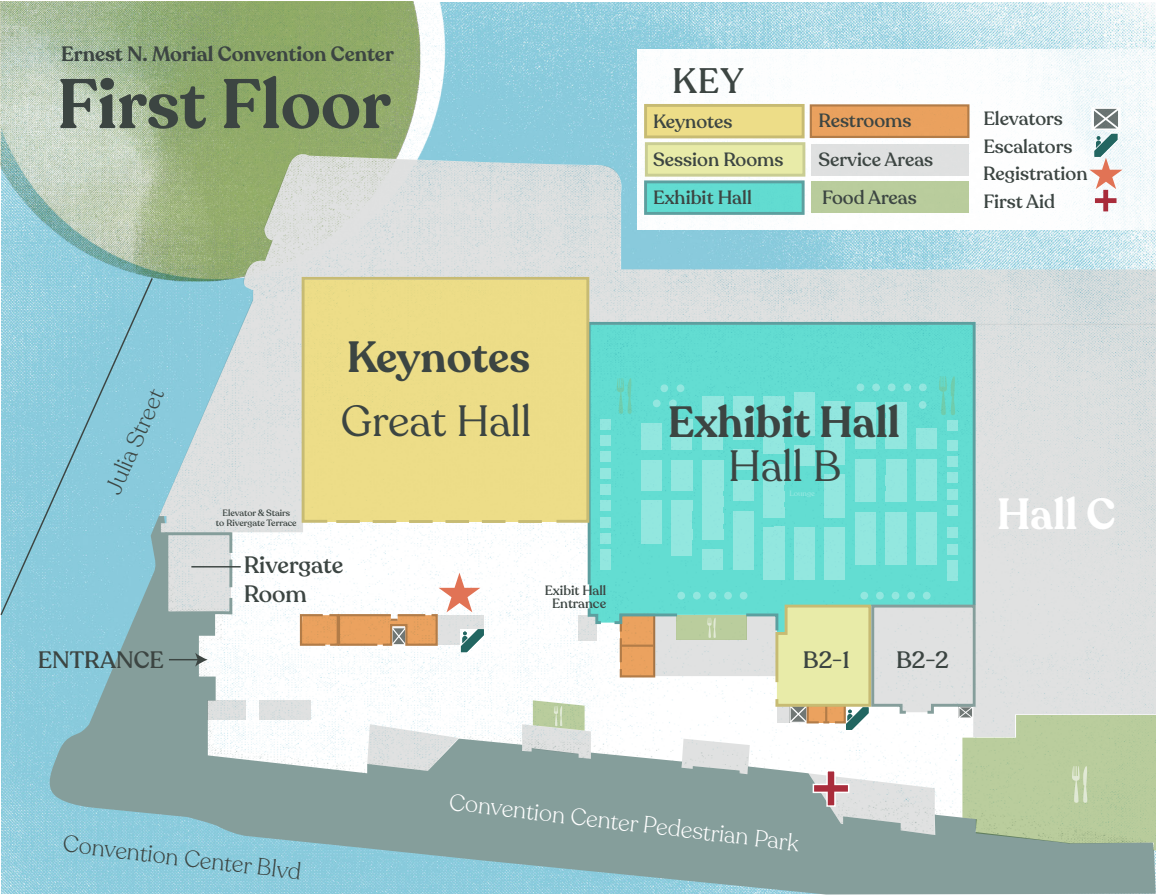
- Custom configurations are permitted
- Hanging signs may be hung directly over the island booths

## 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
- Virtual Booth on ESEA Virtual Conference platform
- 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





# 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](http://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.



# 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 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 & 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 3 - June 14, to be considered. See the Proposal Submission Guidelines for details.

## Wednesday, February 16



## Thursday, February 17



## Friday, February 18



## Saturday, February 19

**Final Day of Conference**  
Sessions all day - see online schedule



# 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.

### Check Our Website as We Will Be Adding More Sponsorship Opportunities

#### **\$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

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.*

#### **Inside Back Cover Ad in the Conference Guide - Sold Out**

**\$1,500**

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](http://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](http://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. <b>National Association of ESEA State Program Administrators</b><br>532 N. Franklin Street<br>Fort Bragg, CA 95437 | 2. <b>Franklin Street Management</b><br>532 N. Franklin Street<br>Fort Bragg, CA 95437 | 3. <b>City of New Orleans</b><br>1300 Perdido Street<br>New Orleans, LA 70112 | 4. <b>Ernest N. Morial Convention Center</b><br>900 Convention Center Blvd.<br>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

*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, 2022” 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 Virtual 2021 National ESEA Conference

806 Technologies, Inc.  
AIM Institute for Learning  
and Research  
ASCD  
BellXcel  
Beyond the Blackboard  
Boardworks Education  
Brainchild  
Brainspring Orton-Gillingham  
Carnegie Learning  
Carson Dellosa Education  
Catapult Learning  
Clear Touch Interactive  
Cognia  
Conscious Discipline  
Curriculum Associates  
Damand Promotions  
Decisive Life  
E-Therapy  
Education Leadership Group  
Equal Opportunity Schools  
ExploreLearning  
Family Engagement Lab  
Family Leadership Inc-  
Parenting Partners  
Family Math Night by Math Unity  
FEV Tutor  
Flyer Connect  
Gibbs Smith Education

Good Image, Inc.  
Great Minds  
HMB Learning Circle  
Education Solutions  
Imagine Learning Inc.  
Innovations Educational  
Consulting, Inc.  
IRIS Center, Vanderbilt University  
kid-grit  
Kinolved  
Klassroom  
LEAD180  
Letterland  
Lightspeed Technologies, Inc.  
Math Teachers Press, inc.  
NAFEPA  
Osmo For Schools  
OverDrive Education  
PASS  
PerformancED  
Positive Action  
PSS  
QBS, Inc.  
Read Naturally, Inc.  
Reading Plus  
Readlee  
ReadyRosie  
Really Great Reading  
Renaissance Learning, Inc.

Rezilient Kidz  
Rosen Classroom Books & Materials  
Rourke Educational Media  
Savvas Learning Company  
Scholastic Inc  
Sibme  
Soundtrap  
Speak Agent, Inc  
ST Math, Created by MIND  
Research Institute  
STEMfinity  
Stukent, Inc.  
Successful Innovations Inc  
The Core Collaborative Inc  
The Latino Family Literacy Project  
The Math Learning Center  
The National Inventors Hall of Fame  
The Princeton Review  
The Walking Classroom Institute  
TransACT Communications, LLC  
Treasure Bay, Inc.  
University of Minnesota  
Education Techno  
Voyager Sopris Learning  
WestEd  
Wilson Language Training Corp.  
Youth Today



## 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

Many COVID-19 protocols in effect at present in New Orleans are expected to be lifted by the time of the event. However, Exhibitors agree to adhere to all health and safety orders or directives in place during the event, and Show Management reserves the right to establish requirements for exhibiting staff that go beyond the recommendations of public health officials. Such measures may include but are not limited to; wearing a face mask, physical distancing, temperature screening, signing a liability waiver, coronavirus-related capacity limitations, extra hygiene precautions, etc. Updates will be provided in the weeks leading up to the event.

### 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.