



EXHIBITOR KIT

Hosted by NAESPA, National Association of ESEA State Program Administrators

The 2023 Conference Theme is

Lift Up!

February 1-4, 2023
Indianapolis, IN & Online

Indiana Convention Center
100 S Capitol Ave

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IMPORTANT DATES

January 4, 2023

- Pre-registration list available

January 13, 2023

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

January 17, 2023

- Exhibitors gain access to Pathable (virtual conference space)

February 1, 2023

- Exhibit Hall move-in: 11:00am - 5:00pm

February 2, 2023

- Exhibit Hall move-in: 7:00am - 10:00am
- Exhibit Hall open: 10:30am - 5:00pm

February 3, 2023

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

February 8, 2023

- Post-registration list available

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. On the first day that the Exhibit Hall is open there will be a one and a half hour block of completely dedicated Exhibit Hall time. This means that standard and promotional sessions will be suspended to provide attendees time to browse the Exhibit Hall without missing any sessions.

EXHIBITORS CAN BE ATTENDEES TOO

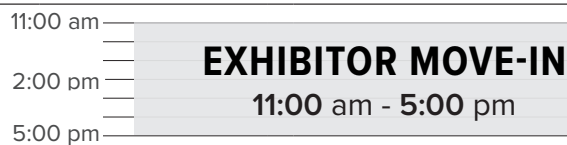
There are many ways of connecting with attendees at the Conference. Meeting them inside the Exhibit Hall is one way. Attending sessions with them offers another incredible opportunity to extend your reach. Each exhibit space purchase includes exhibitor badges, which allow your staff to attend any session 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.

PROPOSAL SUBMISSIONS

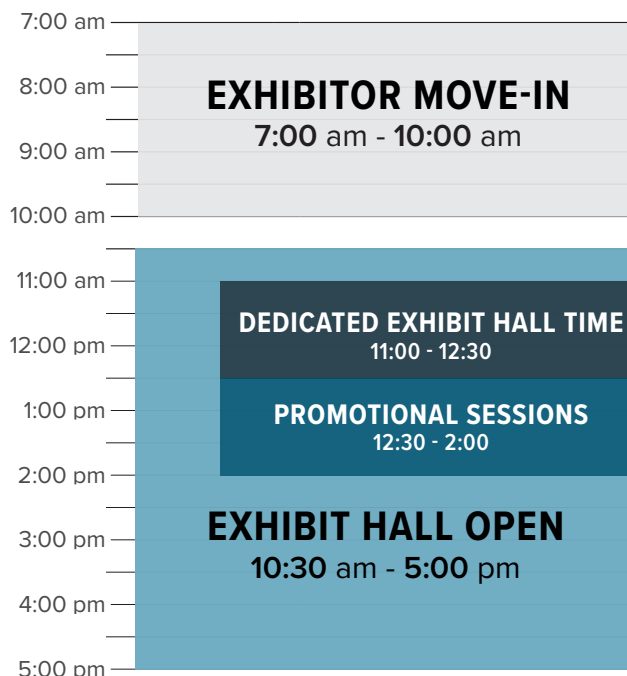
Promotional sessions are presentations given by company representatives, selected for inclusion at the Conference through a competitive process. Proposal submissions are currently closed for the 2023 conference.

Submissions for the 2024 Conference will begin in May of 2023.

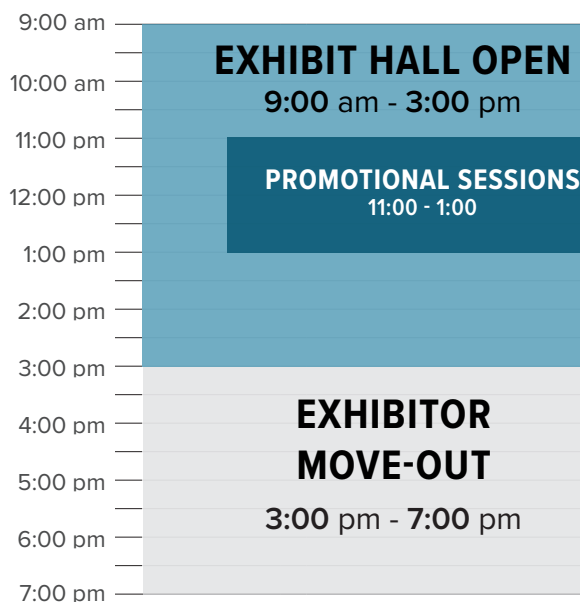
WEDNESDAY, FEBRUARY 1



THURSDAY, FEBRUARY 2



FRIDAY, FEBRUARY 3



SATURDAY, FEBRUARY 4

FINAL DAY OF CONFERENCE
Sessions all day - see online schedule

EXHIBIT HALL MAP

BOOTH SPACES

\$1550 to \$1950

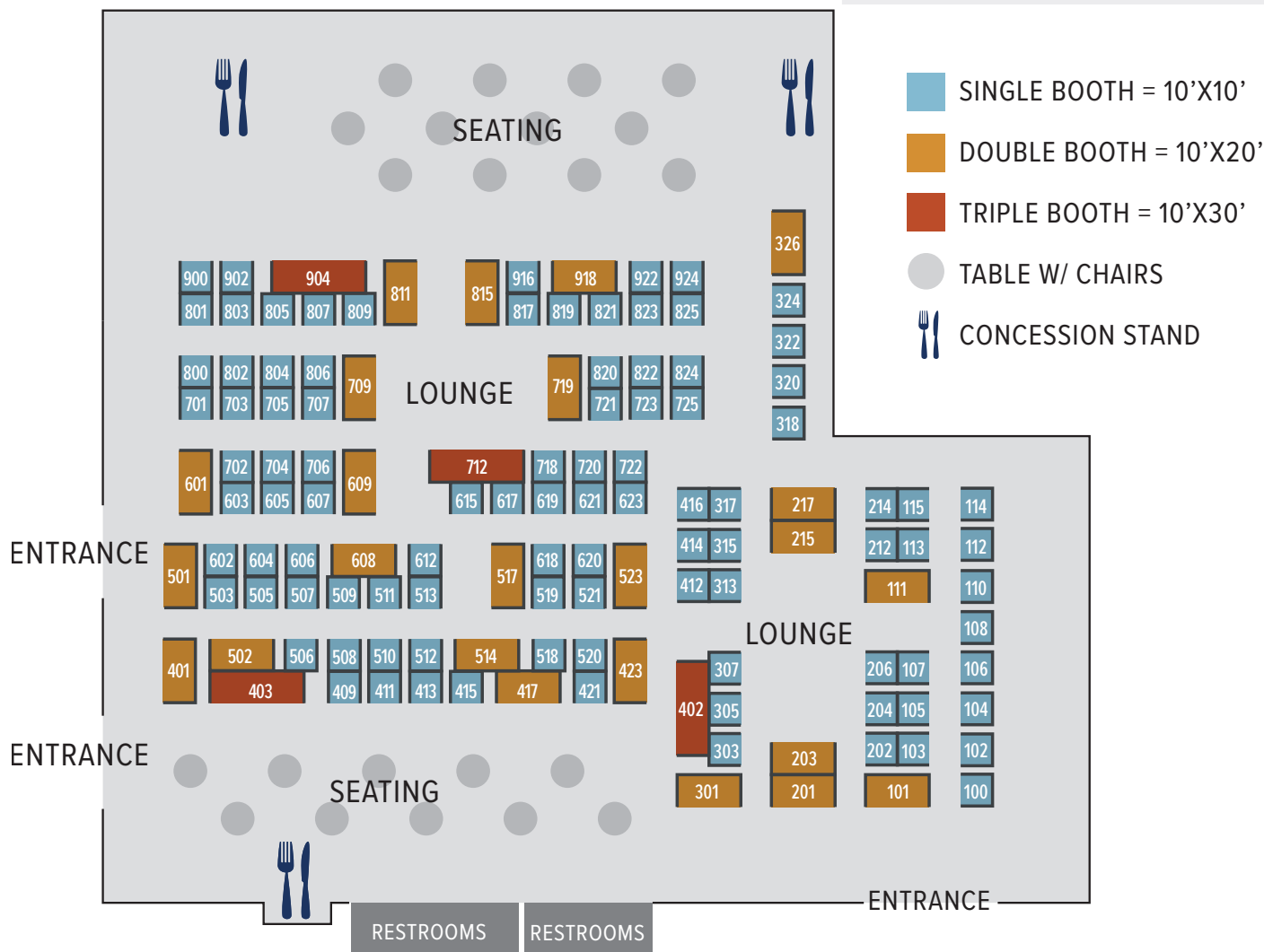
per 10'x10'

There are single, double, and triple booths available for purchase. Double booth islands can be combined to create a quad booth island. This is the only modification that can be made to the map. Booth entrance orientation is indicated by the absence of a gray outline. Please contact Show Management with any questions concerning the exhibit booth map.

QUAD BOOTH ISLANDS

Combine two 10'x20' double booths on an island to create a 20'x20' quad booth island. In these spaces:

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

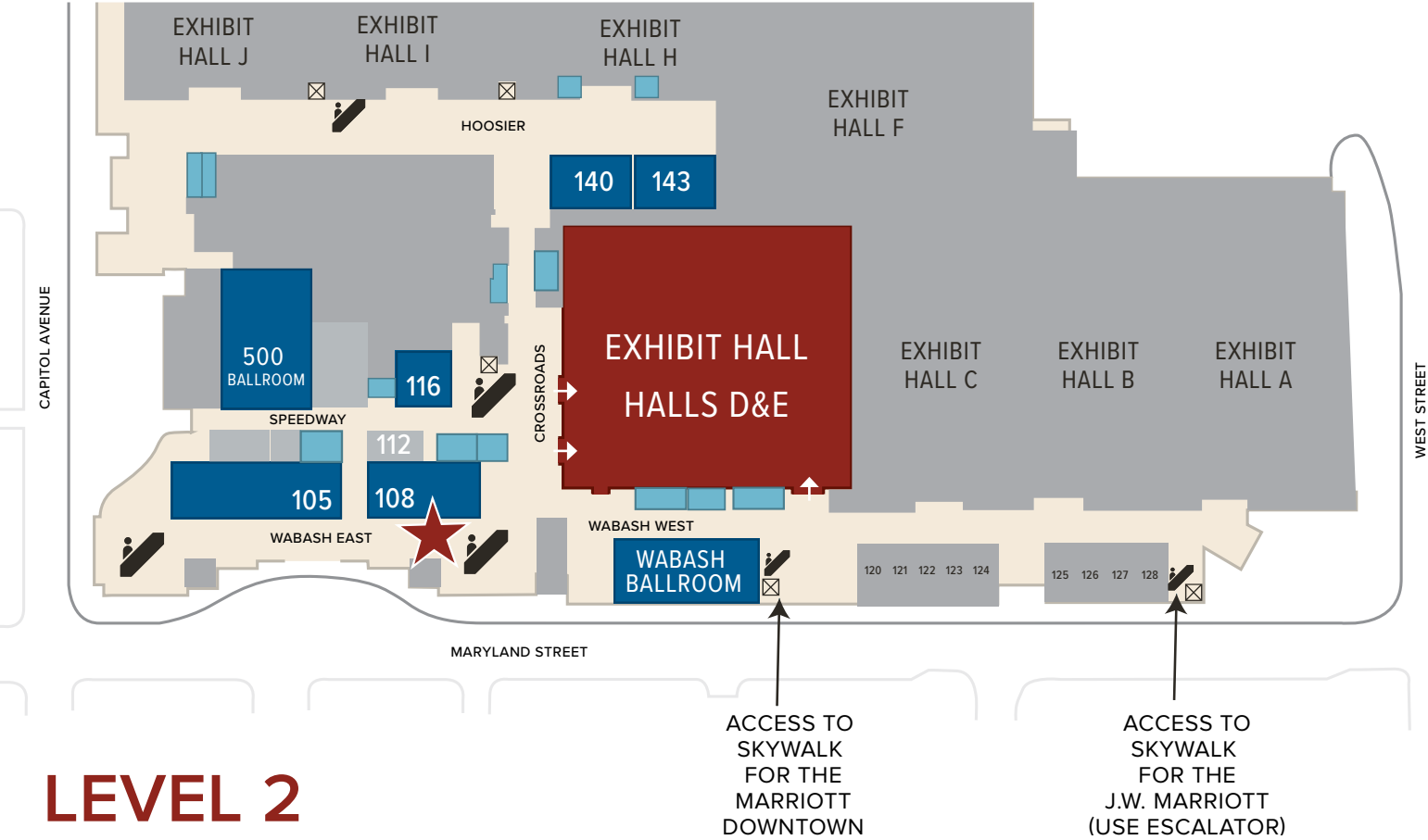


ALL BOOTH PACKAGES INCLUDE:

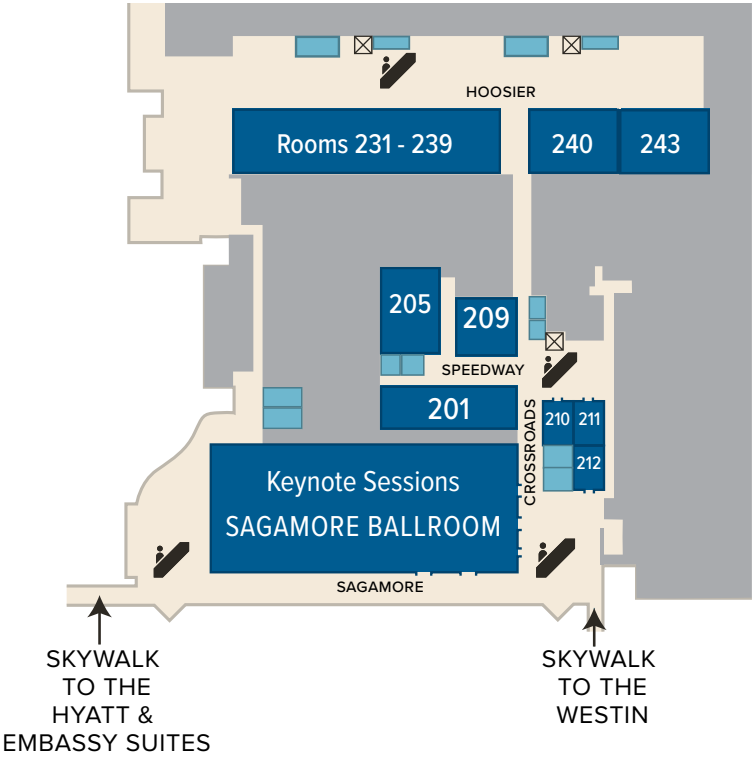
- Black booth draping
- Table, chairs, and wastebasket, based on booth package
- Conference App for collecting leads by scanning QR codes printed on attendee name badges. Information collected from scanned QR codes includes full contact information - plus email addresses and phone numbers
- Company name and booth number listed in the printed Conference guide distributed to all in-person attendees
- Electronic list of pre-registered attendees available January 4, 2023 (contains name, title, organization, and mailing address only – no email addresses are included)
- Final electronic registration list at conclusion of Conference available February 8, 2023 (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
- **NEW!** Certificate of insurance - Each exhibiting company will be provided a pre-approved, fully compliant insurance policy with the required limits of \$1,000,000 per occurrence and \$2,000,000 aggregate. No action is required - all the work is done for you!

CONFERENCE CENTER MAP

LEVEL 1



LEVEL 2



KEY

EXHIBIT HALL

SESSION ROOMS

REGISTRATION

RESTROOMS

SERVICE/UNUSED AREAS

ESCALATORS



WELCOME TO INDY!

The 2023 National ESEA Conference will take place in Indianapolis from February 1 - 4. We are excited to be joined by our longtime exhibiting partners, as well as some new ones, in this incredibly friendly and centralized city. Indy has been named one of America's next great food cities by Food & Wine, and the Indiana Convention Center is surrounded by easy to access restaurants and eateries.

Please see VisitIndy.com to learn more about this flourishing city.

EXHIBITOR HIGHLIGHTS

HOTEL LOCATIONS AND SKYWALKS

As we know, Indianapolis in February can be a little cold. One excellent advantage of our hotel properties is that they are very close to the Convention Center and all of them are connected by skywalks. This means that attendees, exhibitors, and staff will be able to come and go from the Conference without having to bring their winter coats! There are also multiple restaurants that can be accessed through the skywalks.

CONCESSIONS AND ATTENDEE LOUNGE

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

A HYBRID EVENT

The 2022 National ESEA Conference was our first hybrid event, and it went incredibly well. We will once again host the Conference both in-person and virtually for those attendees that are unable to travel to Indianapolis. Every in-person booth sale will come with a virtual exhibit booth free of charge. We believe that our exhibiting partners are a valuable resource to all of our attendees, and we encourage you to engage with the virtual audience as much as possible.



EXHIBIT HALL DETAILS

QR CODES FOR COLLECTING LEADS

Exhibitors use the Conference App on their mobile 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 created on the Conference website. 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. Additional badges are not available for purchase, but badges may be returned to the registration desk at any time to be claimed by another member of your team. 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 for purchase (until sold out) from your account Dashboard. Visit the [Sponsorships page at ESEAnetwork.org](https://www.ESEAnetwork.org) for complete details. 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.

\$375 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.

\$550 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.

Artwork must be received by December 1, 2022.

\$750 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.

\$1,175 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 in-person 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.

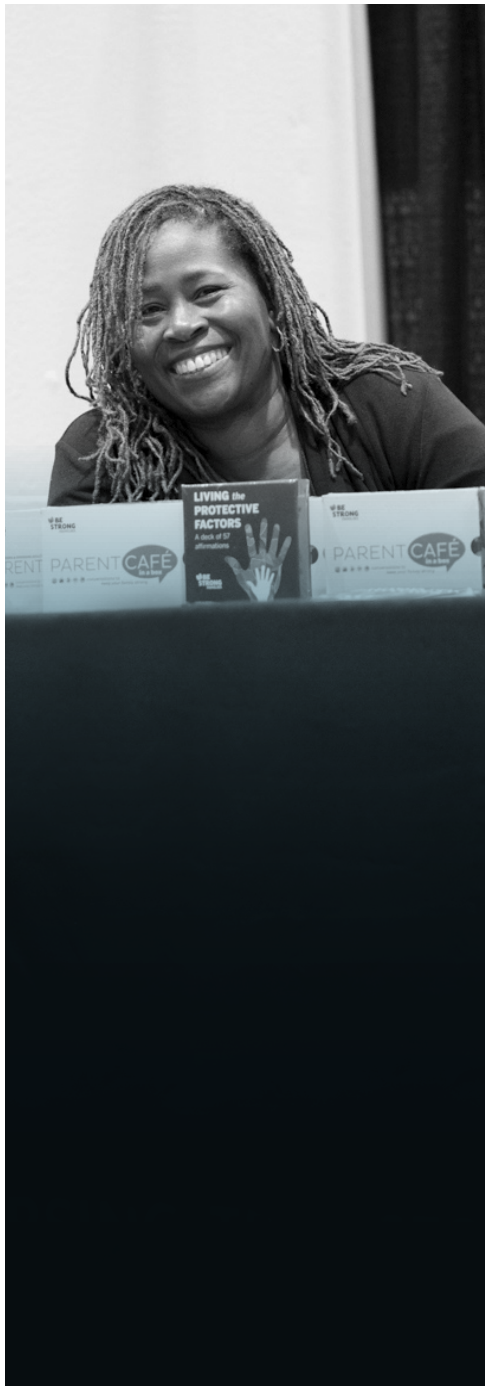
Artwork must be received by December 1, 2022.

\$1,600 INSIDE BACK COVER AD IN THE CONFERENCE GUIDE

(SOLD OUT)

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, 2022.



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 2023 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, 2022. 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 January 13, 2023 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, 2022.

**NEW
FOR
2023** ! ●

INSURANCE

Insurance is now provided with each in-person booth sale! Rainprotection is our insurance partner for the 2023 National ESEA Conference and we could not be happier with this no-fuss insurance plan that covers all of our exhibiting partners. Every booth purchase automatically includes a fully approved insurance certificate.

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. 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 6, 2023 must be paid in full at the time of selection and are not eligible for a reservation period.

CANCELLATION

Conference participation may only be cancelled by submitting an online Exhibitor Cancellation Form. Telephone cancellations are not accepted. Sponsorships are only available to current Exhibitors. Should an Exhibitor, who is also a sponsor, cancel its exhibit space, its sponsorship will likewise be cancelled.

REFUNDS

All purchases include a 7-day “buyer’s remorse” clause, providing a full refund for any item cancelled within seven calendar days of payment. All exhibitor items, including booths, advertising, and sponsorships are non-refundable and non-transferable outside of the 7-day period.

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 to 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 1, 2023 from 11:00 AM to 5:00 PM and Thursday, February 2, from 7:00 AM to 10:00 AM. 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.

TERMS AND CONDITIONS (continued)

EXHIBIT HALL MOVE OUT

Any removal, tear down, or packing of items prior to the scheduled move out time on Friday, February 3, 2023 at 3:00 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.

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, 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.

TERMS AND CONDITIONS (continued)

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 Indianapolis. 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 reserves the right and sole discretion to switch to an entirely virtual event 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. In such a case, every effort will be made to refund hotel reservation purchases that no longer apply.

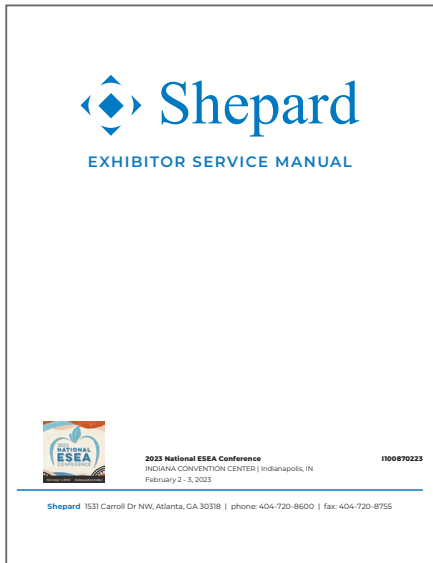
CANCELLATION OF EVENT

In the unlikely event that the Conference is cancelled entirely (rather than being converted to a 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
- Opt out form
- Ordering Instructions
- Method of Payment
- Terms & Conditions
- Safety First Plan
- Third-Party Payment Information
- Exhibitor Appointed Contractor Form
- Shipping & Logistics
- Material Handling & Storage
- Cleaning Services
- Furnishings & Decor
- Graphics & Signage
- Labor Rules & Regulations

Indiana Convention Center

- Electrical
- Voice & Data
- Internet

Catering



Audio Visual

MARKEY'S

CREATING DEFINING EXPERIENCES

Rental and Staging

Insurance

Insurance is now provided with each in-person booth sale! Rainprotection is our insurance partner for the 2023 National ESEA Conference and we could not be happier with this no-fuss insurance plan that covers all of our exhibiting partners. Every booth purchase automatically includes a fully approved insurance certificate. Please email any questions regarding insurance to Exhibitors@ESEAnetwork.org.