



EXHIBITOR PROSPECTUS

Hosted by NAESPA, National Association of ESEA State Program Administrators

The 2027 Conference theme is:



February 23-25, 2027
Louisville, KY & Online

Kentucky International
Convention Center
221 S 4th St, Louisville, KY

Dear Exhibiting Organizations,

Preparations are underway for the 2027 National ESEA Conference in Louisville, KY, which will be held at the Kentucky International Convention Center in the heart of downtown Louisville. The venue is within walking distance of several restaurants, museums, and other local attractions.

This year's theme, Empowering Voices, Building Futures, reflects the collaborative work of educators, school leaders, and partners to support student success. As an exhibitor, you play a key role in this effort by connecting with education professionals nationwide and sharing innovative solutions that support teaching and learning.

We have prepared this Exhibitor Prospectus to provide information about exhibiting at the 2027 Conference. Please review it for details such as booth map and pricing, exhibitor schedule, exhibitor badge and lead retrieval information, sponsorship opportunities, and much more.

If your organization has joined us in the past, we hope to see you again soon. If your organization is new to the Conference, we hope you will consider joining us for the first time. Many exhibitors return year after year because of the value and quality of this event.

Please do not hesitate to contact me, Anthony Franklin, Exhibit Manager, with any questions or concerns. I am happy to help and look forward to another excellent show in Louisville!

Anthony Franklin
Exhibit Manager
ESEA Network
Anthony.Franklin@eseanetwork.org
(707) 961-2080

IMPORTANT DATES

June 18, 2026

- Booth selection opens for returning exhibitors

July 16, 2026

- Booth selection opens for new exhibitors

January 20, 2027

- Pre-registration list available
- Exhibitor hotel reservations must include names of staff who will use them

February 22, 2027

- Exhibit Hall move-in: 12:00pm - 8:00pm

February 23, 2027

- Exhibit Hall early access: 8:00am - 9:15am
- Exhibit Hall open: 9:15am - 4:30pm

February 24, 2027

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

February 26, 2027

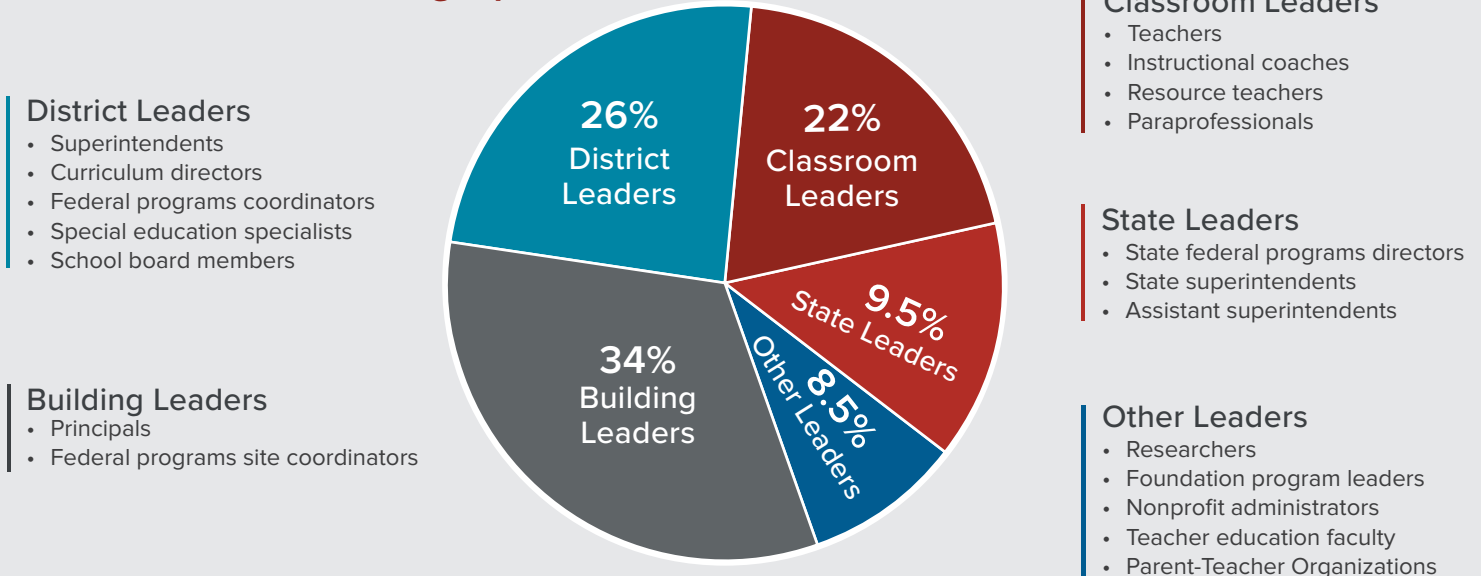
- Post-registration list available

The National ESEA Conference Exhibit Hall features ESEA programs designed to provide support for improving student achievement

The primary audience of the National ESEA Conference is school leaders who serve students directly impacted by the Elementary and Secondary Education Act (ESEA). Our goal is to provide resources to support school leaders in their efforts to positively impact student achievement. Below are some ESEA programs that provide funding to improve the learning of underprivileged children.

- **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)

2026 Attendee Demographics



JOIN US IN LOUISVILLE, KY!



Louisville is an entirely different type of Southern. With a booming bourbon renaissance, iconic attractions, world-class hotels and venues, and a renowned culinary scene, it offers an experience like no other city.

To learn more about our 2027 host city, please visit gotolouisville.com.

EXHIBITOR HIGHLIGHTS

INCLUDED! LEAD RETRIEVAL & BOOTH INSURANCE

Lead retrieval and booth insurance are included with every booth space purchase! We aim to streamline your organization's experience by not requiring additional purchases or paperwork for these necessities.

CONCESSIONS AND SEATING FOR ATTENDEES

As always, we will be hosting food options and seating arrangements in the Exhibit Hall. These features are designed to give attendees more reasons to enjoy the Exhibit Hall for longer.

A HYBRID EVENT

We will once again host the Conference both in-person and virtually for those attendees who are unable to travel to Louisville. 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 MAP

BOOTH SPACES

\$1900 to \$2300

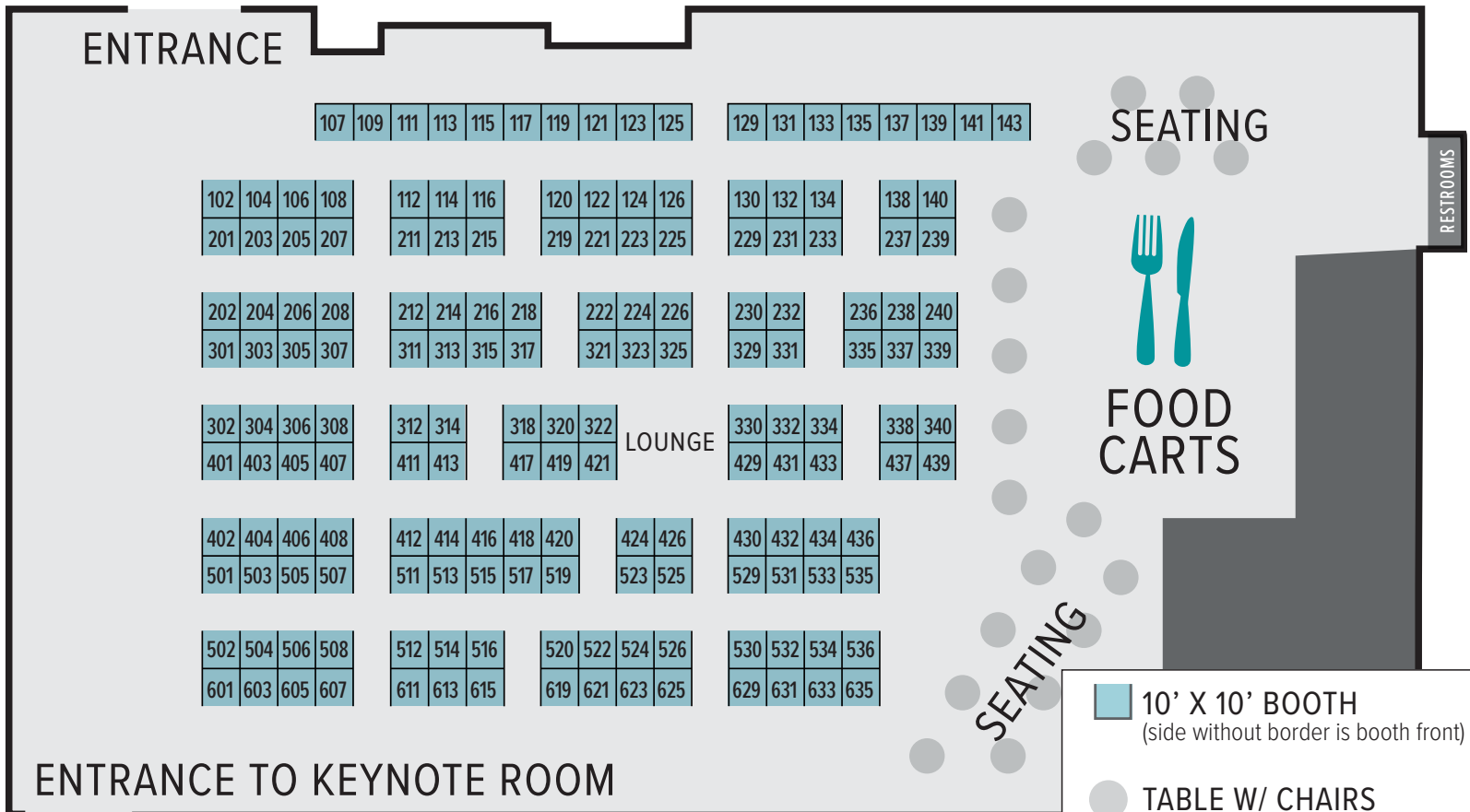
per 10'x10' booth

The 2027 Booth map consists of several 10'x10' spaces that can be combined to create larger booth spaces. It is very IMPORTANT to recognize that the booth direction is indicated on the live booth map and cannot be changed for any reason. End caps are prohibited as they can diminish the exhibiting experience for neighboring booths.

QUAD BOOTH ISLANDS

Combine four 10'x10' single 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

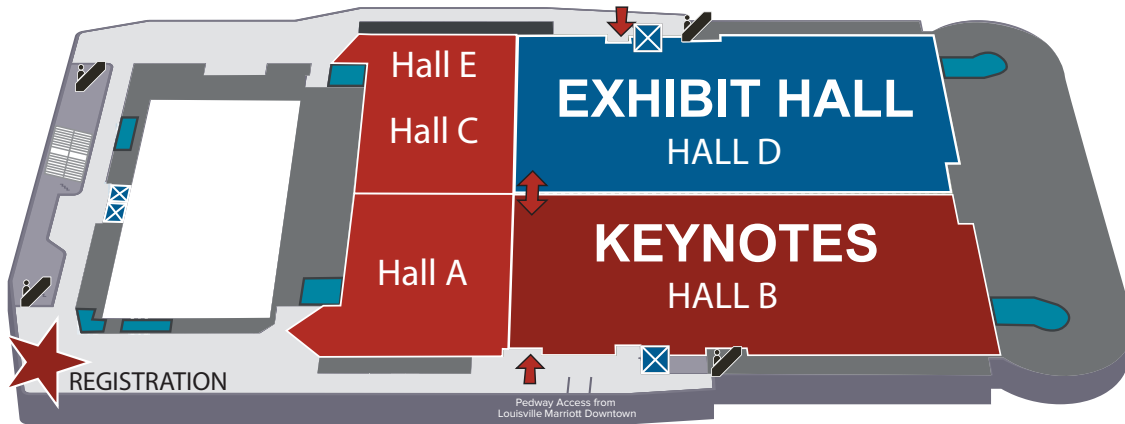


ALL BOOTH PACKAGES INCLUDE:

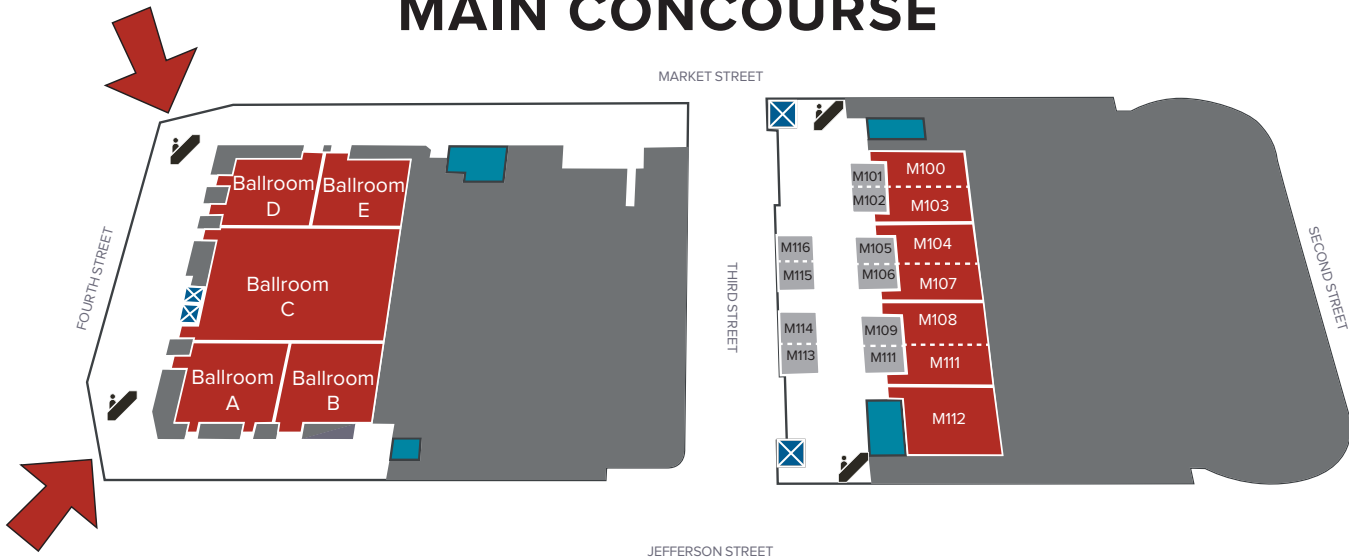
- Black booth draping (8' backdrop & 3' side rails)
- Table, chairs, and wastebasket, based on booth package
- Conference App for collecting leads by scanning QR codes printed on attendee name badges. Information collected from scanned QR codes includes email addresses
- Company name and booth number listed in the printed Conference guide distributed to all in-person attendees
- Electronic list of pre-registered attendees available January 20, 2027 (contains name, title, organization, and mailing address only – no email addresses are included)
- Final electronic registration list at conclusion of Conference available February 26, 2027 (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
- **Certificate of insurance is included!** 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!
- Complimentary virtual exhibit booth to connect with the remote audience

KENTUCKY INTERNATIONAL CONVENTION CENTER MAP

UPPER CONCOURSE



MAIN CONCOURSE



KEY

- | | | |
|---|---|--|
|  KEYNOTE |  ELEVATOR |  LOBBIES |
|  SESSION ROOMS |  RESTROOMS |  SERVICE AREAS / UNUSED AREAS |
|  EXHIBIT HALL |  ESCALATOR | |



EXHIBIT HALL DETAILS

LEAD RETRIEVAL

Exhibitors use the Conference App on their mobile device to quickly and easily scan attendee QR codes. Contacts collected by your team using QR codes are accessible through the exhibitor account created on the Conference website. Attendee contact information collected in this manner includes email addresses, 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 Tuesday and Wednesday. 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.

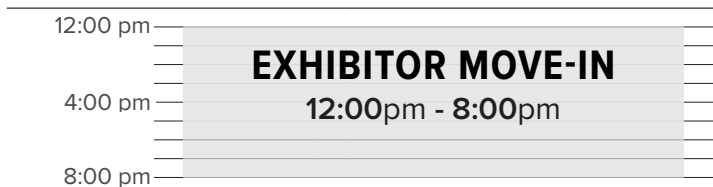
EXHIBIT HALL SCHEDULE

The doors to the 2027 Exhibit Hall swing open on the Conference’s first day and close at the end of the second. We’ve strategically scheduled session breaks within each day, offering attendees the opportunity to enjoy the Exhibit Hall’s offerings and connect with our invaluable resource providers.

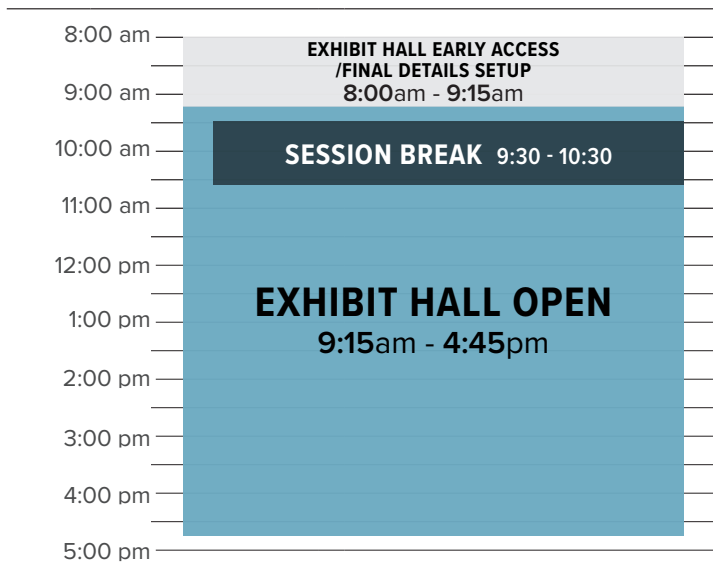
EXHIBITORS CAN BE ATTENDEES TOO

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 three days of the Conference. We encourage you to participate in sessions and learn more about what matters most to your target audience.

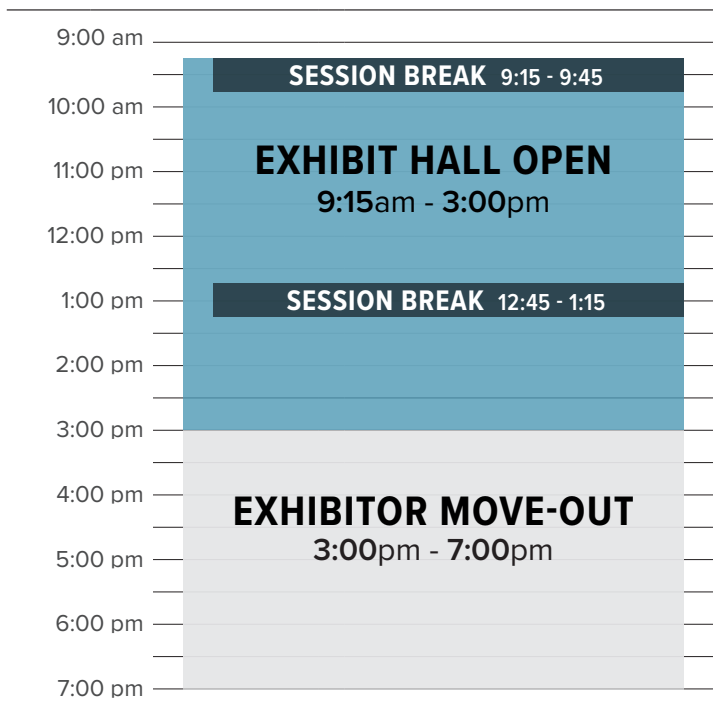
MONDAY, FEBRUARY 22



TUESDAY, FEBRUARY 23



WEDNESDAY, FEBRUARY 24



THURSDAY, FEBRUARY 25



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](https://www.ESEAnetwork.org) 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.

\$390 SPONSORED PUSH NOTIFICATION - COMING SOON

(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. Purchase the Push Notification Sponsorship to select and reserve a specific notification - subject to availability.

\$575 DIGITAL BILLBOARD ADVERTISING

(LIMITED AVAILABILITY)

Display your company ad on digital billboards placed outside every session room. Digital Signage is a lot of exposure for a small amount of money. Your ad will rotate on every digital sign with a few other organizations' ads 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, 2026.

\$780 SPONSORED MARKETING EMAIL - COMING SOON

(LIMITED AVAILABILITY)

Sponsor one of our regular Conference marketing emails that are sent to 16,000+ 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 provided short article of up to 1,000 characters 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.

\$1,250 FULL PAGE AD IN THE CONFERENCE GUIDE

(4 AVAILABLE)

Full-page, full-color interior display ad in the 8.5"x5.5" 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.

Artwork must be received by December 1, 2026.

INSIDE BACK COVER AD IN THE CONFERENCE GUIDE

\$1,675 (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, 2026.



HOW TO EXHIBIT

1. LOG IN OR SIGN UP

All exhibiting organizations must maintain an organization account on ESEAnetwork.org. If your organization already has an account, be sure to use that log in information.

2. CHOOSE EXHIBIT SPACE & SPONSORSHIP ITEMS

From the Conference section of your organization account Dashboard on ESEAnetwork.org, click on 2027 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 January 20, 2027. 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 20, 2027, 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

You will be emailed a notification when the Exhibitor Kit is available in early August. This will have all of the information needed for ordering decor and utilities.

**INSURANCE
IS INCLUDED !**

INSURANCE

Insurance is now provided with each in-person booth sale! Rainprotection is our insurance partner for the 2027 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.

COMPANIES WHO EXHIBITED AT THE 2026 NATIONAL ESEA CONFERENCE

21st CCLC National Technical Assistance Center	FACTS	Read to Them
806 Technologies, Inc.	Family Leadership Inc.	Really Good Stuff
Abzilly	Family Math Night by Math Unity	Resource Area For Teaching
Accelerating Language, LLC	FigStar Learning, LLC	Ribbit Learning Company
Afterschool Alliance	Forefront Education	Rise Girl//Rise Together
Albert	Frankly	Rollins Center for Language & Literacy / Cox Campus online
Alliance for a Healthier Generation	Girls Who Code	S&S Worldwide
American Book Company	High5Wizard	Savvas Learning Company
Audio Resource Group	Huntington Learning Centers, Inc.	Scanning Pens Inc
Beyond the Blackboard	IM4 - Tier II SEL Interventions	Schwabe Books
Book Harvest	International Baccalaureate	Secret Stories
Brainfuse	IRIS Center, Vanderbilt University	SERVE at UNC Greensboro
Carson Dellosa Education	IXL Learning	Silver Ink Publishing
Center for Model Schools	JL Hinds Consulting	Simplify Language
Center for Responsive Schools	Kids Read Now	Sligo Law Group PLLC
Centric Learning	Kish Russell Grants & Compliance	SmartStart Education
Certiport, A Pearson VUE Business	Lakeshore Learning Materials	Solutions Within Consulting
ChanceLight Behavioral Health, Therapy, & Education	Laprea Education	StoryBook Treasures
Charge Mommy Books	Learning 2020 Inc, dba Penda Learning	Sundance Newbridge
Clever Noodle	LEGO Education	Teacher Created Materials
CollaboratEd Consulting LLC	Letterland	Teacher Leader Press LLC
Collaborative Learning Solutions	Lexikeet Language Services	Teensie Press
Compass Edvantage	Lumos Learning	The Center For Collaborative Expertise
Cover One	Mackin Educational Resources	The Markerboard People
Crisis Prevention Institute	Math and Movement	The Master Teacher, Inc.
Curriculum Associates	Math Teachers Press, inc.	The National Inventors Hall of Fame
Damand Promotions	NAFEPA	Title1Software
Document Tracking Services, LLC	National Center on Improving Literacy	TopSchoolSpeakers.com
Easy Grammar Systems	OverDrive Education	Treasure Bay, Inc.
Edmentum	Parent Parties Engage	Tutored by Teachers
Edthena	Pathwise	Varsity Tutors
Educational Development Corp	Playaway Products LLC	WestEd
ELD APPAREL	Playworks	World Book, Inc.
Empower Educational Consulting	Practia School Improvement	World Wildlife Fund
Entourage Yearbooks	PrismsVR	Writing with Design
Erika's Lighthouse	Proximity Learning Inc.	Wyman Center
Eywords Inc.	PTR Literacy Programs	Zaner-Bloser, Inc.
FactCite	QBS, LLC	ZeroEyes
	Read Naturally, Inc.	

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. 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.

ELIGIBILITY

Show Management reserves the right to determine the eligibility of any product or company for inclusion in the Exhibit Hall, and may exclude exhibits 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.

EXHIBIT SPACE ASSIGNMENT

Exhibiting companies select their own exhibit spaces on a first-come, first-reserved basis. Early selection is offered to prior year exhibitors who stayed until the official tear-down time. New organizations can purchase booth space after early selection concludes.. 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.

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 20, 2027 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. Cancellations are not taken by email or phone call. 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 Monday, February 22, 2027 from 12:00 PM to 8:00 PM and Tuesday, February 23, from 8:00 AM to 9:15 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 Wednesday, February 24, 2027 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. Exhibitors agree to comply with any protocols posted or communicated onsite by the Association, Show Management, the host venue, or any governmental authority.

PHOTOGRAPHY & VIDEOGRAPHY CONSENT

By participating in the Conference, you acknowledge and agree that Show Management reserves the right to take photographs and record video footage of the event, which may include images or recordings of you. You grant Show Management and its affiliates the irrevocable right to use, reproduce, publish, and distribute these photographs and video recordings, in whole or in part, for promotional purposes in future publications, marketing materials, and other media formats without compensation or prior approval. You further waive any right to inspect or approve the finished product wherein your likeness appears.

HEALTH AND SAFETY

Exhibitors and staff acknowledge that in-person attendance at an event is completely voluntary. Participants 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 illness, or other harm that may result from participants' in-person participation in this event. Exhibitors and staff must be willing to adhere to any and all health and safety requirements in place at the time of the event as specified by the Association, Show Management, the host venue, or any governmental authority.

TERMS AND CONDITIONS (continued)

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.

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.

VIRTUAL EVENT CONVERSION IF NECESSARY

Should public health guidance make in-person 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.

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.