



EXHIBITOR KIT



Hosted by NAESPA, National Association of ESEA State Program Administrators

The 2025 Conference theme is:

FOCUS ON IMPROVEMENT

February 19-21, 2025
Austin, TX & Online

Austin Convention Center
500 E. Cesar Chavez St.

Exhibit Hall Schedule	page 2
Exhibit Hall Map	page 3
Conference Center Map	page 4
Exhibit Hall Details	page 5
Sponsorship Opportunities	page 6
Links to Order Forms	page 7
Terms & Conditions	page 8

IMPORTANT DATES

January 17, 2025

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

February 18, 2025

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

February 19, 2025

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

February 20, 2025

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

February 24, 2025

- Post-registration list available

EXHIBIT HALL SCHEDULE

The doors to the 2025 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.

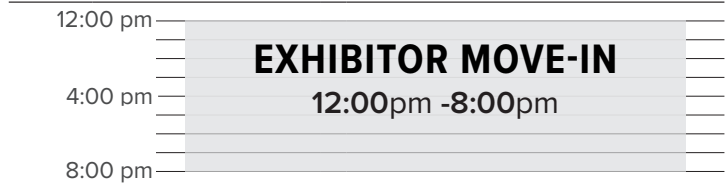
EXHIBITORS CAN BE ATTENDEES TOO

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.

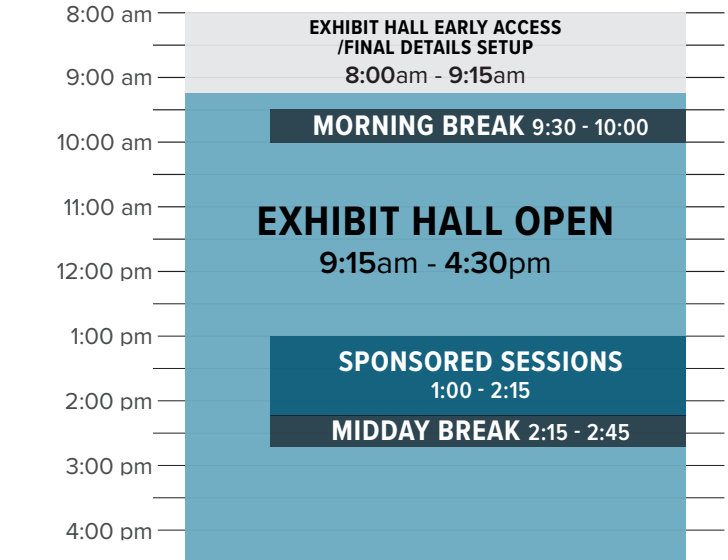
PROPOSAL SUBMISSIONS

Sponsored Sessions are presentations given by organization representatives, selected for inclusion at the Conference through a competitive process. Submissions are now closed for the 2025 Conference. The submission window for the 2026 Conference will open in May 2025. See the 2025 Proposal Submission Guidelines for details.

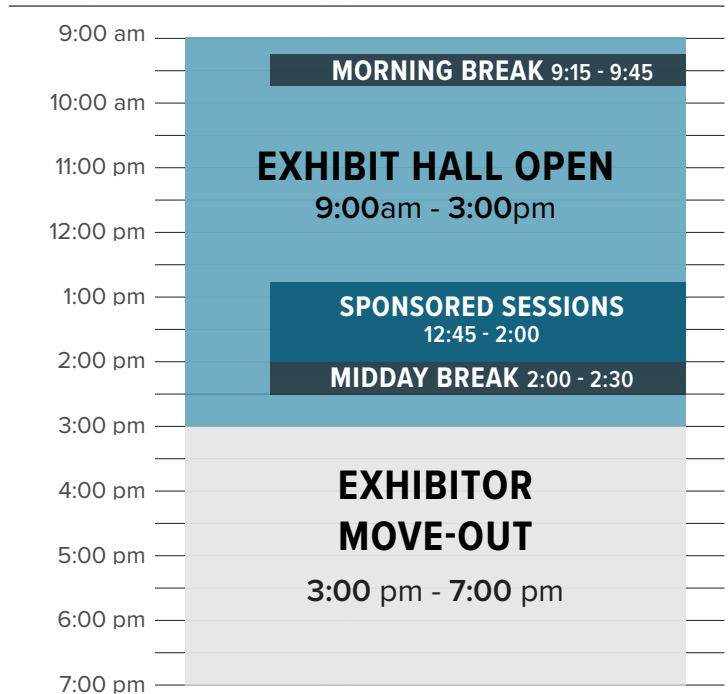
TUESDAY, FEBRUARY 18



WEDNESDAY, FEBRUARY 19



THURSDAY, FEBRUARY 20



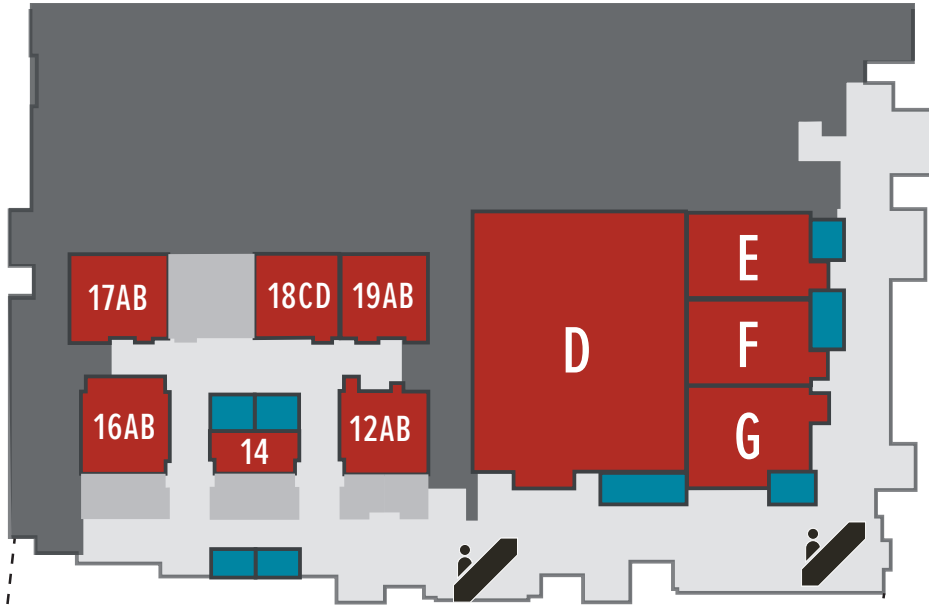
FRIDAY, FEBRUARY 21



AUSTIN CONFERENCE CENTER MAP

LEVEL 4

- SESSION ROOMS
- EXHIBIT HALL
- RESTROOMS
- SERVICE AREAS / UNUSED AREAS



LEVEL 1

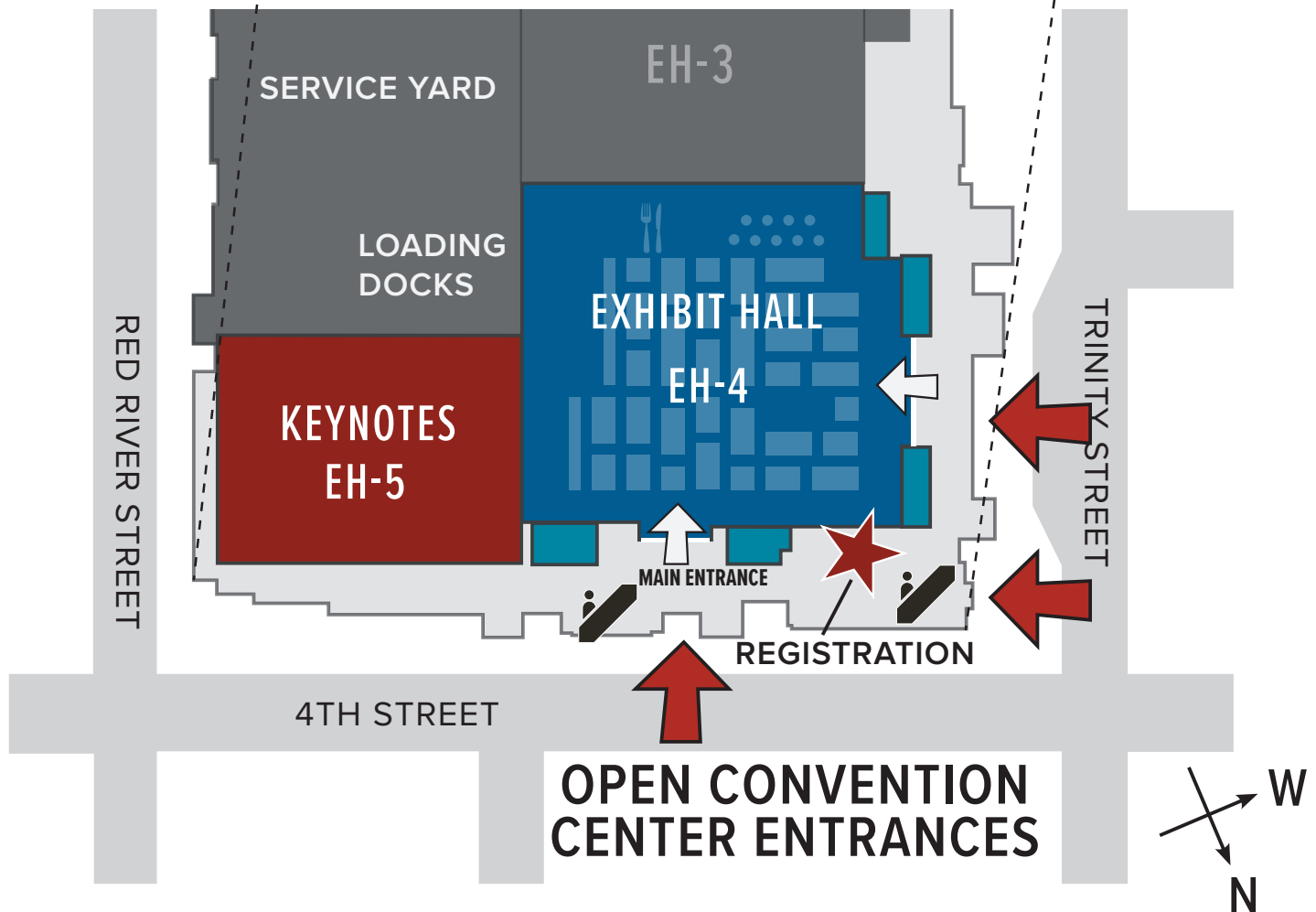




EXHIBIT HALL DETAILS

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 Wednesday and Thursday. 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](#) 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 - SALES OPEN JULY 2

(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, 2024.

\$780 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 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 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, 2024.

\$1,675 INSIDE BACK COVER AD IN THE CONFERENCE GUIDE

(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, 2024.

ORDER FORMS

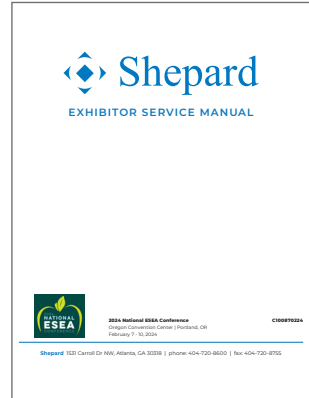
Click the links below to see the contractors' options and ordering methods.

Shepard Exhibitor Service Manual

Includes:

Shepard Exposition Services

- Show Information
- Budget Booth Package
- Ordering Instructions
- Method of Payment
- Terms & Conditions
- Third Party Payment Information
- Exhibitor Appointed Contractor Form
- Shipping & Logistics
- Shipping Labels
- Material Handling & Storage
- Cleaning Services
- Furnishings & Decor
- Graphics & Signage
- Labor Rules & Regulations



Austin Convention Center

- Electrical
- Utilities
- Internet/Telcom
- Security



Our event link on the ACC website will be available by late November.

Audio Visual



Insurance is Included With Each In-person Booth Sale!

Rainprotection is our insurance partner for the 2025 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.

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.

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.

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.

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 10, 2025 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 Tuesday, February 18, 2025 from 12:00 PM to 8:00 PM and Wednesday, February 19, 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 Thursday, February 20, 2025 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 attending 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 as an attendee. 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 acknowledge that in-person participation at an event is completely voluntary. In exchange for being given the opportunity to exhibit 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 illness, or other harm that may result from exhibitors' in-person participation in this event. Exhibitors 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

TERMS AND CONDITIONS (continued)

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.

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.