FEBRUARY 13–15, 2020
SAN DIEGO CONVENTION CENTER
SAN DIEGO, CA

Presented by

Choose your booth in the NCE Exhibit Hall to get access to:

$602 BILLION in buying power
25,000 schools
52 MILLION students

Contact
Kathy Sveen, VP Sales, AASA, at ksveen@smithbucklin.com, or call 312.673.5635.

EXHIBITOR PROSPECTUS

The Personalization of Education

www.aasa.org/nce
AASA, the School Superintendents Association, is the ONLY national professional association convening the powerful and dedicated high-level administrators you need to meet.

MEET EXPERIENCED SUPERINTENDENTS buying for their entire district

- **32%** are first-time attendees — new leads for you
- **71%** are superintendents or assistant superintendents — qualified, district-wide decision-makers
- **64%** of attendees spend 2+ hours visiting the Exhibit Hall
- **60%** of attendees are more likely to purchase products/services from NCE exhibitors
- **OVER 50%** of attendees say their primary objective for visiting the Exhibit Hall is to discover products/services they were not aware of

"You don’t have time in your day-to-day routine. I like to use the NCE Exhibit Hall . . . to pick the vendors who will help enhance our vision in our district. And from year to year, that can be very different."

MORGANNA STANLEY, Superintendent, Henderson County School District, Henderson, KY

"Your ONLY destination to meet face-to-face with school superintendents from all 50 states."
The Exhibit Hall gives an opportunity to reconnect with people who we’ve already reached an agreement with and who are providing things for our district and benefiting our students, but it also gives us the opportunity to reach out and consider different opportunities that may be part of an initiative that could help lead the success for our students.

DR. MICHAEL “MIKE” BROPHY, Superintendent, West Valley School District #208, Yakima, WA
EXHIBIT HALL hours

THURSDAY, FEBRUARY 13, 2020
7:45 – 9am NCE Exhibit Hall Coffee Break
7:45am – 4pm NCE Exhibit Hall Hours
11:15am – 12:45pm NCE Exhibit Hall Dedicated Hours
1:45 – 3pm Snacks in the NCE Exhibit Hall

FRIDAY, FEBRUARY 14, 2020
11:00am – 2:30pm NCE Exhibit Hall Hours
12:15 – 12:45pm Lunch Break
1:45 – 2:15pm Snacks in the NCE Exhibit Hall

TRAFFIC-BUILDING FEATURES INSIDE THE NCE EXHIBIT HALL
- School of the Future
- Knowledge Exchange Theater
- Coffee Breaks
- Snack Breaks
- AASA Technology Center
- AASA Central and Bookstore
- NCE Advertising
- Onsite Guide Advertising

Contact Kathy Sveen at ksveen@smithbucklin.com for new offerings!

But that’s not all...

ATTEND PROFESSIONAL EDUCATION by taking full advantage of your FREE Full Conference pass (a $1,500 value) included in your booth package and sit side-by-side with our attendees who could become your next customers. Hear from them what is important and challenging for their districts!

NETWORK WITH ATTENDEES between sessions, in the hallway, in line for food and during official events.

HOLD A HOSPITALITY EVENT for your customers and prospects.

GRAB A STOOL AT THE HOTEL BAR and be prepared to ask good questions — the person sitting next to you might be your next big customer.

We were overwhelmed by the success of the conference and look forward to many more in the future.

AASA 2018 EXHIBITOR
EXPANDED MARKETING SUPPORT for NCE exhibitors

When you exhibit at AASA’s National Conference on Education, you get more than just floor space. Take advantage of these additional opportunities to gain maximum exposure for your company and products.

The full conference pass included with my booth purchase was of great benefit. We did take advantage of attending the sessions. It was a great way to hear what is happening with schools and to meet key people in the district.

AASA 2018 EXHIBITOR

WANT TO EXPAND your brand?

AASA’s National Conference on Education delivers a wide range of sponsorship and advertising opportunities, and we can fully CUSTOMIZE options for all sizes and budgets.

- School Administrator magazine advertising to create top-of-mind awareness
- Access to pre-registration mailing lists
- Sponsorships to make an impact
- Promotion of your participation via mail, email and School Administrator magazine

SPONSORSHIPS
Heidi Schmidt
Director, Corporate & Strategic Alliances
hschmidt@aasa.org | 703.635.4089

ADVERTISING SALES
(NCE AND SCHOOL ADMINISTRATOR MAGAZINE)
Kathy Sveen
VP Sales, AASA
ksveen@smithbucklin.com | 312.673.5635

Show sponsorships and show advertising increase booth traffic up to 104%*

*Center for Exhibition Industry Research
IMPORTANT \contacts

TO PURCHASE A BOOTH, CONTACT:

KATHY SVEEN  
VP Sales, AASA  
ksveen@smithbucklin.com | 312.673.5635

CONFIRMED EXHIBITORS/LOGISTICAL QUESTIONS:

LAUREN MILLER  
Exhibits Liaison  
lmiller@smithbucklin.com | 312.673.5617

CATHERINE PERKINS  
Exhibits Manager  
cperkins@smithbucklin.com | 312.673.5817

REGISTRATION QUESTIONS:

AASA REGISTRATION  
101 Mission Street, Suite 200,  
San Francisco, CA 94105  
AASAReg@cmrus.com | 866.226.4939 or 415.268.2097 | 9am – 9pm EST

FREEMAN TRANSPORTATION INQUIRIES  
Exhibit.Transportation@Freeman.com | 800.995.3579

FREEMAN CUSTOMER SUPPORT GENERAL INQUIRIES  
888.508.5054

Please contact Exhibitor Services at 714.254.3410 for further assistance.

Our exhibitor manual will be available on our website (http://nce.aasa.org/already-exhibiting/) around November 2019. If you need information on the cost of specific rental items in order to budget and secure your exhibit space, please contact CustomerSupport@Freemanco.com

EXHIBIT COSTS:

• $1,950 per 10’ x 10’ inline booth
• $2,150 per 10’ x 10’ corner or island booth
If you wish to purchase a larger booth 10’ x 20’, 10’ x 30’, 20’ x 20’, 20’ x 30’*, please email Kathy Sveen at ksveen@smithbucklin.com, and she can help you build something out.

*Subject to inventory and availability.

EXHIBIT COSTS INCLUDE:

• Pipe and drape to outline your booth
• Five (5) complimentary registrations per 100 square feet of space (or each 10’ x 10’ booth rented)
• One (1) complimentary full registration per company
• Company identification sign
• 24-hour perimeter security
• Listing in the 2020 Conference Program* (AASA will email exhibitor list to attendees pre-show and again post-show to help with awareness. This is value-added with your exhibit package. Contact Kathy Sveen at ksveen@smithbucklin.com for advertising opportunities within these EBLASTS.)

*Subject to exhibit information submission date

EXHIBIT PACKAGE DOES NOT INCLUDE:

• Mailing list
• Mandatory carpet or floor covering (required – no exceptions!)
• Tables, chairs or other furnishings
• Electricity
• Internet or phone connection

See website for more information http://nce.aasa.org/
1. COMPANY INFORMATION:
(as it will appear on floor plan and in all show materials)

| Company/Organization Name (as it will appear in printed materials) |
| Company Address |
| City | State | Zip |
| Company Web Address |
| Company Description (25 words or less) |

2. BOOTH SELECTION:

Booth Choice (visit www.aasa.org/nce to view current floor plan):

1st Choice: ______  2nd Choice: ______  3rd Choice: ______
4th Choice: ______  5th Choice: ______

Size of Booth: ______

Please do not assign near ____________________________________________

New Exhibitor: ☐

Check One: ☐ I will ☐ I will not be selling merchandise

Check if Applicable: ☐ Sponsorship information requested ☐ NCE onsite advertising information requested

3. RATES/PAYMENT:

Rates for exhibit booth space do not include additional items such as rental furniture or floor covering. Please see Exhibitor information and prospectus for more information at http://nce.aasa.org/become-an-exhibitor/.

Exhibitor Rates
☐ $1,950 per 10' x 10' inline booth
☐ $2,150 per 10' x 10' corner or island booth
☐ 10' x 20', 20' x 20' and larger — email Kathy Sveen at KSveen@smithbucklin.com

NCE Onsite Program Advertising*
☐ Full Page — 4-Color Ad $2,000
☐ Advertorial $3,500 (2 available)
☐ Half Page — Horizontal — 4-Color Ad $1,500

*(Rates only available to Exhibitors

Payment Method
☐ Check — Make checks payable to the American Association of School Administrators — Exhibits

Payment must be received within 10 business days. AASA will accept U.S. funds drawn on U.S. banks only. Send all checks to AASA c/o Exhibits, 1615 Duke Street, Alexandria, VA 22314

☐ Credit Card — Payment by credit card will be processed online. A link to submit credit card payments will appear on your invoice. AASA accepts AMEX, VISA, MasterCard and Discover.

Amount Being Paid
50% Payment per Contract $___________
Or 100% Payment $ __________
Total $ __________

Please note: Mathematical errors in this section of the Contract will be disregarded. Accurate applicable amounts, according to the rate schedule and date payment was received by AASA, will be charged. These charges include the booth space payment and the 3% credit card processing fee.

4. AGREEMENT:

I, the undersigned, hereby make contract for exhibit space at the National Conference on Education (NCE) 2020 Exposition. I am an authorized representative of the company and with the full power and authority to sign and deliver this Contract. I hereby agree to the rules and regulations of exhibition with AASA.

Authorized Printed Name

Authorized Signature

Date

Scan and Email Signed Applications to: Kathy Sveen (email: KSveen@smithbucklin.com), AASA, The School Superintendents Association; ATTN: Exposition; 330 North Wabash Avenue, Chicago, IL 60611; Phone: 312.673.5635; AASA’s tax ID number is: 54-1999773
1. Payment Policy — Prior to August 16, 2019, all Exhibit Contracts must be accompanied by a full booth rental fee in the deposit of the total booth rental fee for the space requested. Exhibit space will be secured on contract and at the time of invoice, company is responsible for payment per payment policy outlined in the升降. Any Exhibitor canceling space in full by August 16, 2019, AASA shall have the right to retain the Exhibitor’s deposit and request, use or otherwise dispose of the Exhibitor’s space in any manner as they see fit. Any Exhibitor canceling space contracted after August 16, 2019, Exhibitor will be responsible for full payment on invoice, unless prior arrangements are made and approved by AASA. Cancellation fees will be assessed and will result in a loss of funds. Exhibitor representatives must register upon arrival and wear AASA furnished identification badges at all times. Exhibitors registration are non-transferable and non-refundable. Exhibitors are allowed to enter the Hall One Hour prior to the opening each day. Be sure that for security of the Exhibit Hall, there are no exceptions to this policy. If a change to any exhibit, space or any product cannot be included as an Exhibitor. Exhibitor understands that AASA has sole discretion on the assignment of booths and is not liable to any exhibitor who may be assigned to a space of such a nature as it may deem in the Exhibitor’s best interest. Failure to occupy exhibit space does not relieve the Exhibitor from their obligation to pay the full booth rental fee. Any company canceling a space for any reason for the whole or any part of the space allotted to him, or them, or exhibit booth(s) and may not distract from other Exhibitor displays. Exhibitors cannot require attendees to be present to win. AASA reserves the right to request and enforce cessation of any non-approved activity as it sees fit. 11. Floor Covering — All Exhibitors must carpet, cover the floors of their booths and must comply with smoke-free requirements. Wednesday, December 2, 2020, will be done so by Freeman at the Exhibitor’s expense. 12. Exhibitor Admission and Access — Exhibitors earn five (5) complimentary registrations per 100 square feet of space (or each ‘10’ x 10’ booth rented) and one (1) complimentary full conference registration per company association. Additional exhibit registration may be purchased at a rate of $500.00 each. Each (occurrence combined single limit) for bodily injury and property damage. Required comprehensive general liability insurance policies shall name AASA, its affiliates and their respective officers, directors, employees, contractors, agents and invitees. Exhibitor hereby waives every and each claim that arises or may arise in its favor against any one of the indemnitees for any and all losses of damage covered by valid and collectible insurance. Such waivers shall be effective as of the date of execution of the contract contains the entire understanding of the parties, and there are no representatives, warranties or undertakings other than those expressly set forth herein. 13. Conflicting Meetings and Social Activities — In the interest of the success of the entire convention, Exhibitor agrees not to extend invitations to its employees or representatives to any activity other than by any one or more of the indemnitees for any and all losses of damage. Should any activity arise which is in violation of any applicable rule or regulation issued by management of the exhibit facilities. Exhibitor agrees to conform to all facilties and city and rules and regulations of the local authorities. Music at any function held in conjunction with this show is subject to the performance of Exhibitor’s obligations under this contract, Exhibitor hereby grants AASA a lien against all property of the Exhibitor in the exhibit facilities. 22. Violations — If Exhibit defaults in the performance of any term of this contract, any remedy and to recover liquidated damages. If Exhibitor defaults in the performance of AASA’s obligations under this contract, AASA hereby grants AASA a lien against all property of the Exhibitor in the exhibit facilities. 23. Union Labor — Exhibitors shall be bound by all contracts in effect between their contractors, the San Diego Convention and similar organizations. 24. Miscellaneous — AASA shall not be liable for failure to perform its obligations hereunder if such failure or delay is caused by reason of war or government action that becomes effective after the date of execution of this contract. If any provision of this contract is held invalid or unenforceable under applicable law, such provision shall be ineffective, without invalidating the remaining provisions hereof. The headings of this contract are intended for convenience of reference and shall not affect their interpretation. This contract contains an entire understanding of the parties, and there are no representatives, warranties or undertakings other than those expressly set forth herein. 25. Cancellation of Show — In the event the show is canceled because of a natural disaster, civil commotion, insurrection, Act of God, labor disputes, strikes, war, shortage of or inability to obtain materials, supplies or utilities, or any government action that becomes effective after the date of execution of this contract. If any provision of this contract is held invalid or unenforceable under applicable law, such provision shall be ineffective, without invalidating the remaining provisions hereof. The headings of this contract are intended for convenience of reference and shall not affect their interpretation. This contract contains an entire understanding of the parties, and there are no representatives, warranties or undertakings other than those expressly set forth herein. 26. Amendment to Terms and Conditions — and any other public place in proximity to our event. For the purposes of this policy, suitcases and bags that are larger than 16” x 16” x 8” may not be admitted to any hotel guest room or hotel arrangement. Exhibiting companies are allowed to cross-examine each other’s witnesses, and obstruct the testimony or evidence. 32. Music — At any function held in conjunction with this show is subject to applicable copyright and licensing fees charged by ASCAP and/or BMI. It is the sole responsibility of the Exhibitor to pay applicable fees. For more information about licensing fees, visit www.ascap.com or www.bmi.com. 34. Suits and Outfits/Outfitting — AASA reserves exhibitors from hosting or participating in any complaint or conflicting events or activities that occur. This policy applies to the entire exhibition floor and will be enforced during official show hours. Exhibitors violating this policy will be asked to cease and desist. On Wednesday, February 12, 2020, will be done so by Freeman at the Exhibitor’s expense. 35. Exhibitors to show manufacturing processes and similar matters may be used as a liaison between AASA and the Exhibitor. If you have any questions about your exhibit booth, you encourage you to contact Smith/ Baltic directly at 312-673-5617 or LMWalker@smithbaltic.com. If you have any questions about your exhibit booth, you encourage you to contact Smith/Buckinl at 312-673-5617 or LMWalker@smithbaltic.com.
School of the Future Application

School of the Future’s Mission
The School of the Future strives to provide the superintendents with a futuristic approach to education in all aspects; Methodology & Curriculum, Technology, Food & Beverage, and Materials & Furniture. The School of the Future encourages out-of-the-box, new ways of thinking that would allow students to reach their full potential with the products provided and showcased during the AASA National Conference on Education.

EXHIBITING COMPANY_________________________________________BOOTH NUMBER________________________

CONTACT NAME____________________________________________TITLE________________________________________

PHONE______________________________________________EMAIL______________________________

PRODUCT CATEGORY- Please select the category that best represents your product.

Materials/Furniture                   Curriculum/Methodology       Food/Beverage       Technology

RATES/PAYMENT:
☐ $500 Exhibitor Product Display
☐ $1,000 Exhibitor Presentation
☐ $1,200 Exhibitor Product/Presentation

Please provide a detailed description of the futuristic product you wish to showcase and send an image if possible:__________________________

__________________________________________________________________________

__________________________________________________________________________

__________________________________________________________________________

__________________________________________________________________________

__________________________________________________________________________

Keeping in mind the mission of the School of the Future, please describe your product size and dimensions. Could you ship to show site? What would be the number of items you would ship?:__________________________

__________________________________________________________________________

__________________________________________________________________________

__________________________________________________________________________

__________________________________________________________________________

Is this a new product or something you are already selling? If you are already selling, how long has the product been on the market?:__________________________

__________________________________________________________________________

__________________________________________________________________________

__________________________________________________________________________

__________________________________________________________________________

What school districts use your product? Would a superintendent be willing to speak on your behalf?:__________________________

__________________________________________________________________________

__________________________________________________________________________

__________________________________________________________________________

__________________________________________________________________________

Return this form by Friday, October 4, 2019 to:
Lauren Miller, Exhibits Liaison