Dear NCE Exhibitor,

Thank you for your support of the 2020 AASA National Conference on Education. This event will be held February 13 -15 at the San Diego Convention Center in San Diego, CA. We are excited to have you with us! In preparation for the show, please review the following notes and reminders.

**Exhibitor Move-in**
Wednesday, February 12: 8:00am – 5:00pm

**AASA National Conference on Education Marketplace Hours**
**Thursday, February 13:** 7:45am – 4:00pm
Dedicated Hours: 7:45am – 9:00am
11:30am – 12:45pm
1:45pm – 3:00pm

**Friday, February 14:** 11:00am – 2:30pm
Dedicated Hours: 12:15pm – 12:45pm
1:45pm – 2:15pm

**Exhibitor Move-out**
Friday, February 14: 2:30pm – 6:00pm*

*All freight must be removed from the exhibit floor by 6:00pm. Any remaining freight will be removed at the exhibitor’s expense. To ensure all exhibitor materials are removed from the exhibit facility by the Exhibitor Move-Out deadline, please have all carriers check-in by Friday, February 14, 2020 by 5:00pm.

**Exhibitor Webinar**
Mark your calendars! AASA will be hosting an exhibitor webinar on Wednesday, January 22 at 1:00pm CST to provide information to assist with your onsite experience. This is a webinar you will not want to miss! Please keep watch for a calendar invite soon with information to join the webinar.

**Exhibitor Services Manual**
You can access the Exhibitor Services Manual by clicking here.

This important document contains deadlines and details relative to your participation in February. You may order carpet, electrical and more through the Exhibitor Services Manual. Note the exhibit hall is not
carpeted and exhibitors are required to have flooring for their booth. If you do not have carpet in your booth by 3:00pm on Wednesday, February 12, AASA will force carpet at the exhibitor’s expense. Please email lmiller@smithbucklin.com if you are planning to bring your own flooring. Carpeting must cover your entire booth floor. The aisles will have tuxedo colored carpeting. If you have not been on the Freeman website before, you will need to create an account with a User ID and Password. If you have already completed this step and you are not able to log in, please call Freeman at 888.508.5054 or email FreemanAnaheimES@freemanco.com.

The Freeman discount price deadline of January 22, 2020 at 11:59pm PST is quickly approaching. Make sure to place any orders through Freeman by this date in order to get the best pricing available. Remember to include your company name and booth number when completing the forms in the manual.

**Booth Catering**
Attached is the San Diego food and beverage policy. Exhibitors are required to have written approval from the San Diego Convention Center Food & Beverage department if you are planning to bring in and distribute food or beverage. Please reach out to Mary Forney at mary.forney@visitsandiego.com with any questions.

**Registration**
Be sure to register your booth staff! Login credentials have been sent to the primary contact by CMR. Each 10’ x 10’ booth space is allotted (5) complimentary Exhibit Hall Only badges. Any Exhibit Hall Only badges needed beyond your company’s allotment may be purchased for $80 each. Each exhibitor will also receive (1) complimentary Full Conference badge to distribute to a staff member, allowing them to attend education sessions and network with attendees outside of the exhibit hall. The Full Conference Badge also has access to the Welcome Reception on Thursday, February 13 from 6:30pm – 7:30pm.

If you are in need of assistance with the registration process, you can contact the AASA Exhibitor Registration Team via email or toll free at: 866.226.4939 or +1.415.268.2097.

**Booth Space Payment**
Please let us know if you have not yet received your booth confirmation and invoice. Booth invoices are now due in full.

**Exhibit Hall Floor Plan**
You may view the current floor plan online here.

**Housing is Open**
Click here to view the list of hotels with AASA housing blocks and to make your hotel reservation.

**Beware of Scams:** As an exhibitor at the AASA National Conference on Education, you may be contacted by phone or email by outside housing pirates to secure hotel reservations for NCE. These companies are not affiliated or working in partnership with AASA (even though they may claim as such), and
reservations made through these companies for our conference cannot be guaranteed. AASA has contracted with CMR, Convention Management Resources, and they are the only company that can guarantee your reservation.

**Exhibitor Marketing Tool Kit**
Promote your presence at the show! You can access the exhibitor tool kit by clicking here. This tool kit includes the official exhibitor logo, web banner ads, and much more.

**AASA Advertising**
Did you know that according to CEIR (Center for Exhibition Industry Research) Pre-Show advertising can help increase booth traffic up to 104%? What are you doing for your pre, onsite, and post show advertising? We have onsite Program Book addendum ads, Conference Daily Online E-Newsletter, EBLAST advertising and School Administrator magazine advertising. Contact Kathy Sveen at ksveen@smithbucklin.com to learn more and secure quickly before they sell out!

**Exhibitor Cancellation Policy**
As stated in the 2020 Exhibitor Rules and Regulations, cancellations must be made in writing (email is accepted). Any exhibitor cancelling booth space on or before 5 p.m. EST, August 16, 2019, will receive a refund of 50% of the total rental cost for each booth requested. Any company cancelling August 17, 2019, or later forfeits the entire booth rental fee.

Additional exhibitor resources can be found under the ‘Already Exhibiting’ section of the AASA 2020 NCE website located here. As always, please do not hesitate to contact us if you need anything prior to the show. Thank you for your support of AASA!

We look forward to seeing you in San Diego, CA next month!

Thank you,

**Lauren Miller**
Exhibits Liaison

**Catherine Perkins**
Exhibits Manager

**Kathy Sveen**
Sales Manager