SOCIAL EMOTIONAL LEARNING
FOCUSBING ON THE TOTAL CHILD

FEBRUARY 18–20, 2021
Ernest N. Morial Convention Center, New Orleans
AASA.ORG/NCE

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.
HOW CAN YOU CONTRIBUTE TO EFFECTIVE SCHOOL LEADERSHIP?

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
- **65%** are superintendents or assistant superintendents — qualified, district-wide decision-makers
- **54%** of attendees spend 2+ hours visiting the Exhibit Hall
- **60%** of attendees are more likely to purchase products/services from NCE exhibitors
- **43%** of attendees say their primary objective for visiting the Exhibit Hall is to discover products, services or suppliers they were not aware of

Your **ONLY** destination to meet face-to-face with school superintendents from all 50 states.
MEET THE BUYERS WHO MATTER

YEARS OF EXPERIENCE
- 1–5: 3% (56)
- 6–10: 3% (65)
- 11–15: 8% (171)
- 16–20: 16% (352)
- 21+: 71% (1,572)

ANNUAL BUDGET FOR EDUCATION PROJECTS
- More than $5M: 34% (497)
- $1M–$4M: 22% (324)
- $500K–$999K: 19% (286)
- Under $499K: 25% (360)

DISTRICTS WITH UNIQUE NEEDS
- Urban: 22%
- Rural/Small School: 37%
- Suburban: 40%
EXHIBIT HALL HOURS

THURSDAY, FEBRUARY 18, 2021
7:45 – 9am ................................................................. NCE Exhibit Hall Coffee Break
7:45am – 4pm ............................................................... NCE Exhibit Hall Hours
1:45 – 3pm ................................................................. Snacks in the NCE Exhibit Hall

FRIDAY, FEBRUARY 19, 2021
11am – 2:30pm ............................................................ NCE Exhibit Hall Hours
12:15 – 12:45pm ........................................................... Lunch Break
1:45 – 2:15pm ............................................................. Snacks in the NCE Exhibit Hall

The NCE Exhibit Hall is just ONE opportunity for you to meet with decision-makers.

TRAFFIC-BUILDING FEATURES FOR NCE

- School of the Future
- Knowledge Exchange Theater
- Social Media Lounge
- Coffee Breaks
- Snack Breaks
- AASA Internet Stations
- Roundtable Presentation Area
- 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.
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.

▶ SCHOOL OF THE FUTURE
The School of the Future encourages out-of-the-box, new ways of thinking that allow students to reach their full potential with the products provided and showcased during the conference. It strives to provide superintendents with a futuristic approach to all aspects of education: Methodology & Curriculum, Technology, Food & Beverage and Materials & Furniture.
To apply for the School of the Future, fill out an application or contact Kathy Sveen at ksveen@smithbucklin.com.

▶ NCE ADVERTISING
NCE Advertising (Onsite Guide, EBLAST, Conference Daily) will help set your company and brand ahead of the competition. Make sure you are on our attendees’ “must-see” list by blending these opportunities into your marketing mix!
Contact Kathy Sveen at ksveen@smithbucklin.com.

▶ WEBINARS
With best practices for a successful exhibit experience, learn more about what superintendents need from you.

▶ HIGH-LEVEL PROGRAMMING
Within the Exhibit Hall, the Knowledge Exchange Theater is a big traffic driver, keeping attendees near your exhibit and enabling you to find interested customers. For a complete schedule of theater presentations, visit aasa.org/nce.

▶ FREE MARKETING TOOLS
Share your story and invite your customers — we’ll give you tips and tricks to spread the word to your customers.
Available September 2020 for NCE exhibitors at nce.aasa.org/marketing-toolkit-for-nce-exhibitors.

WANT TO EXPAND YOUR PRODUCT DISPLAY CAPABILITIES IN 2021? Email Kathy Sveen, ksveen@smithbucklin.com, to learn more!

Show sponsorships and show advertising increase booth traffic up to 104%.*
*Center for Exhibition Industry Research

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
▶ Sponsorships to make an impact
▶ NCE advertising opportunities are available. Contact Kathy Sveen, ksveen@smithbucklin.com.
▶ Secured exhibitors can review their Exhibits Service Manual for third-party list rental opportunities. Note: AASA does NOT sell our exhibitor list OR attendee list. ONLY use approved companies within your service manual for attendee list rentals.

ADVERTISING SALES
(NCE and School Administrator magazine)
Kathy Sveen
VP Sales, AASA
ksveen@smithbucklin.com
312.673.5635

SPONSORSHIPS
Heidi Schmidt
Director, Corporate & Strategic Alliances
hschmidt@aasa.org
703.635.4089
**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 exhibit passes per 100 square feet of space (or each 10’ x 10’ booth rented)
- One (1) complimentary full conference registration per company** (NEW for 2021, because you asked! The (1) Full Conference Registration Badge will be for your company and can be shared with your team members so everyone can take advantage of additional networking!)
- Company identification sign
- 24-hour perimeter security
- Listing in the 2021 Conference Program or Addendum*
  (Exhibitor is responsible for ensuring information is accurate and current. Exhibitor must email updates to the AASA 2021 NCE Event Services Coordinator listed on this website and confirm information was received by AASA. All update requests are still subject to production deadlines and may be unable to be updated in the Conference Program or Addendum.)
- 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.

**Exhibit Package Does Not Include:**

- Mandatory carpet or floor covering (Required — no exceptions! Flooring can be rented from Freeman or exhibitor can provide their own. If no carpet is placed onsite, per the Exhibitor Services Manual and Rules and Regulations, AASA NCE will force carpet. Freeman will place and exhibitor will be invoiced accordingly.)
- Mailing list
- Lead retrieval/badge scanners
- Tables, chairs or other furnishings
- Electricity
- Internet or phone connection
- Any other exhibit-related items that are not listed in “Exhibit Costs Include”

**Registration Questions:**

- AASA Registration
  425 California Street, Suite 810
  San Francisco, CA 94104
  aasareg@cmrus.com
  866.226.4939 or 415.268.2097
  9am – 5pm EST

**Freeman Transportation Inquiries:**

- exhibit.transportation@freeman.com
  800.995.3570

**Freeman Customer Support General Inquiries:**

- freemanneworleanses@freeman.com
  Please contact Exhibitor Services at 504.731.6137 for further assistance.

*Subject to exhibit information submission date.

**Full Conference Company badge can only be used by one person per company at a time.

**Our exhibitor manual will be available on our website [nce.aasa.org/already-exhibiting] around October 2020. If you need information on the cost of specific rental items in order to budget and secure your exhibit space, please contact customersupport@freeman.com.**
1. COMPANY INFORMATION:
(as it will appear on floor plan and in all show materials)

<table>
<thead>
<tr>
<th>Company/Organization Name (as it will appear in printed materials)</th>
<th>Exhibits Contact Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company Address</td>
<td>Title</td>
</tr>
<tr>
<td>City State Zip</td>
<td>Contact Email</td>
</tr>
<tr>
<td>Company Web Address</td>
<td>Contact Phone Contact Mobile</td>
</tr>
<tr>
<td>Company Description (25 words or less)</td>
<td>Company Main Telephone #</td>
</tr>
</tbody>
</table>

2. BOOTH SELECTION:

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

<table>
<thead>
<tr>
<th>1st Choice:</th>
<th>2nd Choice:</th>
<th>3rd Choice:</th>
<th>4th Choice:</th>
<th>5th Choice:</th>
<th>Size of Booth:</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Exhibitor:</td>
<td>Check One:</td>
<td>Check if Applicable:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>I will</td>
<td>Sponsorship information requested</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>I will not be selling merchandise</td>
<td>NCE onsite advertising information requested</td>
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</tr>
</tbody>
</table>

Please do not assign near ______________________________________

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 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
- Cover Positions — email ksveen@smithbucklin.com
- Half Page — Horizontal — 4-Color Ad $1,500

*Early bird prices are subject to change

Payment Method
- Check — Make checks payable to the American Association of School Administrators — Exhibits
- 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% Deposit $ __________
- 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) 2021 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 Authorize 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
21. Violations — Exhibitor shall not use or permit any of the equipment or goods of Exhibitor to interfere with neighboring Exhibitors, and must be devoted exclusively to the Exhibit Hall floor. In case of violation of this rule, AASA, at its option, may immediately terminate the contract. Upon such termination, Exhibitor's rights and privileges shall be fully intact and manned during Exposition hours.

8. Empty Crates and Boxes — Exhibitors may not store empty crates or boxes, any packaging material, or any barnyard refuse in an area where they might obstruct the right to enforce this policy at the exhibiting company's expense. All Exhibitors may request that the official service contractor store empty crates and boxes for reuse prior to the opening of the Exposition. Empty boxes will be removed from all packing boxes before going to storage.

9. Shipments of Exhibits — All shipments by rail, motor freight, or air must be prepared and made on a strict bill of lading and cared for by the Exhibitor. No arrangement can be made by the Exhibitor for the special handling of shipments, nor can any separate charges be made. Each shipment, including those handled by the Exhibitor's transportation company, must be accompanied by a bill of lading, showing number of pieces, weight, dimensions, and contents. The Exhibitor must notify AASA in writing by January 11, 2021, and provide contractor (other than the official service contractor) unpack, erect, assemble, dismantle and pack display/

10. Placement and Care of Exhibit Space — All goods of reasonable weight and bulk will be placed in exhibit space by AASA or its appointed contractors. Exhibitor shall properly protect and maintain its exhibit space and appurtenant property. Exhibitors shall pay AASA or its designee the cost of restoring Exhibitor's space and appurtenances to the condition of initial use by the Exhibitor. reasonable wear and tear expected.

11. Floor Covering — Any booth not carpeted by 3 p.m. on Wednesday, February 17, 2021, will be done so by Freeman at the Exhibitor's expense.

12. Advertising/Access — Exhibitors earn five (5) complimentary registrations per 100 square feet of space (or each '10' x '10' box booth rented) and one (1) complimentary full conference registration per company. Additional exhibit registration requests are payable by Freeman on behalf of each. All company representatives must register upon arrival and wear AASA-issued identification badges at all times. Exhibitor registration forms are non-transferable and non-refundable. Exhibitors are required to be in attendance each day. All Exhibitors must be registered in order to have the right to the release and repossess their booth. However, the company is still responsible for paying their invoice in full as contracted. Any advertising secured for 2021 NCE will be invoiced by AASA and is non-refundable. AASA reserves the right to cancel or advertise prior to run dates as communicated on their 2021 NCE invoice. If customer fails to provide artwork/files for contracted advertising or fails to pay in full, AASA reserves the right to release their advertising to the fair and/or website as deemed appropriate. Customer is still responsible for full invoice as contracted.

3. Exhibits, Eligibility, Assignment and Resale — AASA reserves the right to determine the eligibility of any company or product for inclusion as an Exhibitor. Exhibitor understands and agrees that AASA has sole discretion on the assignment of booths and is under no obligation to assign Exhibitor any of the five booths preferred by the Exhibitor. The Exhibitor's assigned location at any time at its sole discretion if deemed in the best interests of the exhibit. AASA also reserves the right to alter the Exhibit Hall floor plan and layout at its sole discretion.

4. Moving and Removal of Exhibits — Exhibits may be moved into the hall beginning at 8 p.m. on Wednesday, February 17, 2021. No materials can be accepted in the Exhibit Hall before this time without prior written consent from AASA. All shipment by rail, motor freight or air must arrive no later than 4 p.m. on Wednesday, February 17, 2021. Displays must remain fully intact and manned during Exhibition hours. In case of attatches or other legal proceedings brought, AASA reserves the right to pursue any and all appropriate remedies and to recover all costs, expenses and damages suffered as a result of any such action.

22. Violations — Exhibitor shall refund all money paid for exhibit space in full, and also act as a liaison between AASA and the Exhibitors and contractors. They assign exhibit space and managing pre-show and onsite logistics. They also act as a liaison between AASA and the Exhibitors and contractors. In the event the Exhibitor fails to pay for exhibit space in full by May 17, 2020, prior to opening of the Convention Center at the rates listed in the Exhibitor Service Manual. All labor will be at prevailing rates. Minimum charges will be two hours.

15. Prizes Drawings and Promotions — All drawings, promotions, prizes and related activities must be pre-approved by Show Management prior to the Exposition. Prizes drawings or sweeps that require the purchase of raffle or lottery tickets are permitted. Drawings must be available to all paid AASA attendees (except major drawings under $1000 in value, a member of the personnel, and AASA staff). Registration for drawings must be done within the confines of the rented exhibit booth(s) and may not distract from other Exhibit displays. No cash prizes, automobiles or food/beverages may be awarded as prizes. Exhibitors cannot require attendees to be present to win. AASA reserves the right to request and enforce cessation of any activity as it sees fit.

16. Exclusive Sponsorship Items — “Inclusive” sponsorship items, which may be purchased only by AASA-approved corporate supporters, are as follows: AASA Official Badge Holder, AASA Official Portfolio Bag, AASA Hotel Key Cards. “No Exhibitor other than the official AASA show services may be performed at the 2021 National Conference on Education.

23. Union Labor — Exhibitors shall be bound by all contracts in effect between service contractors, the New Orleans Ernest N. Morial Convention Center and labor unions.

24. Miscellaneous — AASA shall not be liable for failure to perform its obligations or those of the Exhibitor, if prevented from doing so by any cause beyond the reasonable control of the Exhibitor, including, but not limited to, acts of war, civil or international war, riot, insurrection, war, earthquake, hurricane, civil commotion, insurrection, Act of God, labor disputes, strikes, war, shortage of or inability to obtain materials, supplies or utilities, or any law or government action that becomes effective after the terms of this contract. In any contract, if the Exhibitor 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 the 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 reason beyond the control of AASA, space rental fees or deposits already paid will be returned to Exhibitors on a pro rata basis after all related show expenses incurred by AASA through the date of cancellation have been paid. In addition, AASA shall not be obligated to pay any other charges. However, Exhibitors will not be reimbursed if the Exhibition is canceled, postponed, curtailed or abandoned due to an act of war, insurrection, riot, strike, civil commotion, and/or terrorism.

26. Amendment to Terms and Conditions — Any and all matters or questions not specifically covered by the terms and conditions contained herein shall be subject to the sole discretion of AASA. AASA may, in its sole discretion, change, alter, or add to any of the terms and conditions, with or without notice. Any such changes shall be binding on Exhibitor equally with the other terms and conditions contained herein.

27. Official Show Management — Management of the Exhibition will be handled by Freeman at its own expense. Freeman will assign exhibit space and managing pre-show and onsite logistics. They shall not be liable for loss or damage of any article of equipment or property of Exhibitor that may suffer during installation or removal or during the exhibit itself, by reason of fire, theft, flood, acts of God, earthquake, hurricane, civil commotion, insurrection, Act of God, labor disputes, strikes, war, shortage of or inability to obtain materials, supplies or utilities, or any law or government action that becomes effective after the terms of this contract.

20. Protection of Facilities and the Public — Exhibitor shall not use the exhibit facilities or permit them to be used by any employee, patron, contractor, independent contractor or (b) employer’s liability insurance with limits not less than $1,000,000 each accident; and (c) comprehensive general liability insurance with limits not less than $1,000,000 each occurrence (combination single limit) for bodily injury and property damage. The Exhibitor shall carry, and shall maintain in force, insurance policies that arises or may arise in its favor against any one or more of the indemnities for any and all losses of damage covered by valid and collectible insurance. Exhibitor never precludes the assignment of any claim by subrogation or otherwise.

19. Protection of Facilities and the Public — Exhibitor shall not use the exhibit facilities or permit them to be used by any employee, patron, contractor, independent contractor or (a) workers’ compensation insurance; (b) employer’s liability insurance with limits not less than $1,000,000 each accident; and (c) comprehensive general liability insurance with limits not less than $1,000,000 each occurrence (combination single limit) for bodily injury and property damage. The Exhibitor shall carry, and shall maintain in force, insurance policies that arise or may arise in its favor against any one or more of the indemnities for any and all losses of damage covered by valid and collectible insurance. Exhibitor never precludes the assignment of any claim by subrogation or otherwise.
# 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 allow students to reach their full potential with the products provided and showcased during the AASA National Conference on Education.

<table>
<thead>
<tr>
<th>Exhibiting Company</th>
<th>Booth Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contact Name</td>
<td></td>
</tr>
<tr>
<td>Title</td>
<td></td>
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<tr>
<td>Phone</td>
<td></td>
</tr>
<tr>
<td>Email</td>
<td></td>
</tr>
</tbody>
</table>

### Product Category — Please select the category that best represents your product.

- [ ] Methodology & Curriculum
- [ ] Technology
- [ ] Food & Beverage
- [ ] Materials & Furniture

### Rates/Repayment

- [ ] $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 the 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?

________________________________________________________________________

________________________________________________________________________

Space is limited! Email your application early! Return form to ksveen@smithbucklin.com.
“This is the most important gathering of school district leaders in the U.S. and Canada.”

“You have to be there to see current superintendents and meet prospective customers!”

“All the right decision-makers are here. And they listen to your story and ask great questions.”

AASA, for our 2020 NCE, enjoyed record attendance and exhibitors — our largest event in 10 years!