FOCUSING ON THE SOCIALEMOTIONAL LEARNING

EXHIBITOR PROSPECTUS

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.

Presented by

AASA
THE SCHOOL SUPERINTENDENTS ASSOCIATION
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

<table>
<thead>
<tr>
<th>Years</th>
<th>Percentage</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>1–5</td>
<td>3%</td>
<td>56</td>
</tr>
<tr>
<td>6–10</td>
<td>3%</td>
<td>65</td>
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<tr>
<td>11–15</td>
<td>8%</td>
<td>171</td>
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<tr>
<td>16–20</td>
<td>16%</td>
<td>352</td>
</tr>
<tr>
<td>21+</td>
<td>71%</td>
<td>1,572</td>
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</tbody>
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#### 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

- Suburban: 40%
- Rural/Small School: 37%
- Urban: 22%
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.
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.

► 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.

► 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.

► 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.

► 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 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
► 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.

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

*Center for Exhibition Industry Research

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*
- 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”

EXHIBIT PACKAGE DOES NOT INCLUDE:

- 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.

SEE WEBSITE FOR MORE INFORMATION NCE.AASA.ORG.

*Subject to exhibit information submission date.
**Full Conference Company badge can only be used by one person per company at a time.
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 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 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
*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% 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 ___________________________ 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

FOR AASA USE ONLY
Date Received ___________________________
Booth(s) Assigned ___________________________
Booth Size/Dimensions ___________________________
Total Booth Cost $ ___________________________
Deposit Amount $ ___________________________
Balance Due $ ___________________________

Priority Point System: A point system is employed. An Exhibitor accrues one point for each 100 square feet of exhibit space occupied during the last five years. Exhibitors also accrue one point for each year of participation, without limit.
1. Payment Policy — Upon receipt of your signed contract for 2021 NCE, AASA will rent exhibit space for you based on availability at time of signing. You are responsible for at least 50% of your contract total and invoice at that time. Prior to May 17, 2020, all Exhibit Contracts require a fifty percent (50%) payment of the total booth rental fee for the space requested upon invoice. Company is responsible for payment per payment policy outlined in this contract. Should Exhibitor fail to pay for exhibit space in full by May 17, 2020, unless prior arrangements are made and approved by AASA in advance of this date, AASA shall have the right to retain the Exhibitor’s deposit and resell, use or otherwise dispose of the Exhibitor’s space in any manner deemed appropriate by AASA. Customer is still responsible for full invoice total as contracted. For exhibit space contracted after May 17, 2020, Exhibitor will be responsible for full payment on invoice — unless prior arrangements are made and approved by AASA. No exceptions. Cancellation, for any reason, does not release Exhibitor from their contract total and invoice. Failure to make payment will be considered a cancellation by the Exhibitor and shall entitle AASA to recover liquidated damages as provided in Cancellations/Refunds below. No goods shall be brought into the New Orleans Ernest N. Morial Convention Center until all bills accumulating against Exhibitor are fully paid.

2. Cancellations/Refunds — Cancellations must be made in writing via email to Tradeshow Coordinator, Kelsey Kwasniak at kkwasniak@smithbucklin.com. Requests for cancellation cannot be taken over the phone. If Exhibitor is paid in full and cancels their booth space in writing on or before 5 p.m. EST, May 17, 2020, they will receive a refund less 50% of the total rental cost for each booth requested. Any company canceling May 17, 2020 or later forfeits the entire booth rental fee (no exceptions). Should an Exhibitor cancel a portion of their space after May 17, 2020, Exhibitor is responsible for, and AASA retains, 100% of their original booth fee on the cancelled partial space as a cancellation fee.

Cancellations are effective as of the date of receipt. If a company does not occupy and exhibit in the designated space at the opening of the Exposition, and has not given AASA the required written notice of cancellation, AASA shall have the right to use the exhibit space in such a manner as it may deem in the Exposition’s best interest. Failure to occupy exhibit space does not relieve the Exhibitor from their obligation to pay the full booth rental fee. Any exhibiting company canceling with a balance due is responsible for paying the remainder in full immediately by credit card using the link provided in their invoice. If Exhibitor signs contract and fails to make their deposit AASA reserves the right to release and resell the booth, however, company is still responsible for paying their invoice in full as contracted. Any advertising secured for 2021 NCE shall be invoiced by AASA and is non-cancellable by customer. Customer will pay full amount of advertising 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 inventory and resell as deemed appropriate. Customer is still responsible for full invoice as contracted.

3. Exhibits, Eligibility, Assignment and Relocation — 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. AASA reserves the right to alter Exhibitor’s assigned location 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 at any time.

4. Moving and Removal of Exhibits — Exhibits may be moved into the hall beginning at 8 a.m. on Wednesday, February 17, 2021. No materials can be accepted in the Exhibit Hall before this time without prior approval by AASA. Exhibits must be set up by 6 p.m. on Wednesday, February 17, 2021. Displays must remain fully intact and manned during Exposition hours. In case of attachments or other legal proceedings brought, AASA reserves the right to take charge of exhibits.

5. Subletting Space — No Exhibitor shall assign, sublet or apportion the whole or any part of the space allotted to him, or them, or exhibit therein, any other goods, apparatus, etc., than those manufactured or sold by the Exhibitor in the regular course of business. Sub-divisions and subsidiary organizations that share space with a parent company will not be recognized as an Exhibitor.

6. Exhibit Services and Exhibitor-Appointed Contractors — As a convenience to Exhibitors, AASA has selected certain firms as official contractors for the 2021 Exposition, with labor and equipment to be provided at prevailing rates and terms. The official service contractor for AASA’s National Conference on Education is Freeman. AASA assumes no liability or responsibility whatsoever related to the performance or non-performance by such firms or firms. Exhibitors who plan to have an Exhibitor Contractor (other than the official service contractor) unpack, erect, assemble, dismantle and pack display/equipment must abide by the following regulations: The Exhibitor shall notify AASA in writing by January 11, 2021, and provide the name of the contractor, address and the supervisor who will be in attendance. Failure to make such notification will result in refusal of admission to Exhibitor-Appointed Contractors.

7. Displays — Exhibitors must adhere to IAEE guidelines for all displays/exhibits. Exhibitor displays that do not meet IAEE guidelines must be approved by Show Management prior to the Conference. Exhibitors who assemble a display that does not meet IAEE guidelines or obstructs sight to other Exhibitor booths will have their booths moved, rearranged or dismantled at the Exhibitor’s expense.

8. Empty Crates and Boxes — Exhibitors may not store containers, crates or boxes in their booths. AASA has 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. Excelsior and paper 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 prepaid and made on a straight bill of lading and carefully prepared to show number of pieces, weight classifications, carrier, routing to show, delivering carrier, etc. A copy of bills of lading and notice of shipment should be mailed to the official service contractor at the address listed in the Exhibitor Service Manual. Shipments made in Exhibitor’s own truck or not covered by bills of lading must be accompanied by a delivery ticket showing number of pieces, weights, etc. All shipments must be prepaid. Shipments consigned to the official service contractor will be received, handled, sorted and delivered to the Convention Center docks at the rates listed in the Exhibitor Service Manual. All labor will be at prevailing rates. Minimum charges will be listed in the Exhibitor Service Manual.

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 — All Exhibitors must carpet/cover the floors of their entire booth area. 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. 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. Additional exhibit registrations may be purchased for $80.00 each. All company representatives must register upon arrival and wear AASA-furnished identification badges at all times. Exhibitor registrations are non-transferable and non-refundable. Exhibitors and distributors will be allowed to enter the Exhibit Hall ONE HOUR before the Exposition opens each day. Please note that for security of the Exhibit Hall, there are no exceptions to this policy.

13. Conflicting Meetings and Social Activities — In the interest of the success of the entire convention, Exhibitor agrees not to extend invitations to meetings, receptions or other social events, or otherwise encourage attendee absence from the convention or Exhibit Hall, during official show hours. Exhibitors must obtain approval from Show Management for all activities planned during the course of the convention. AASA reserves the right to request and enforce cessation of any non-approved activity as it sees fit.

14. Food and Beverage — Any food and beverages larger than 2 oz. sample size may only be distributed in the Exhibit Hall with prior approval by Show Management. If approved, all food and beverages must be ordered from the official caterer designated by the convention facility.

15. Prize Drawings and Promotions — All drawings, promotions, prizes and related activities must be pre-approved by Show Management prior to the Conference and Exposition. No drawings or sweepstakes that require the purchase of raffle or lottery tickets are permitted. Drawings must be available to all paid AASA attendees (except persons under 18 years of age, Exhibitors and exhibit 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 Exhibitor displays. No cash prizes, automobiles...
21. Audiovisual Equipment — Audiovisual equipment that will enable Exhibitors to show manufacturing processes and similar matters may be used providing the users adhere strictly to the following provisions: The machines must be self-contained, fireproof, acceptable to the New Orleans Ernest N. Morial Convention Center Fire Management Plan, and safe in every detail; the sound must be kept at a volume not to exceed that of normal conversations, 80 decibels; it must not interfere with neighboring Exhibitors, and must be devoted exclusively to the business of the Exhibitor; the operator must be in the space, not in the aisle; the film and/or tape must be approved by the New Orleans Ernest N. Morial Convention Center Fire Management Plan.

22. Violations — If Exhibitor defaults in the performance of any term of this contract (inclusive of payment of fees, maintenance of insurance, and compliance with any and all rules and requirements concerning the use of the exhibit facilities), AASA, at its option, may immediately terminate this contract. Upon such termination, Exhibitor’s rights and privileges under this contract shall terminate, and AASA shall have the right to take possession of the space occupied by the Exhibitor and to remove all persons and goods, without any liability whatsoever to the Exhibitor. In addition, AASA shall be entitled to recover any and all damages caused, in whole or in part, by such default, including liquidated damages. AASA shall be entitled to pursue any and all appropriate remedies and to recover attorney’s fees and costs. To secure performance of Exhibitor’s obligations under this contract, Exhibitor 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 service contractors, the New Orleans Ernest N. Morial Convention Center and labor organizations.

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 its reasonable control, inclusive of fire, flood, riot, 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 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 the entire understanding of the parties, and there are no representatives, warranties or undertaking other than those expressly set forth herein.

25. Cancellation of Show — If for any reason beyond AASA’s control AASA determines that The National Conference on Education must be cancelled, shortened, delayed, dates changed, or otherwise altered or changed (including but not limited to switching to a virtual experience instead of an in-person event), space rental fees or deposits already paid will be returned to Exhibitors on a priority basis after all related show expenses incurred by AASA through the date of cancellation have been met plus an administrative fee and overhead charges. Exhibitor understands that it may lose all monies it has paid to AASA for space in the Show, as well as other costs and expenses it has incurred, including travel to the Show, set up, lodging, decorator freight, employee wages, etc.

Exhibitor, as a condition of being permitted by AASA to be an Exhibitor in the Show, agrees to indemnify, defend and hold harmless AASA, its directors, officers employees, agents and subcontractors from any and all loss that Exhibitor may suffer as a result of Show cancellation, duration, delay or other alterations or changes caused in whole, or in part, by any reason outside AASA’s control. The terms of this provision shall survive the termination or expiration of this Contract.

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, make reasonable changes, amendments or additions to these terms and conditions. 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 orchestrated by SmithBucklin Corporation. They are responsible for assigning exhibit space and managing pre-show and onsite logistics. They also act as a liaison between AASA and the Exhibitors and contractors. If you have any questions about your exhibit booth, we encourage you to contact SmithBucklin directly at 312.673.5387 or Kkwasi@smithbucklin.com.

28. Music — Music at any function held in conjunction with this show is subject to acceptable 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.
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.

Exhibiting Company
Booth Number

Contact Name

Title

Phone

Email

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.”

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

“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.”