

Subject: AASA Exhibitor Newsletter #2 – Company Description & Exhibitor Service Kit



Dear NCE Exhibitor,

Thank you for your support of the 2025 AASA National Conference on Education. This event will be held March 6-8 at the Ernest N. Morial Convention Center in New Orleans, LA. In preparation for the show, please review the following notes and reminders.

Company Description for Printed Program & Mobile App

Please submit your company description via [this link](#) to ensure your company information is listed in our 2025 NCE printed program. Submissions must be received by **Friday, December 20, 2024** to ensure they are able to meet print deadlines. If we do not receive a submission by the date noted above, we will utilize your current company contact information to print in the program.

Exhibitor Services Manual

The Exhibitor Services Manual is now live! **You can access the manual by clicking [here](#).**

If you are experiencing an error when trying to access the above service kit link, please refresh your web browser and you should be able to access Freeman's site to place any orders.

This important document contains deadlines and details relative to your participation in March. 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**. 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 ExhibitorSupport@freemanco.com.

The Freeman **early bird pricing deadline is February 5, 2025**. 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.

Housing is Open

Click [here](#) to view the list of hotels with AASA housing blocks. Click [here](#) to arrange your hotel needs.

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.

Registration now LIVE

Make sure to register your booth staff! Log-in credentials have been sent to the primary contact by our registration partner, CMR. Each 10' x 10' booth space is allotted (5) complimentary Exhibit Hall Badges and (1) Full Conference Registration Badge. Any Exhibit Hall 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!

Note - if you are an AASA NCE Partner, you will receive different allotments than what is listed above. These have been confirmed directly with your team and will be noted in the details sent directly to your email from our Registration & Housing Provider, CMR.

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 contact Accounts Receivable Manager, Yesy Garcia ygarcia@smithbucklin.com 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](#).

Exhibitor Marketing Tool Kit

You can access the exhibitor marketing tool kit by clicking [here](#). This tool kit includes the official exhibitor logo, web banner ads, and much more!

Exhibitor Cancellation Policy

As stated in the 2025 Exhibitor Rules and Regulations, cancellations must be made in writing (email is accepted). Any company cancelling after June 7, 2024, or later forfeits the entire booth rental fee.

Exhibitor Resources

Additional exhibitor resources can be found under the 'Already Exhibiting' section of the AASA 2025 NCE website located [here](#).

Advertising and Sponsorship

Don't forget to review our AASA 2025 NCE Advertising/Sponsorship [prospectus](#)! Reach out directly to Kathy Sveen ksveen@smithbucklin.com.

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 New Orleans, LA!

Thank you,
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