



NATIONAL CONFERENCE ON  
EDUCATION

Presented by: **AASA**  
THE SCHOOL SUPERINTENDENTS ASSOCIATION

# FUTURE DRIVEN LEADERSHIP

**MARCH 6-8 — 2025**  
NEW ORLEANS, LA

# **AASA NCE 2025 Exhibitor Pre-Show Webinar**

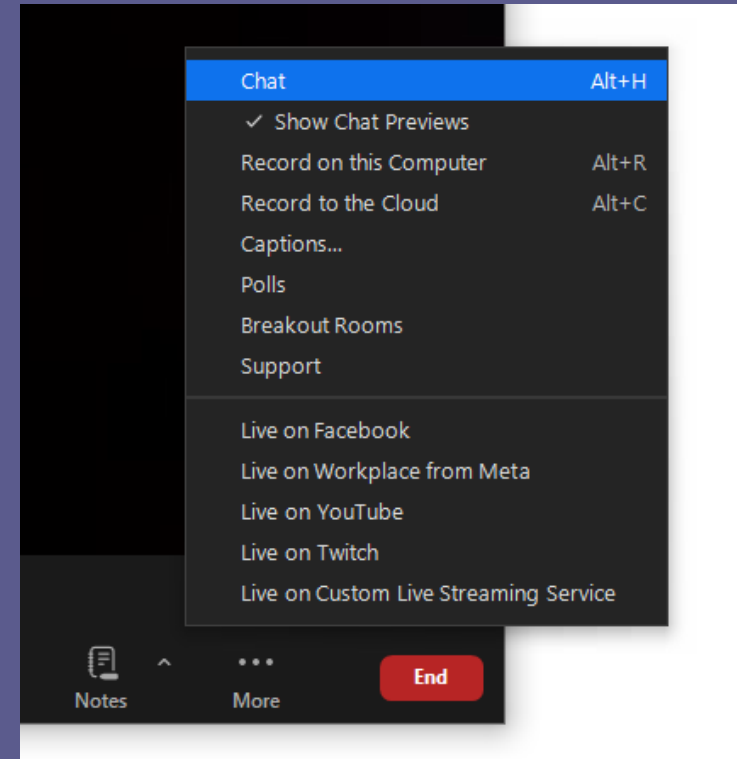
February 20, 2025

Presented by Emma Barrington and Kelsey Kwasniak



# Webinar Housekeeping Tips

- Reminder: All attendees can see our team as hosts but we cannot see you.
- To ask a question, please type these in the chat. We will have Q&A at the end of the webinar.
- This webinar is being recorded and will be posted on the [NCE.AASA.org](https://www.nce.aasa.org) website.



# Agenda

- Dates & Location
- Registration
- Hotel Information
- Schedule Highlights
- Event Highlights on the Exhibit Hall Floor
- School of the Future Theatre
- Exhibitor Lounge
- Shipping Details
- Booth Inclusions/Exclusions
- Placing Orders with Freeman
- WiFi Onsite & Mobile App
- Attendee List
- Lead Retrieval
- Marketing Toolkit
- 2026 Booth Sales
- How to Appeal to the NCE Attendee Audience

# Dates & Location

- **NCE 2025**
  - March 6-8
  - Ernest N. Morial Convention Center
  - 900 Convention Center Blvd, New Orleans, LA 70130
  - Exhibit Hall E





# Registration

- Five (5) complimentary exhibit using hall only registrations per 100 square feet of space (or each 10' x 10' booth rented)
- One (1) complimentary full conference registration per company
- Please ensure your team is registered the instructions provided to your primary contact via email.
- If you need instructions re-sent, please email [aasasupport@cmrus.com](mailto:aasasupport@cmrus.com)
- We highly recommend confirming registration ahead of time to prevent long wait times at the registration desk.
- The registration desk will be located outside Hall E Foyer

*\*Note: NCE Partners have be contacted directly for registration information.*



# Attendee Registration Update

- To date we have 3,000 paid attendee registrations
- This is inline with where NCE was tracking for our 2024 event.
- To date we have 325 confirmed exhibitors
- Our 2025 Show Floor is SOLD OUT!



# Housing Information

- AASA Housing is closed. To change or cancel your reservation, please contact the [hotels](#) directly. Still need a hotel? If you are planning on attending the conference and have not secured a hotel reservation, search for hotel availability via our trusted partner [aRes Travel](#). You can Book Online or Call 1-800-632-1687 for Live Assistance.

*aRes Travel is a third-party travel planner and not an official ACR housing provider. Rates, deposits, and cancellation policies may vary and are the responsibility of the guest. Questions on hotel policies or payments made on aRes website should be directed to the aRes Reservation Center or to the hotel directly.*





# Schedule Highlights

- **Exhibitor Move In**

Wednesday, March 5, 2025 – 8:00AM-5:00PM

*\*all exhibits must be set up by 5:00PM Wednesday, March 5*

- **Exhibit Hall Hours**

Thursday, March 6, 2025 – 7:30AM-3:15PM

Friday, March 7, 2025 – 11:00AM-2:30PM

- **Exhibitor Move Out**

Friday, March 7, 2025 – 2:30PM-6:00PM

*\*all exhibits must be moved out by 6:00PM Friday, March 7*



# Event Highlights on the Exhibit Hall Floor

- Social Media Lounge – (Booth 425)
  - Sessions, training and interactions with education leaders who leading the way on social media.
- Roundtable Sessions – (Booth 773)
  - Interactive (1) hour sessions for hands on conversations on key topics for superintendents
- Health & Wellness Center – (Booth 461)
  - Relax & Re-Charge by visiting the dog petting lounge, electric bike smoothies, chair yoga or enjoy snacks & refreshments
- Knowledge Exchange Theatre – (Booth 173)
  - Sessions featured on the floor for critical topics in the public education field.
- School Safety & Security Lab – (Booth 137)
  - Returning again this year! Stop by to learn more about safety & security in schools.



# School of the Future Theatre

- Located in Booth #745
- Learn about out-of-the-box products and services offered by exhibiting companies.
- Schedule can be found on the NCE Mobile App and in the Conference Program
- There will also be pre-recorded School of the Future videos available on [nce.aasa.org](http://nce.aasa.org)
- If you're presenting a School of the Future session, please ensure to arrive 10 minutes before your session to prepare.



# Exhibitor Lounge

- Stop by Booth 679 (back of Exhibit Hall E) to relax & re-charge with snacks and refreshments for all exhibit booth staff.
- Lounge will be open during show hours on Thursday, March 6 and Friday, March 7.

Sponsored by  **ClassLink**



# Shipping Details – Advanced Warehouse

- Our Advance Warehouse Shipping deadline is **February 26**. Note the **Advanced Warehouse address below**. All advanced shipments will be dropped in your booth before move in begins on **Wednesday, March 6 at 8:00AM**.

**Exhibiting Company Name / Booth Number**

**2025 AASA National Conference on Education**

**C/O Freeman**

**905 Sams Ave**

**New Orleans, LA 70123**

**USA**



# Shipping Details – Direct to Show Site

- Last minute shipments to the show site should not arrive to the convention center prior to **8:00am on Wednesday, March 5**. Any shipments arriving before this date may be refused by the facility. Any charges incurred for early freight accepted by the facility are the responsibility of the Exhibitor.

**Exhibiting Company Name / Booth Number**  
**2025 AASA National Conference on Education**  
**Ernest N Morial Convention Center**  
**C/O Freeman**  
**900 Convention Center Blvd**  
**New Orleans, LA 70130**  
**USA**





# What's Included in My Booth?

- Pipe and drape to outline your booth
  - Island booths will not have any pipe/drape as you will be open on all 4 sides
- 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- can now be shared with your full team onsite so everyone can take advantage of additional networking!
- Company identification sign
- 24-hour perimeter security
- Listing in the Conference Program (Exhibitor is responsible for ensuring information is accurate and current. All update requests are subject to production deadlines and may not be able to be updated in the Conference Program).
- AASA will email exhibitor list to attendees pre-show and again post-show to help with awareness.



# What's NOT Included in My Booth?

- Mandatory carpet or floor covering (Required — no exceptions!)
  - Flooring can be ordered via Freeman's Service Kit website or you may bring your own flooring (as long as it covers the entirety of your space).
- 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 "What's Included in My Booth?"



# How do I Place Orders for my Booth?

- Review the Freeman Service Kit provided in our most recent exhibitor newsletter. Also linked [HERE](#).
- While your team is onsite, if you have any questions regarding furniture, electrical, internet, or other services for your booth, please stop by the Freeman Service Kit located next to the Sales Booth in the back of Exhibit Hall E.



# WiFi Onsite & Mobile App

- Wi-Fi will be available throughout the convention center but not in Exhibit Hall E.
  - Network Name: NCE25
  - Password: AASANCE25
  - Note: Case Sensitive
- Download the NCE mobile app to your device by searching 'NCE 2025'.
  - Use this to have the most updated schedule, exhibit hall floorplan and more!



# Attendee List

- Exhibitors do not receive attendees lists. Any company claiming to have an attendee list is not affiliated with AASA.
- List rental is available by contacting Heather Cantley, [hcantley@infocusmarketing.com](mailto:hcantley@infocusmarketing.com)
- *Note - Partners have been contacted directly regarding their lists per contracts.*



# Lead Retrieval

- Review and submit your order form provided in the Exhibitor Services Kit online to CMR.
- Lead Retrieval Devices can be picked up at the Service Desk in the back of the Exhibit Hall.





# Marketing Toolkit

- As a perk of exhibiting, we offer an online tool-kit for confirmed exhibitors that can be used to market to conference attendees.
- Download here: <https://nce.aasa.org/exhibitor-marketing-toolkit/>
- Includes web banner ads, sample social media posts, sample email or letter to your customers/prospects, and press tips.



# 2026 Booth Sales

- NCE 2026 – Music City Center, Nashville, TN, February 12-14, 2026
- Details will be provided via email to primary trade show contacts for those that have participated in NCE previously to select their space before heading onsite.
  - Emails will be sent the week before NCE to all primary contacts.
- Come to Sales Booth (581) starting on Thursday, March 6 during your scheduled time to select space. On Friday during show hours, exhibitors may stop by (first come, first serve) to pick their space.



# How to Appeal to NCE Attendees

- Your Main Audience: Superintendents
- The AASA National Conference on Education is the only conference where you get the chance to meet superintendents from all 50 states.
- Superintendents oversee an annual spending budget of over \$602 billion.
- They are the CEO's of their districts and are responsible for all purchases made at the district level.
- These purchases are typically made in bulk – meaning they make large purchases for many schools at one time.



# How to Appeal to NCE Attendees

- When making plans for the conference: **“Send Your Best Sales People!”**
- A superintendent has very little time so when you get the chance to be in front of them make it count. Staff need to be engaging and actively working to talk to a superintendent
- Be sure to ask them about their district size. Determine if the superintendent directly handles district purchase or if they have a procurement office/staff. Many large districts do. You’ll want to get the contact information

# How to Appeal to NCE Attendees

- Some deals are made on the exhibit hall floor, but most are made from relationship building.
- **Strategic follow up** is very important. Be sure to set times for follow up calls and correspondence (either with the superintendent or their procurement team).
- Superintendents have suggested having a sheet where they can provide the correct contact. Be sure and have one in your booth



# How to Appeal to NCE Attendees

- Superintendents have told us the best way to tap their interest is for a company to “effectively convey what can be done for them – like reduce their healthcare costs”
- Make sure you convey this through signage etc. Make this point so people can see it from a distance in the hall





# How to Appeal to NCE Attendees

- Do Your Homework!
  - Be sure and learn what's going on in public education before you arrive on site.
  - Superintendents are most engaged by someone who understands their challenges. Know “what keeps a superintendent up at night”
  - Tie their challenges back to the service or product that you offer.
  - To learn more about the issues facing superintendents go to the Education Commission of the States website at <https://www.ecs.org/>.

# Q&A

Feel free to contact us with any questions  
We look forward to seeing you in New Orleans soon!

Kelsey Kwasniak  
Exhibits & Advertising Manager  
[kkwasniak@smithbucklin.com](mailto:kkwasniak@smithbucklin.com)

Emma Barrington  
Exhibits & Advertising Coordinator  
[ebarrington@smithbucklin.com](mailto:ebarrington@smithbucklin.com)

Kathy Sveen  
VP of Sales  
[Ksveen@smithbucklin.com](mailto:Ksveen@smithbucklin.com)

