MEMORANDUM

To: Exhibitors

Subject: Invitation to Exhibit

29th Annual High Schools That Work Staff Development Conference
Atlanta Marriott Marquis
Atlanta, Georgia – July 15-18, 2015

From: Tony Dobbins
Contracted Services Program Manager

Date: February 9, 2015

You are invited to apply as an exhibitor at the 29th Annual High Schools That Work (HSTW) Staff Development Conference at the Atlanta Marriott Marquis, Atlanta, Georgia – July 15-18, 2015.

The theme of this year’s conference is High-Performing Schools. High-performing schools ready students for high school, postsecondary studies and a career by providing successful transitions from one level of education to another; engaging students in literacy and math assignments that advance problem-solving skills; showing students the connection between school, college and careers; making technology a part of the student learning experience; going the extra mile time after time to enable each student to succeed; implementing scheduling structures that help teachers collaborate within and across disciplines to create meaningful assignments that blend academics with real-world problems; allowing students to discover their interests, aptitudes and potential careers through high-quality career and technical education courses and work-site learning; conveying to students that a successful life is developed in service to others; allowing student interests to drive
student studies; and setting students on a course to earn a credential or degree by age 25.

The conference will feature nationally known experts and practitioners who will help school and teacher leaders think about new ways to implement practices that can improve student motivation, achievement and graduation rates. More than 5,000 middle grades, high school, and postsecondary educators and community partners are expected to attend.

We are looking for exhibits that relate to the goals of our middle grades and high school improvement efforts. Permission to exhibit is limited to organizations whose materials relate to improvement of instruction in English/language arts, mathematics, science, social studies, career-technical studies, and to improvement in leadership and professional development.

**Exhibits will be located in Marquis Ballroom. Exhibitor registration will be at the SREB/HSTW booth in the exhibit area.**

The exhibit area will be open for three days with set up times beginning Tuesday, July 14, 2015 at 2 p.m. Exhibit hours are below.

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<tr>
<th>Date</th>
<th>Event</th>
<th>Time</th>
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<tbody>
<tr>
<td>Tuesday, July 14</td>
<td>Exhibitor Set-Up and Registration</td>
<td>2 – 6 p.m.</td>
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<tr>
<td>Wednesday, July 15</td>
<td>Exhibitor Set-Up and Registration</td>
<td>8 – 10 a.m.</td>
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<tr>
<td>Wednesday, July 15</td>
<td>Open</td>
<td>10 a.m. – 2:30 p.m.</td>
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<td>Thursday, July 16</td>
<td>Open</td>
<td>7 a.m. – 3 p.m.</td>
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<td>Friday, July 17</td>
<td>Open</td>
<td>7 a.m. – 1:30 p.m.</td>
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<td>Friday, July 17</td>
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<td>1:30 – 6 p.m.</td>
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**The exhibitor fee of $950 includes** a 10’ x 10’ exhibit booth with one 6’ x 30” skirted table, back drape on the exhibit booth, two folding chairs, one 7” x 44” one-line identification sign and conference registration for two people. The fee for each additional booth is $800. To receive the additional booth discount, all booths must be connected. You will receive two full registrations with each additional booths selected.
Exhibit sales are done online by selecting this link. Click on View All Exhibitors, and then select your booth by clicking on it.

Your online booth selection and payment serves as your conference registration for two people and includes two continental breakfasts, two lunches, and breaks on Thursday and Friday. No meals are provided Tuesday or Wednesday.

Booths can be paid for by check (payable to SREB) or credit card (Visa, MasterCard or Discover only). If you are paying by credit card, your card will not be charged until your service order is reviewed and approved and booth pricing confirmed. Please make checks out to SREB and send check payment to:

SREB
Attn: Tony Dobbins
592 10th Street, NW
Atlanta, GA 30318-5776

If your application is denied, your check will be returned to you. SREB reserves the right to review all applications and refuse permission to exhibitors who do not meet the goals of the conference or HSTW. Once your booth selection is approved, you will receive an email confirmation. Booth assignments will be made on a first-come, first-serve basis.

Presentations: If you wish to submit a proposal to present, exhibitor presentations will fall into two categories:

1. **Exhibitor-Sponsored Sessions** (No additional charge): These sessions must be aligned to our conference objectives and include a representative from a school or district who can explain how the school and/or district used the product(s) and give evidence that the product(s) work. **Presenters must share what they did, how they did it, the lessons learned and the data demonstrating improved student achievement.** Priority will be given to presentations that demonstrate evidence of improvement. The sponsoring exhibitor also must be prepared to provide a presentation outline upon request. **No commercial information will be accepted.**

2. **Exhibitor Session** (Additional $500): These sessions will be indentified in the conference program as Exhibitor Sessions and can be an explanation/demonstration of the exhibitor’s product(s). The session must be linked to at least one of the conference objectives, and SREB will accept only one session of this type per exhibitor. The total number of Exhibitor Sessions
per day will be limited, and available time slots will be filled on a first come, first serve basis. Session dates and times will be provided by the conference coordinator. The presenter must be prepared to provide a presentation outline upon request.

Proposal guidelines can be found online by selecting this link. You must complete the Proposal to Present form in order to present at the conference.

Prize Drawing: You will be in control of any prizes you wish to give out to conference participants during exhibitor operating hours. Any prize promotion you conduct must be completed 30 minutes prior to closing time each day.

Hotel Reservations: Connections Housing will act as the booking agent for all contracted conference hotels. For more information about hotel reservations visit http://www.sreb.org/page/1285/hotel__transportation_information.html or to reserve a room, please call (404) 842-0000 or (800) 262-9974 or go to the online reservation system at resweb.passkey.com/go/29thSREB. Reservations must be made by Friday, June 12, 2015 in order to receive the SREB room rate. It is advisable to reserve your rooms early, as the SREB block tends to sell out quickly. As is standard practice, hotels will require a one-night deposit for each room reservation. Refunds will be given only if cancellations are made at least seven (7) days prior to the scheduled date of arrival. Credit cards and checks are considered valid methods of payment; school purchase orders will not be accepted.

We look forward to you joining us in Atlanta. If you have questions, please contact Tony Dobbins at (404) 879-5542 or tony.dobbins@sreb.org.

Exhibitor Terms, Conditions and Rules
SREB reserves the right to review all applications and refuse permission to exhibitors who do not meet the goals of the conference or HSTW. Once your submission is approved, a confirmation of exhibit space and booth assignment will be emailed to you. Exhibit booth locations are assigned on a first-come, first-serve basis.

Expo Plus will send you an exhibitor service kit approximately six weeks before the beginning of the conference. If you have not received a packet by June 12, 2015, please contact SREB at (404) 879-5542 or tony.dobbins@sreb.org.
Exhibitor Conduct

Exhibits may not project beyond the space allotted and aisles must be kept clear. Exhibits must not obstruct the view of or interfere with traffic to other exhibits. The noise level of any materials you may use within your booth must be confined to your booth space. Distribution of pamphlets, brochures or any advertising matter must be confined to the exhibit space. There are to be no presentations conducted at the booth and there are to be no sales made in any session you may give. All sales must be confined to the exhibit booth. Exhibitors are asked to help us maintain a clean exhibit area.

Restrictions

Management reserves the right to restrict exhibits that become objectionable because of noise, method of operation, materials, obstruction of the flow of traffic, or for any other reason, and also to prohibit or to evict any exhibit that in the opinion of the management may detract from the general character of the SREB/HSTW exhibition area and conference as a whole. This restriction includes persons, things, conduct, printed matter or anything of a character that the management determines is objectionable. In the event of such restriction or eviction, SREB/HSTW is not liable for any refunds or other exhibit expenses.

Display Regulations

- Booth backgrounds are not to exceed eight feet in height.
- Exhibitors may not project beyond the exhibit booth space.

Sales and Taxes

Sale of materials is permitted in designated booth spaces only during exhibit hours. Obtaining the appropriate licenses/permits as required by law, collecting and remitting sales tax, and any other legal requirements are the sole responsibility of the exhibitor. Georgia Sales Tax Collection information and forms may be found at http://dor.georgia.gov/sales-tax.

Exhibitor Payment Policy

All orders for booths are expected to be paid in full by the beginning of the conference, either by check payable to SREB (in U.S. dollars) or by credit card (Visa, MasterCard or Discover only). Your credit card will not be charged until your service order has been reviewed and approved. Purchase orders are accepted from federal, state or local government agencies and qualified institutional buyers. Please mail a copy of your check or purchase order to:
If using a check or purchase order, please note that the money is for a conference exhibit booth. If using a purchase order, payment is expected in full before the conference begins.

**Film, Sound Devices and Lighting**

If moving pictures, loud speakers or sound devices are planned, the equipment will be permitted only if tuned to conversational level and not objectionable to neighboring exhibitors. The SREB Exhibit Management reserves the right to restrict the use of glaring lights or objectionable lighting effects. Costs incurred for A/V equipment are the responsibility of exhibitors.

**Exhibitor Admission**

**Registration must be made BEFORE the exhibit area opens.** An official HSTW conference badge must be worn by each exhibitor. Each company or organization in the exhibit hall will receive two complimentary full conference registrations per 10x10 space to be used by exhibit representatives (i.e., a 10x30 space will receive six conference registrations). Exhibitors may obtain additional limited access (exhibit area only) passes at no charge by submitting a written request no later than **July 6, 2015**. If additional representatives from your company/organization wish to have full conference privileges, they must register as conference attendees with Tony Dobbins by calling (404) 879-5542 or sending an email to **tony.dobbins@sreb.org**.

**Installation and Dismantling**

Exhibitors may begin installing exhibits Tuesday, July 14, from 2 p.m. until 6 p.m. Additional set up time is offered Wednesday, July 15, from 8 a.m. until 10 a.m. Exhibits must be in place by 10 a.m., Wednesday, July 15. All exhibits must remain intact until the official closing hour of 1:30 p.m., Friday, July 17. All exhibits must be removed by 6 p.m. SREB/HSTW and the Expo Plus Company will not be responsible for materials not removed by this time. Exhibitors are asked to dispose of waste materials in the appropriate receptacles.
Security

Security will be provided during the hours the exhibit area is closed. However, exhibitors are solely responsible for their own exhibit materials and should ensure their exhibit against loss or damage from theft, accident, vandalism, fire or other causes. All property of an exhibitor is understood to remain in the exhibitor’s care, custody and control in transit to or from or within the confines of the exhibit area. Booths must be manned at all times when the exhibit hall is open.

Exhibitor Contractor

The Expo Plus Company is the Official Decorator, General Contractor and Labor Contractor, and shall have the exclusive right to supply all equipment, furniture, carpeting, cleaning services and decorating materials on a rental basis to individual exhibitors.

Other Needed Equipment

A/V equipment, phone lines and electrical service can be obtained by completing the required forms in your exhibitor kit. Arrangements for such equipment are the sole responsibility of the exhibitor, if needed.

Deadline

Applications to exhibit will be accepted until July 6 – those received after the deadline may not be included in the conference program.

Cancellations

In the unfortunate event the exhibitor must cancel participation in the HSTW Conference, the exhibitor must notify Tony Dobbins in writing on or before June 26, 2015 to receive a refund minus a $125 processing fee. No refunds will be issued for cancellations after June 26, 2015.

All exhibits are bound by the conditions and regulations set forth in the exhibitor application and contract. All regulations and rules are in effect and will be strictly enforced by Show Management.