



**Networking
Conference**

**Making Schools
Work Conference**



EXHIBIT • **SPONSOR** • **CONNECT**

Exhibit Dates: July 9-12, 2019

SREB | School
Improvement

Summer Conferences

Baltimore, Maryland | July 8-13, 2019

Hilton Baltimore and Baltimore Convention Center,
Baltimore, Maryland – July 8-13, 2019

One Week, Two Powerful Events

The Southern Regional Education Board invites you to connect with thousands of K-12 educators in Baltimore, Maryland, July 8-13 (exhibit hall open July 9-12) at SREB's annual Making Schools Work Conference* and College- and Career-Readiness Standards Networking Conference.

For more than 30 years, SREB has been sponsoring the nation's premier professional learning event for over 3,000 K-12 teachers, counselors, principals, technology center directors and state and district education agency personnel.

The conference's exhibit hall is a dynamic gathering place where educators and business leaders network and explore the latest educational products and services.

With numerous breaks, networking events and receptions hosted in the exhibit hall, you and your business will see some of the best foot traffic at our conferences.

* Formerly known as the High Schools That Work Staff Development Conference.

Why Exhibit with SREB?

- Introduce new products and services
- Generate high-quality new leads
- Connect with existing customers
- Give demonstrations
- Build brand recognition and loyalty
- Expand sales
- Learn from attendees
- Explore conference sessions

Exhibitor Calendar

- Company name and logo on the conference website, registration page and web app
- High-volume foot traffic of qualified decision-makers and influencers
- Access to attendees during networking events, breaks and receptions in the exhibit hall
- Exclusive exhibitor workshop opportunities
- Two complimentary all-access conference registrations per single booth (four for double booths)
- Company name, logo and booth number on information screens located throughout the conference venue
- Participation in the exhibit hall treasure hunt



SREB | School Improvement
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The Exhibit Kit

Around May 2019, each exhibitor will receive an exhibitor kit from ExpoPlus containing forms for additional booth furniture, audiovisual equipment, electrical utilities, internet, drayage and shipping information. For questions about the exhibitor kit, contact ExpoPlus at (404) 699-0650.

Pricing

Single Booth

\$1,000 (\$750 nonprofit)[†]

Double Booth

\$1,800 (\$1,350 nonprofit)[†]

Each Exhibit Booth Includes

- A 10' x 10' or 20' x 10' professionally draped exhibit booth
- A 7" by 44" exhibit identification sign
- One 6' draped table, two chairs and one wastebasket (two tables and four chairs for double booths) in the fully carpeted hall in the Holiday Ballroom at the Hilton Baltimore
- Two or four conference registrations
- Complimentary breakfast and lunch Thursday and Friday for two or four staff. Lunch only will be provided on Wednesday for exhibitors.
- Exhibit hall security service
- Company name, logo, website and booth number on conference and registration websites, the conference web app and program, and venue information screens
- Participation in exhibit hall treasure hunt[‡]

Exclusive Exhibitor Workshops

Host an exclusive, interactive 25-minute workshop featuring your products and services in Calloway A-B, a 900-square foot room located across from the exhibit hall in the Holiday Ballroom. This room includes theater seating for up to 40 attendees, wired internet and an LCD projector and screen.

Exhibitor workshops are scheduled Thursday and Friday morning during concurrent and sharing sessions and are specially featured in the conference program and web app. Exhibitor workshops are **free** for returning exhibitors, \$500 for new exhibitors.

Exhibit Hall Hours

Tuesday, July 9

10 a.m. – 3 p.m. – Exhibitor Setup
3 – 4:30 p.m. – Networking/Break (Optional)

Wednesday, July 10

7 – 8 a.m. – Exhibitor Setup
8 a.m. – 3 p.m. – Exhibit Hall Opens

Thursday, July 11

8 a.m. – 4:30 p.m. – Exhibit Hall Open

Friday, July 12

7:30 a.m. – Noon – Exhibit Hall Open
Noon – 4 p.m. – Move Out

Conference Venue

The exhibit hall will be in the Hilton Baltimore, one of SREB's official conference hotels. **Connections Housing** will act as the booking agent for all contracted hotels. To reserve a room in the conference room blocks, visit bit.ly/ConnectionsHousing or call (404) 842-0000 or (800) 262-9974 and mention the SREB Making Schools Work Conference. All conference sessions will be located in the Hilton Baltimore and the Baltimore Convention Center. SREB advises booking early. Reservations must be made by Friday, May 24, 2019, to receive the SREB room rate.

Need More Information?

To learn more and reserve your space, visit bit.ly/Exhibit2019 or contact jenn.carter@sreb.org.

[†] Exhibitors are responsible for additional costs not covered by the exhibit agreement, including additional carpeting, additional booth furniture, audiovisual equipment, electrical utilities, internet, drayage and shipping.

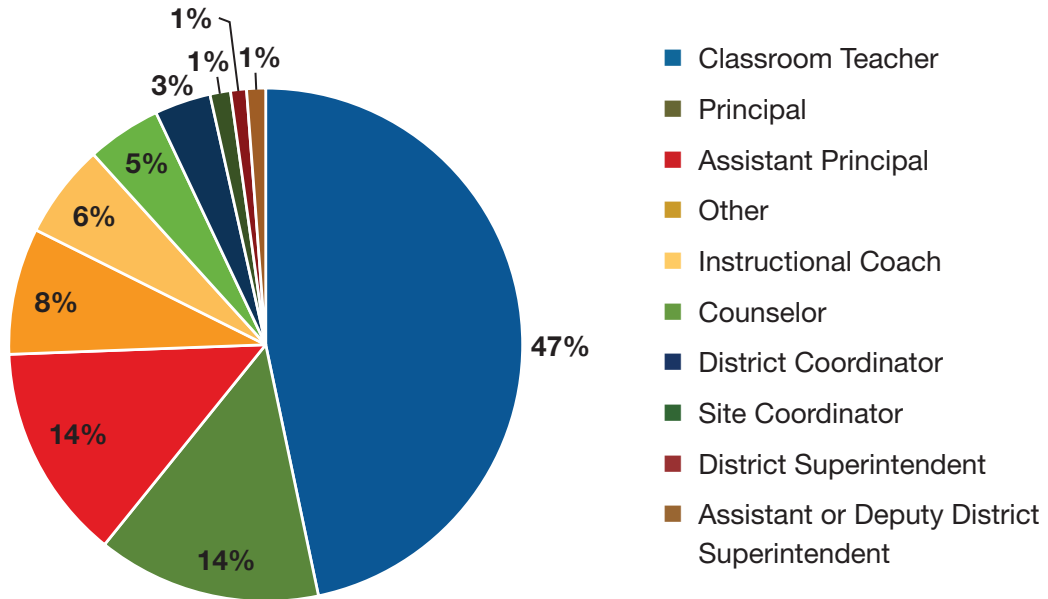
[‡] Exhibitors must sign up to participate in the treasure hunt by May 15, 2019. All attendees who complete the hunt will receive a prize item (bag, mug, notebook, shirt, etc.) and be entered to win a grand prize, such as free registrations, hotel room nights or restaurant meals at Making Schools Work 2020 in New Orleans. Exhibitors may sponsor grand prizes – contact Jenn Carter at (404) 879-5542 or jenn.carter@sreb.org for details.

Who attends SREB's summer conferences?

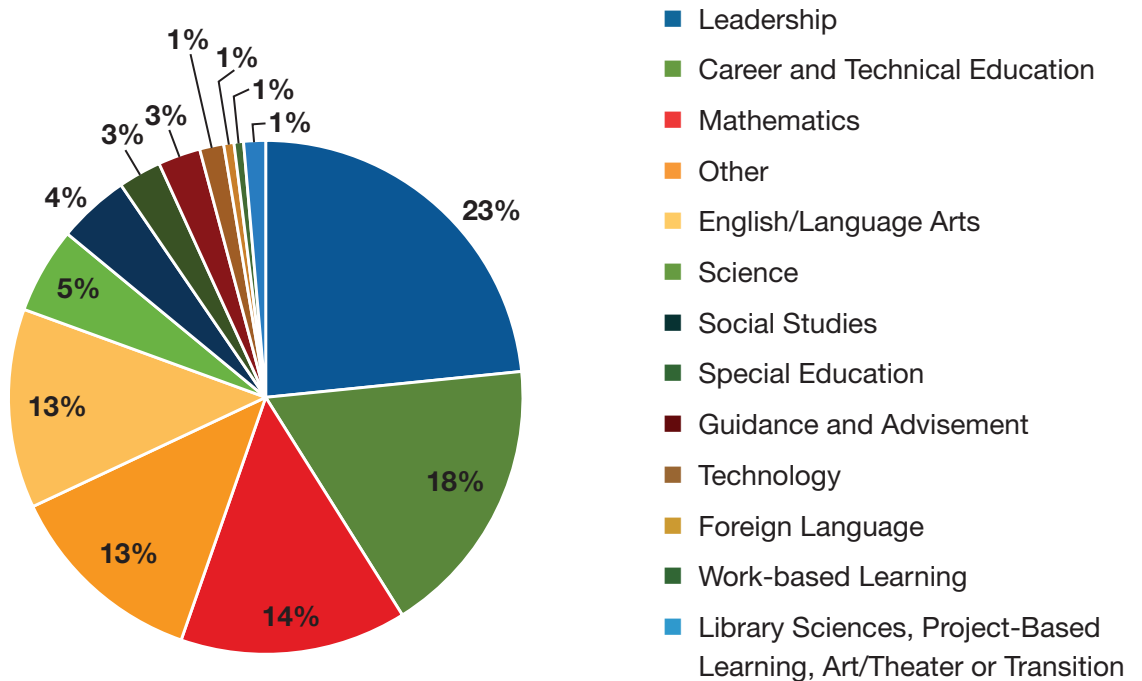
Each July, thousands of K-12 teachers, counselors, principals, technology center directors and education agency staff attend SREB's Making Schools Work and College- and Career-Readiness Standards Networking conferences to participate in unparalleled professional learning experiences, hands-on workshops, awards ceremonies and unconfrencing and networking opportunities.

Attendees choose our conferences because they know they'll take home powerful tools and strategies they can use to transform teaching and learning in their classrooms right away. Join us this year in Baltimore and collaborate with these highly engaged education professionals.

Who attends?



What are their interests?



N = 3,300 2018 attendees. Zero percent indicates under one percent of attendees.

Exhibitor Regulations and Guidelines

Liability and Insurance

The exhibitor agrees to make no claim, for any reason whatsoever, against SREB, the Hilton Baltimore or any other contractors for loss, theft, damage or destruction of goods, or for any injury to self or employees. Nor will claim be made for any damage of any nature or character, including damage by reason of failure to provide space for the exhibit, or for removal of the exhibit or for failure to hold the conference as scheduled. Exhibitors who wish to insure their goods must do so at their own expense.

Unoccupied Space

Should any rented exhibitor space remain unoccupied on the opening day or should any space be forfeited due to failure to make payment, SREB reserves the right to rent that space to another exhibitor or use that space for such purposes as it may see fit without any liability on its part. This clause shall not affect the obligation of the exhibitor to pay the full amount specified in the space rental agreement should SREB not resell the space.

Prize Drawings and Promotions

Exhibitors may not offer drawings, promotions, prizes or related activities at the conference.

Permits and Sales Tax

Exhibitor is responsible for obtaining any and all permits and licenses necessary to sell to the public.

Acceptability of Exhibits

SREB seeks to operate an ethical event that will inspire the confidence of all involved, attendees and exhibitors alike. SREB reserves the right to refuse to sell exhibit space to any company it deems objectionable or at cross purposes to its mission or the Making Schools Work Conference. Additionally, SREB reserves the right to require exhibitors to remove promotional materials from the show floor that are deemed objectionable. SREB also reserves the right to eject any person deemed objectionable from the event without refund.

Exhibitor Reservations and Pricing

Make your reservations to exhibit by visiting: bit.ly/Exhibit2019.

\$1,000	Single Booth (10' x 10')
\$750	Single Booth (10' x 10') – Nonprofit
\$1,800	Double Booth (20' x 10')
\$1,350	Double Booth (20' x 10') - Nonprofit
\$500	Exhibitor Workshop (New exhibitors, limit 1)
\$0	Exhibitor Workshop (Returning exhibitors, limit 1 – offered on a first-come, first-served basis)

Exhibit fees are to be paid in full at the time of application submittal or prior to the conference. The exhibit fee allows only one company per booth. Multiple exhibits require a separate exhibit fee for each booth.

SREB will assign all exhibit space on a first-come, first-serve basis, but will consider the preferences of conference sponsors first and then individual exhibitors. Reservations are not transferable. SREB reserves the right to modify original space assignment as necessary. SREB reserves the right to refuse the application of any exhibitor based on lack of space, failure to submit applicable forms or deposits, a need to limit the number of similar products or services, incompatibility with the conference objectives, or any other reason at its complete discretion.





Booth Staff

Each exhibit booth may be staffed by two people for single booths or four people for double booths. Booth fees entitle these booth staff to participate in educational sessions and activities taking place in the exhibit hall, including refreshments and social activities. There is an \$80 fee for each additional person staffing the booth. This fee does not include conference access.

Company Description

Please submit a company description (50 words or less) for the conference program, website and web app and a high-quality graphic of your company's logo to Jenn Carter at jenn.carter@sreb.org.

No Endorsement

SREB does not approve, endorse or recommend the use of any specific commercial product or service. Exhibitors may not, therefore, imply either verbally, or in printed literature, that its products or services are approved, endorsed or recommended by SREB.

Conflicting Meetings and Activities

Exhibitors agree not to extend invitations to meetings, receptions or other events, or otherwise encourage attendee absence from the conference facilities or the Exhibit Hall during official exhibit hours. Exhibitors must obtain approval from SREB for all activities planned during the conference. SREB reserves the right to request and enforce cessation of any non-approved activity as it sees fit.

Fire, Safety and Health

The exhibitor agrees to accept full responsibility for compliance with local, city and state fire, safety and health ordinances regarding the installation and operation of equipment. Necessary fire precautions will be the responsibility of the exhibitor.

Cancellations

In the event written notification of intent to cancel is received by the Jenn Carter by June 1, 2019, all sums paid by the exhibitor, less a fee of \$100 per booth, will be refunded. No refunds will be granted after June 1. All storage and handling charges due to failure to remove exhibit materials from the display or storage area after move-out shall be the responsibility of the exhibitor. If move-in and move-out are not conducted during scheduled times, a fee may be assessed. There will be no refunds for any occurrence or acts of nature, natural or manmade, beyond the control of SREB, that limits the size of the conference audience.

Damages to Property

Exhibitors are liable for any damage to building floors, walls, columns or tables or to any other exhibitor's property. Exhibitors may not apply paint, lacquer, adhesive or any other coating to building columns, floors, walls or tables.

Guidelines for Display Rules and Regulations

A single booth (10' x 10') will have an 8' backwall drape and 3' side dividers. For endcaps, only the center 10' may be 8' tall. The front of a booth (5' from the aisle to the middle of a booth) may not extend any higher than 42" so as not to obscure the sight line of other exhibitors. Side rails height must not exceed 36" to prevent obstructions that would interfere with the view of other booths. High counters must be placed at least 2' back from the booth entrance so as not to cause aisle traffic.

Need More Information?

For more information or to reserve your space, visit bit.ly/Exhibit2019 or contact **Jenn Carter** at (404) 879-5542 or jenn.carter@sreb.org.

Conference Sponsorship Opportunities

With a wide range of sponsorship opportunities, promotional items and special events, the Making Schools Work Conference offers great value for every marketing budget. Sponsorships are an ideal way to increase your company's visibility with educators and decision-makers at the nation's premier professional learning event for school improvement.

Wi-Fi Sponsor

\$10,000 (1 available)

Sponsor Wi-Fi access and put your company's name in front of attendees for the full six days of SREB's jointly held summer conferences. Your company's name will be incorporated into the conference Wi-Fi network name (e.g., SREB19_YourCompany) and featured on the Wi-Fi login page, Wi-Fi handout and Wi-Fi information screens located throughout conference facilities.

This sponsor also receives:

- Two complimentary full-access conference registrations
- Company name and logo on the conference and registration webpages, in the conference program and web app, and on venue information screens
- Listing on the sponsors sign at the registration area
- Company name and logo on the main screens and recognition from the podium at the opening sessions of the Making Schools Work and College- and Career-Readiness Standards Networking conferences
- Sponsor recognition in conference e-blasts sent to attendees and potential attendees before the event
- Recognition in a thank-you email sent to attendees after the conference

Signage Sponsor

\$5,000 (1 available)

Guide attendees toward your products and services by sponsoring directional signs at SREB's summer conferences! Feature your company's logo on banners, window clings and carpet clings that show Making Schools Work attendees how to get from the Hilton Baltimore and the Hilton Baltimore / Convention Center skybridge to Convention Center halls and conference registration lobby areas.

This sponsor also receives:

- Two complimentary full-access conference registrations
- Company name and logo on the conference and registration webpages, in the conference program and web app, and on venue information screens
- Listing on the sponsors sign at the registration area
- Company name and logo on the main screens and recognition from the podium at the opening sessions of the Making Schools Work and College- and Career-Readiness Standards Networking conferences
- Sponsor recognition in conference e-blasts sent to attendees and potential attendees before the event
- Recognition in a thank-you email sent to attendees after the conference

Gene Bottoms Pacesetter School Awards Reception and Networking Poster Session Sponsor

\$5,000 (1 available)

Sponsor the Pacesetter Reception and Poster Session the evening of Thursday, July 11, and see your company's name and logo on signage at snack stations. This reception will be held in the exhibit hall in the Holiday Ballroom at the Hilton Baltimore. If you're also exhibiting at the conference, yours will be the only booth open during this after-hours event.

This sponsor also receives:

- Two complimentary full-access conference registrations
- Company name and logo on the conference and registration webpages, in the conference program and web app, and on venue information screens
- Listing on the sponsors sign at the registration area
- Company name and logo on the main screens and recognition from the podium at the opening sessions of the Making Schools Work and College- and Career-Readiness Standards Networking conferences
- Sponsor recognition in conference e-blasts sent to attendees and potential attendees before the event
- Recognition in a thank-you email sent to attendees after the conference

Friday Orioles Pregame Networking Hour Sponsor
\$5,000 (1 available)

You'll score a homerun when you sponsor a pregame social hour on Friday, July 12, prior to a Baltimore Orioles versus Tampa Bay Rays game at Oriole Park at Camden Yards. This social will be held in the stunning South Foyer lobby overlooking the ballpark and located outside the Key Ballroom at the Hilton Baltimore. See your company's name and logo on signage at cash bar and snack stations and on cocktail napkins at the social. You'll also receive a 6' draped display table and exclusive access to attendees.

This sponsor also receives:

- Two complimentary full-access conference registrations
- Company name and logo on the conference and registration webpages, in the conference program and web app, and on venue information screens
- Listing on the sponsors sign at the registration area
- Company name and logo on the main screens and recognition from the podium at the opening sessions of the Making Schools Work and College- and Career-Readiness Standards Networking conferences
- Sponsor recognition in conference e-blasts sent to attendees and potential attendees before the event
- Recognition in a thank-you email sent to attendees after the conference

Pre-Conference Networking Lunch Sponsor
\$2,500 (1 available)

Stand out to attendees by sponsoring a preconference networking lunch on Wednesday, July 10, before the opening session for the Making Schools Work Conference. You'll receive a five-minute microphone talk, a 6' draped display table and your company name and logo on prominent signs inside and outside the Key Ballroom at the Hilton Baltimore.

This sponsor also receives:

- Two complimentary full-access conference registrations
- Company name and logo on the conference and registration webpages, in the conference program and web app, and on venue information screens
- Listing on the sponsors sign at the registration area
- Sponsor recognition in conference e-blasts sent to attendees and potential attendees before the event
- Recognition in a thank-you email sent to attendees after the conference

Pre-Conference Industry Tour Sponsor
\$2,500 (2 available)

Capture attendees' energy and excitement the morning of Wednesday, July 10, by sponsoring preconference industry tours at some of Baltimore's most successful businesses. Your company's name and logo will appear on the conference website and program and in handouts about the tour.

Please check our website, sreb.org/SummerConference, for a complete listing of industry tours.

This sponsor also receives:

- Two complimentary full-access conference registrations
- Company name and logo on the conference and registration webpages, in the conference program and web app, and on venue information screens
- Listing on the sponsors sign at the registration area
- Sponsor recognition in conference e-blasts sent to attendees and potential attendees before the event
- Recognition in a thank-you email sent to attendees after the conference

**Saturday Keynote Celebration
Brunch Sponsor
\$2,500** (1 available)

Sponsor a midmorning brunch on Saturday, July 13, and help SREB celebrate the launch of the 2020 Making Schools Work Conference in New Orleans, Louisiana. As the brunch sponsor, you'll receive a five-minute microphone talk, a 6' draped display table and exclusive access to brunch attendees.

This sponsor also receives:

- Two complimentary full-access conference registrations
- Company name and logo on the conference and registration webpages, in the conference program and web app, and on venue information screens
- Listing on the sponsors sign at the registration area
- Sponsor recognition in conference e-blasts sent to attendees and potential attendees before the event
- Recognition in a thank-you email sent to attendees after the conference

**Conference Lunch Sponsor
\$2,500** (2 available)

Conference attendees love our hot lunches, and they'll love you for sponsoring lunch on Thursday, July 11, or Friday, July 12. Gain exclusive access to attendees in the Key Ballroom at the Hilton Baltimore, where you'll receive two five-minute microphone talks — one for each back-to-back lunch session, a 6' draped display table and your company name and logo on prominent signs inside and outside the ballroom.

This sponsor also receives:

- Two complimentary full-access conference registrations
- Company name and logo on the conference and registration webpages, in the conference program and web app, and on venue information screens
- Listing on the sponsors sign at the registration area
- Sponsor recognition in conference e-blasts sent to attendees and potential attendees before the event
- Recognition in a thank-you email sent to attendees after the conference

**Selfie Station Sponsor
\$2,500** (1 available)

Sponsor the selfie booth at the conference registration desk in the stunning Camden Lobby overlooking Oriole Park at Camden Yards at the Baltimore Convention Center and share your company's logo and social media handles with conference attendees! This is a great way to connect and build brand awareness with attendees.

This sponsor also receives:

- Two complimentary full-access conference registrations
- Company name and logo on the conference and registration webpages, in the conference program and web app, and on venue information screens
- Listing on the sponsors sign at the registration area
- Sponsor recognition in conference e-blasts sent to attendees and potential attendees before the event
- Recognition in a thank-you email sent to attendees after the conference



Conference Lanyards Sponsor

\$2,500 (1 available)

See your company's logo worn by thousands of attendees at the Making Schools Work and College- and Career-Readiness Standards Networking conferences when you sponsor SREB's conference lanyards!

This sponsor also receives:

- Two complimentary full-access conference registrations
- Company name and logo on the conference and registration webpages, in the conference program and web app, and on venue information screens
- Listing on the sponsors sign at the registration area
- Sponsor recognition in conference e-blasts sent to attendees and potential attendees before the event
- Recognition in a thank-you email sent to attendees after the conference

Exhibitor Breakfast Workshop Sponsor

\$1,000 (2 available)

Share your company's products and services with conference attendees when you sponsor a 60-minute breakfast workshop on the morning of Thursday, July 11 or Friday, July 12. You'll have exclusive access to attendees in the stunning South Foyer lobby outside the Key Ballroom at the Hilton Baltimore, where breakfast is served. The space will include wired internet, an LCD projector and screen, and a 6' draped table.

This sponsor also receives:

- Company name and logo on the conference and registration webpages, in the conference program and web app, and on venue information screens
- Listing on the sponsors sign at the registration area

Sponsorship Registration and Pricing

To register to sponsor a special event or other amenity at the 2019 Making Schools Work Conference, please contact Jenn Carter at (404) 879-5542 or jenn.carter@sreb.org. Sponsorships must be reserved by **May 1, 2019**, to be included in the first release of the Making Schools Work conference program.

Pricing Information

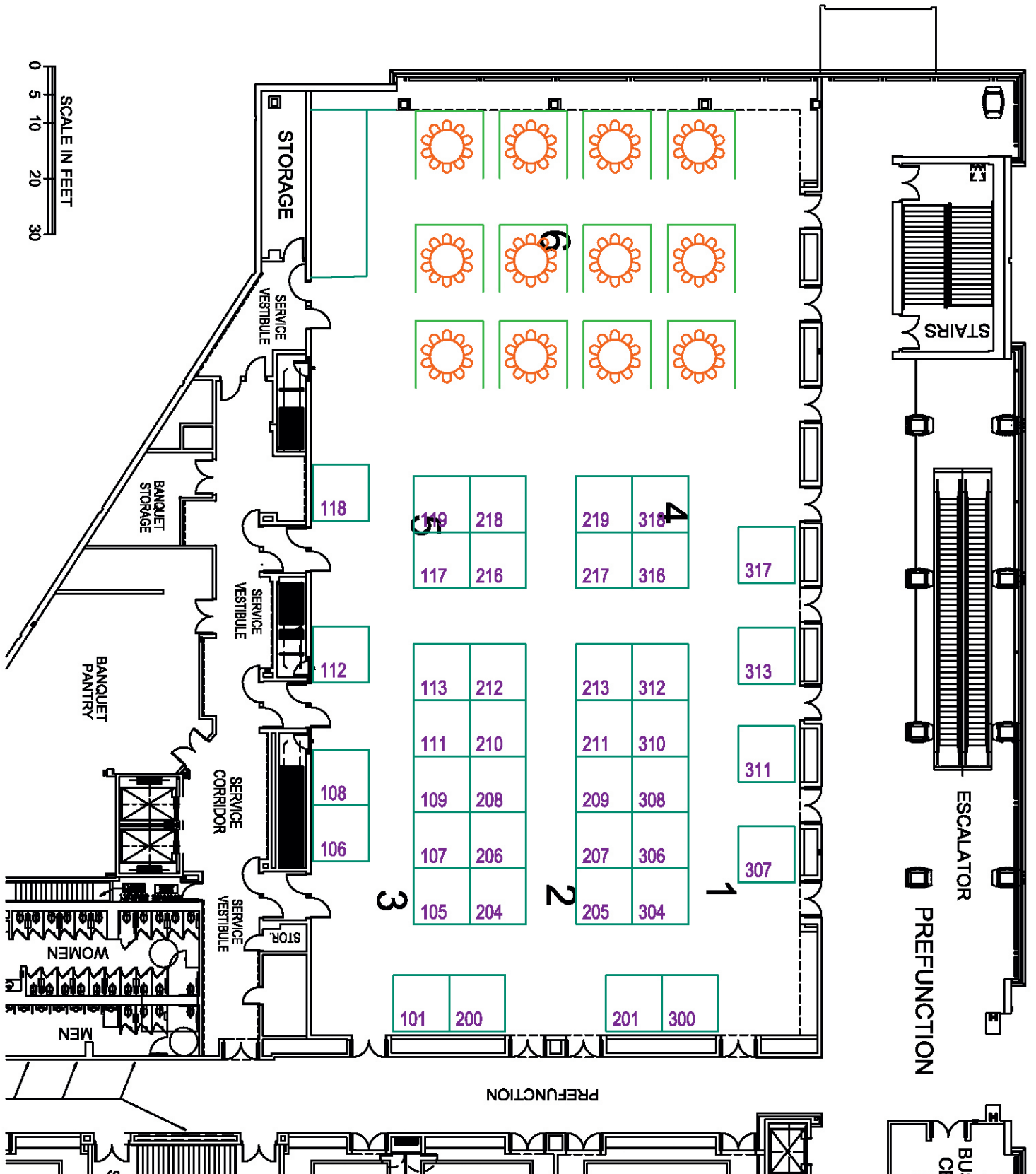
- ___ \$10,000 - Wi-Fi Sponsor
- ___ \$5,000 - Signage Sponsor
- ___ \$5,000 - Pacesetter Awards Reception Sponsor
- ___ ~~\$5,000 - Pregame Social Hour Sponsor~~ **SOLD**
- ___ \$2,500 - Preconference Networking Lunch Sponsor
- ___ \$2,500 - Preconference Industry Tour Sponsor
- ___ \$2,500 - Saturday Keynote Celebration Brunch Sponsor
- ___ \$2,500 - Conference Lunch Sponsor
- ___ \$2,500 - Selfie Station Sponsor
- ___ \$2,500 - Conference Lanyards Sponsor
- ___ \$1,000 - Exhibitor Breakfast Workshop Sponsor

Note. 50 percent of the sponsorship total is due upon registration. The balance is due before **May 15, 2019**.

You will receive a memorandum of understanding to sign after registering online for a sponsorship. After registering, please email a company description (50 words or less) for the conference program, website and web app and a high-quality graphic of your company's logo to jenn.carter@sreb.org. For more information about sponsorships, contact Jenn Carter at (404) 879-5542 or jenn.carter@sreb.org.

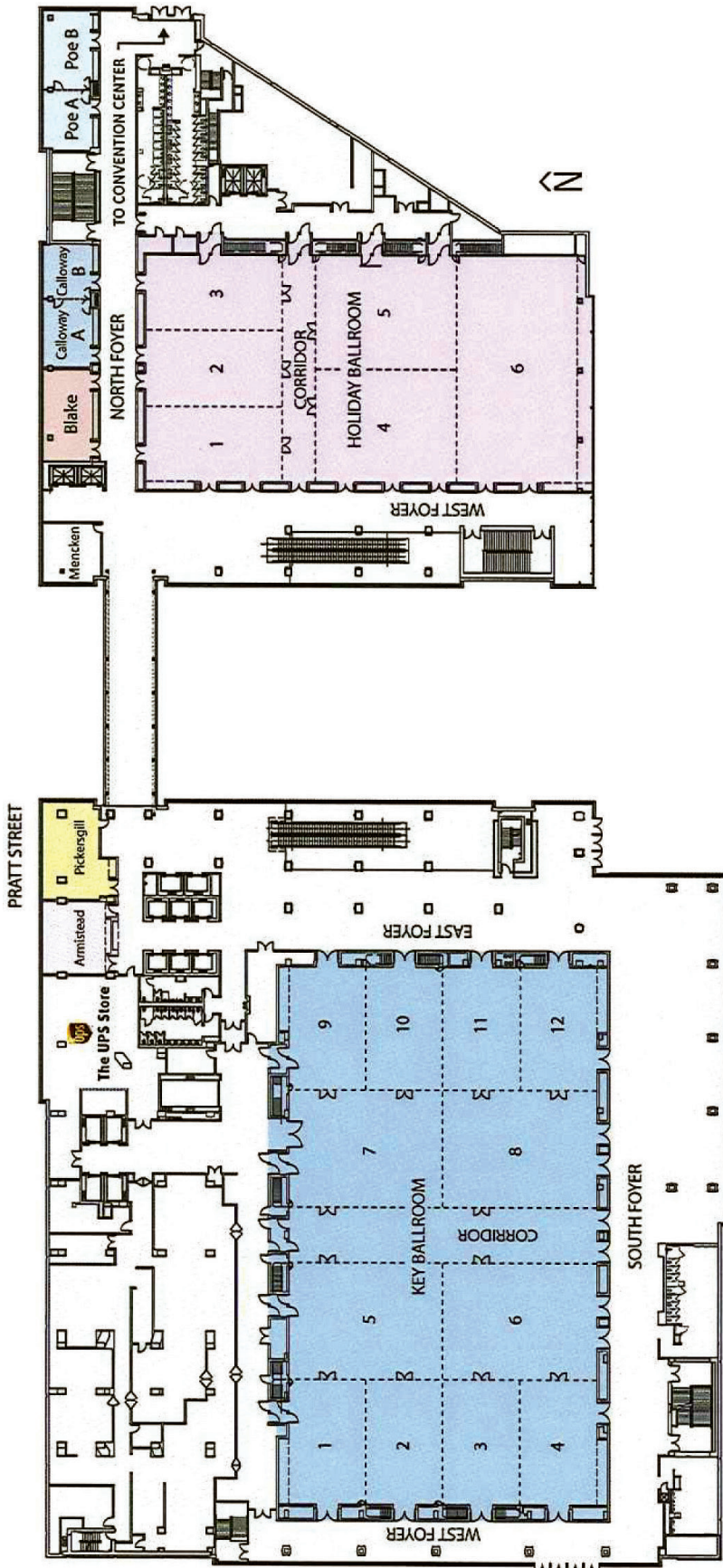
Making Schools Work Conference Maps

Hilton Baltimore – Holiday Ballroom Exhibit Hall



Making Schools Work Conference Maps

Hilton Baltimore – Holiday Ballroom and Key Ballroom



Making Schools Work Conference Maps

Baltimore Convention Center – 200 Level with Camden Lobby and Skybridge





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