



Southern Regional Education Board

592 Tenth Street, NW  
 Atlanta, Georgia 30318-5776  
 Phone 404-875-9211  
 Fax 404-872-1477  
 www.sreb.org

## MEMORANDUM

**To:** Exhibitors  
**Subject:** Invitation to Exhibit  
 32nd Annual High Schools That Work Staff Development Conference  
 Gaylord Palms Resort and Convention Center  
 Orlando, Florida – July 11-14, 2018  
**From:** Jenn Carter, Accounting Coordinator  
**Date:** February 1, 2018

You are invited to apply as an exhibitor at the 32nd Annual High Schools That Work (HSTW) Staff Development Conference at the Gaylord Palms Resort and Convention Center, Orlando, Florida – July 11-14, 2018. The theme of this year’s conference is ***Addressing What Parents Want: Preparing Students for College and Careers.***

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 4,000 elementary, 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, and career and technical education; and to improvement in leadership and professional development.

**Exhibits will be in Exhibit Hall A-E. Exhibitor registration at the event will be at the SREB/HSTW booth in the exhibit area.** The exhibit area will be open for three days with setup times beginning Tuesday, July 10, 2018 at 2 p.m. Exhibit hours are below.

Tuesday, July 10	Exhibitor Setup and Registration	2 – 6 p.m.
Wednesday, July 11	Exhibitor Setup and Registration	8 – 10 a.m.
Wednesday, July 11	Open	10 a.m. – 2:30 p.m.
Thursday, July 12	Open	7 a.m. – 3 p.m.
Friday, July 13	Open	7 a.m. – 2 p.m.
Friday, July 13	Dismantle	2 – 6 p.m.

**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 booth selected.

**Exhibit sales are done online by selecting the [link](#).** The preferred web browser is Chrome. Information may not be saved into the system through Explorer. You will then either log in or create an account, fill in your company name and the information for our conference program and choose your top three desired booth selections.

Your online booth selection and payment serves as your conference registration for **two people** and includes two morning coffee breaks, 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, enter your credit card information online and a \$50 nonrefundable initial payment will be taken upon submitting your registration. Once your exhibit space is confirmed, the remaining balance will be processed. Please make checks out to SREB and send check payment to: SREB, Attn: Jenn Carter, 592 10th St. NW, Atlanta, GA 30318.

If your application is denied, your check will be returned to you or your credit card will not be charged further. 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 exhibit proposal is approved, you will receive an email confirmation.

All payment must be received prior to July 11, 2018.

**Register your booth personnel online by selecting this [link](#).** You must have your **confirmation order number** available to register.

**Presentations:** If you wish to submit a proposal to present, exhibitor presentations must be an **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.***

**Proposal guidelines can be found online by selecting this [link](#).** You must complete the Proposal to Present form to present at the conference.

**Sponsorships:** We have an exciting new opportunity at our conference this year. We recognize our exhibitors join us in our goals and have a desire to give back to the community and support education efforts. We are providing an opportunity for exhibitors and companies to choose a level of sponsorship, with our offering of gratitude that includes items such as preference in booth space selection; ads in our summer conference program or logos on our lunch ticket; or placing an item in our conference bag. To read more about sponsorship levels, click [here](#). For more information, contact Jenn Carter at [jenn.carter@sreb.org](mailto:jenn.carter@sreb.org) or 404-879-5542. All sponsorship commitments must be made by April 1, 2018.

**Hotel Reservations:** Connections Housing will act as the booking agent for all contracted conference hotels. To reserve a room in the conference room blocks, please call [\(404\) 842-0000](tel:4048420000) or [\(800\) 262-9974](tel:8002629974), or go online by selecting [here](#). 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 days prior to the scheduled date of arrival. Remember to ask for the 2018 SREB HSTW conference rate when booking your reservation. The cut-off date to receive the contracted hotel rate is **June 15, 2018**. It is advisable to reserve your rooms early, as the SREB block tends to sell out quickly. By **Wednesday, June 13, 2018**, each room must list each occupant's name and a valid method of payment for the one-night deposit. Credit cards and checks are considered valid methods of payment; school purchase orders will not be accepted.

**We look forward to seeing you in Orlando. If you have questions, please contact Jenn Carter at [\(404\) 879-5542](tel:4048795542) or [jenn.carter@sreb.org](mailto:jenn.carter@sreb.org).**

**REGISTER BOOTH PERSONNEL: [CLICK HERE](#)**

**SUBMIT PROPOSAL TO PRESENT: [CLICK HERE](#)**

**HOTEL ROOM RESERVATIONS: [CLICK HERE](#)**