



2021 GAEL Winter Conference & EXPO

January 24-26, 2021

The Classic Center

Athens, Georgia

An Invitation to Exhibit and/or Sponsor

The 2021 GAEL Winter Conference Planning Committee invites you to join more than 400 school & system leaders at the annual Winter Conference of the Georgia Association of Educational Leaders (GAEL) on January 24-26 at The Classic Center in Athens.

**The Exhibit Hall will be open all day on Monday, January 25
Setup will be on Sunday, January 24 from 12:00 pm – 5:00 pm**

In the space of the day, you can meet the educational leaders in Georgia, expand your network of contacts, display your products and services, and concentrate your marketing efforts on a receptive audience. This conference is your chance to interact with every level of school leader including superintendents, assistant superintendents, principals, assistant principals, curriculum and instructional supervisors, and special education directors.

This year, we will continue to use the **atrium and halls for exhibit space**. There will be table top spaces, rather than booths. The Opening Reception will be held in the atrium on Sunday afternoon. Specific break times will also be allotted for visiting the exhibits; all conference activities will be on the lower floor of the Classic Center.

This year's conference will be face-to-face and streaming. We will add **sponsor advertisements and/or videos to the streamed version** during breaks. Consider opting for a sponsorship to take advantage of this! Please note that in-person attendance may be lower than last year.

We encourage you to register online on the GAEL website and complete payment to be one of our exhibitors. The deadline for application is **January 5, 2021**. Exhibitors who apply after January 5, 2021 will not be recognized in the GAEL conference program and are less likely to receive exhibit space. No refunds will be made to cancellations after January 5, 2021.

Sponsorship Opportunities

If you are interested in other opportunities to highlight your company to our members by sponsoring a specific event, refer to the Sponsor Information. Companies who are conference sponsors receive special consideration and preferred locations when exhibit spaces are assigned.



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Sponsorship Opportunities

Diamond - \$5,000

- A full-page acknowledgement in the GAEL conference program
- Opportunity for your company representative to make brief remarks at a General Session
- Your company name and logo prominently displayed at the conference
- Two Free **Premium location 8' x 6' spaces**
- Unlimited representatives in your area
- GAEL's appreciation expressed at a General Session
- Complimentary corporate membership in GAEL
- Advertisements during streaming breaks

Gold - \$3,500

- A half-page acknowledgement in our GAEL conference program
- Your company name and logo displayed prominently at the conference
- A free **Standard space**
- Three representatives in your space
- GAEL's appreciation expressed at a general session
- Complimentary corporate membership in GAEL
- Advertisements during streaming breaks

Silver - \$2,500

- A half-page acknowledgement in our GAEL conference program
- Your company name and logo displayed prominently at the conference
- A free **Standard space**
- Three representatives in your space
- GAEL's appreciation expressed at a general session
- Complimentary corporate membership in GAEL
- Advertisements during streaming breaks

Bronze - \$1,500

- A quarter-page acknowledgement in our GAEL conference program
- Your company name and logo displayed prominently at the conference
- GAEL's appreciation expressed at a general session
- A free **Standard space**
- Two representatives in your space
- Complimentary corporate membership in GAEL



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Exhibitor Information

- **Only online registrations will be accepted.**
- Please read this information in its entirety. (During the online registration process you will be asked to verify that you have done so.)
- Payment may be submitted either online or by mail by January 4, 2021. (If for any reason your registration is not accepted, you will receive a full refund of your payment.)
- **Exhibit Spaces will not be assigned until payment is received in FULL.**

Dates/Location

January 24-26, 2021 – The Classic Center, Athens, Georgia

Exhibit Space Cost

GAEL Exhibit Space - \$750 (includes Corporate Membership effective until June 30, 2021)
Extra staff (above 2) - \$125 each

Registration Deadline

January 5, 2021

Exhibit Space Information

- **Exhibit size is 8' wide x 6' deep**
- *If you have a larger set up, you will need to purchase two or more spaces.*
- Exhibit package includes: 1- 8' high back drape, 1- 6' draped table, 2-chairs, 1- waste basket, company sign.
- Electricity is provided at an additional charge through the Classic Center.
- Wireless internet access is complimentary.
- Signs are limited to exhibit space only.
- Spaces are assigned on a first-come first-served basis, with Sponsors receiving priority
- You will receive your assignment the week of on or around January 11, 2021.

Exhibit space is extremely limited! Please register early to avoid disappointment.



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Advertising/Program Listing

- All exhibitors and sponsors are listed in the conference program with company name, address, a short description of services, contact person, phone and email.
- **Conference Sponsors receive advertising space in the program** and a separate listing as a sponsor.
- **Advertisements during streaming breaks**

Information to be submitted during online registration

For All Sponsors & Exhibitors:

- A **brief description** of your company's products and/or services (Indicate "use existing description" if you've exhibited at GAEL before.)
- Include your company's name and product category
- Include **contact information for one company representative** (phone, email, mailing address)
- Include the names of all employees who will be staffing your space.

Supplemental Information for Sponsors only.

All items must be submitted by **January 5, 2021** to be included in the Conference Program.

These items may be emailed to pmyers@gael.org.

- **Color camera-ready ad in appropriate size**
- **Ads and Logos must be high resolution .jpg or .tif format of at least 300 dpi**
- **Ad Specifications:**
 - Full Page 8" wide x 10.5" high – **Partners & Diamond Sponsors**
 - ½ Page 8" wide x 5.25" high – **Gold & Silver Sponsors**
 - ¼ Page - 8" wide x 2" high (horizontal) OR 4" wide x 5.25" high (vertical)

Bronze Sponsors

- **Full color company logo**

Sponsor videos for streaming must be sent to GAEL by January 8. Sponsors will be contacted regarding format and length at a later date. Sponsors may also mail company literature to GAEL to be added to attendee gift bags. **These MUST be in 8 ½ x 11" format.** We will not accept any other sizes!

*Due to printing deadlines, we will only be able to recognize organizations in the program who meet the **submission and payment deadline of January 5, 2021.** It is the company's responsibility to provide all information on or before January 5, 2021, including the appropriate graphic(s) in the specified format. **GAEL will not contact anyone to acquire logos and/or advertising.***



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MANAGEMENT: Management as used herein shall mean the Georgia Association of Educational Leaders Executive Director and Executive Committee; the Exhibit Coordinator is an employee or designee of the Georgia Association of Educational Leaders providing on-site assistance and overseeing the EXPO Hall. In the enforcement and interpretation of the following rules and regulations, the decision of the GAEL Executive Director is final.

ELIGIBLE EXHIBITS: The Management reserves the right to determine the eligibility of any company or product for inclusion in the conference and reserves the right to reject or prohibit any exhibit in whole or in part, or an exhibitor, or his/her representatives, with or without giving cause. No animals will be allowed in the EXPO Hall without prior approval.

REFUNDS: Once the registration is completed and accepted, cancellations will incur a \$75.00 fee. **Absolutely no refunds after January 5, 2021. If GAEL cancels the conference, you will receive a credit on your account for any fees paid.**

SALES TRANSACTIONS: Sales tax is the responsibility of the vendor to collect and pay. GAEL will not be responsible.

AISLE SPACE: All aisle space is under control of the Management and must not be used in any way for exhibit space. No additional furnishings may be added to the exhibit space, nor infringe on the aisle spaces. Please remember aisle space is for movement of the attendees and is not a part of your area. If your products/displays cannot be shown within the assigned space, you may purchase additional space.

NON LIABILITY: The exhibitor agrees to make no claim for any reason whatsoever against the Georgia Association of Educational Leaders, the conference facility, the designated exhibitor decorator, and other contractors for loss, theft, damage, or destruction of goods; nor for any injury to him/herself or employees; nor for any damage of any nature or character, including any damage to his/her business by reason of failure to provide space for the exhibit, or the removal of the exhibit; nor for failure to hold the conference as scheduled; nor for any action of any nature of the Georgia Association of Educational Leaders or its members, officers, committees, agents or employees.

DAMAGE LIABILITY: Exhibitors are liable for any damage caused to the building floor, walls, columns, or to standard exhibit equipment or other decorator property.

SET UP and REMOVAL: Exhibits may be set up from 12:00 p.m.- 5:00 p.m. on Sunday, January 26. **Late set-ups and Monday set-ups are not possible.** If you are not set up by 5:00 p.m. Sunday, your space may be reassigned. Exhibit removal may begin after 5:00 p.m. on Monday, January 25, 2021. **The Opening Reception begins at 5:30 pm Sunday in the atrium.**

RELOCATION OF EXHIBITS: If deemed advisable and in the best interest of the conference attendees, GAEL reserves the right to alter locations of exhibits as shown on the official floor plan.



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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. All exhibit materials and equipment must be reasonably located within the exhibit space and protected by safety guards and devices when necessary to prevent accidents and injuries.

EXHIBIT LOCATION: Final decisions about exhibit location/assignments will be made by Management/GAEL staff and are subject to change at any time. NO exhibitor will assign, sublet, or share the space assigned without the knowledge and consent of GAEL Executive Director or designee. **Exhibit spaces must be staffed at all times when the EXPO is open. Spaces may not be dismantled prior to 5:00 pm on January 25, 2021.**

DECORATIONS STANDARDS: No combustible decorations, such as crepe paper, tissue paper, cardboard, corrugated paper, shall be used at any time. All packing containers, excelsior, and wrapping paper should be removed from the floor and must not be stored under tables or behind displays. All muslin, velvet, silken or any other cloth decorations must stand a flameproof test as prescribed by fire ordinances.

EXHIBITOR/SPONSOR RECEPTIONS/HOSPITALITY SUITES: Exhibitors and sponsors are encouraged to refrain from hosting receptions, public or private, during conference activities scheduled in the official program.

REQUEST FOR NAMES OF CONVENTION REGISTRANTS: GAEL is a non-profit association of individual members. In accordance with our bylaws, GAEL does not release attendees' email addresses. A list of attendees including addresses is sent to all vendors AFTER the event.

CANCELLATION OF SHOW: Should the conference and expo be cancelled, postponed, or abandoned due to fire, strikes, weather, or other uncontrollable circumstances before the opening date, this contract will not be binding and exhibitors will receive refunds.

INTERPRETATION AND AMENDMENT: Management has full power to interpret or amend these rules if needed. Management and all GAEL staff will make every effort to assist sponsors/exhibitors to make this a collaborative effort and a successful profitable show and we are pleased to work with the exhibitors toward that end.

PAYMENT SCHEDULE:

A. In consideration for the right to exhibit and or sponsor during the GAEL 2019 Winter Conference and to be acknowledged by GAEL as a sponsor and/or exhibitor at the Winter Conference, the Exhibitor and or Sponsor agrees to **make payment in full to GAEL on or before January 5, 2021.**

B. The payments described in this Schedule shall constitute payment by Sponsor and/or Exhibitor solely for Sponsors' and or Exhibitors' participation in the Conference and to be acknowledged by GAEL as a sponsor and/or exhibitor at the Conference. Such contributions shall in no manner be considered compensation or reimbursement for services rendered, activities undertaken by GAEL on behalf of Sponsor and/or Exhibitor, or income from a partnership or joint venture.



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EXPO Schedule (tentative)

Breakfast, Lunch and Refreshments are included.

Sunday, January 24

Setup Time: 12:00 p.m. – 5:00 p.m. ONLY. NO Monday Setups are allowed!

Monday, January 25

Expo will be open from 7:15 a.m. until 5:00 p.m.

- Exhibitors may enter the Expo beginning at 7:00 a.m.
- Breakfast will be served to all attendees and exhibitors beginning at 7:30 a.m. in the Expo
- Morning Break, around 9:45 a.m.
- Lunch will be served beginning at 12:00 p.m.
- Afternoon Break, around 2:45 p.m.
- Expo Closes at 5:00 p.m.
- Prize winning names must be given to Pat Myers by 5:00 p.m.
- Exhibitor prizes will be announced at the General Session on Tuesday afternoon.

Note for All Exhibitors and Sponsors:

Exhibitor space is awarded on a first come, first served basis with special consideration given to sponsors. Specific space assignments will be made on or before January 11, 2021. After this time, exhibitors will be notified of their space location, and sent exhibit and product shipping details. It is the sponsor's and/or exhibitor's responsibility to provide all information in the designated time. For more information and/or questions contact Pat Myers via email at pmyers@gael.org or by phone at 706-250-4806. You may contact Buddy Costley, GAEL Executive Director, via email at rcostley@gael.org or by phone at 706-250-4803. Cancellations of registrations before January 5 will incur a \$75.00 cancellation fee. **No refunds will be made for cancellations after January 5, 2021. If GAEL must cancel the conference due to state or federal regulations, you will receive a full credit on your account for any fees paid.**