



2020 GAEL Summer Conference & Expo
July 12-15, 2020
Jekyll Island Convention Center
Jekyll Island, Georgia

Welcome to Summer GAEL 2020

The 2020 GAEL Summer Conference Committee invites you to join more than 1,200 school leaders at the 46th Annual Summer Conference of the Georgia Association of Educational Leaders (GAEL). The Conference will be July 12-15, 2020 at the Jekyll Island Convention Center on Jekyll Island. **The EXPO Hall will open Sunday afternoon July 12, 2020 and close Tuesday afternoon, July 14, 2020.**

This conference is your chance to interact with every level of school leader including superintendents, assistant superintendents, principals, assistant principals, curriculum and instructional supervisors, special education directors, human resource directors and financial directors. These leaders are the decision makers at the district and building levels and occupy a distinctive place in the educational chain of command. They are excellent sales prospects and have the power to make purchasing decisions.

Conference attendees are looking for high-tech, interactive exhibits, innovative & unique learning systems and face-to-face interaction with exhibitors.

To ensure maximum visitations with Exhibitors, special times are reserved for attending exhibits. **All refreshment breaks and continental breakfasts are held in the EXPO Hall allowing prime visitation time with all attendees.**

To encourage conference attendees to actively engage with company representatives, attendees can compete in the “Passport to Winnings” drawing. Each vendor will be provided with pre-printed cards to give to attendees who visit their booths. Giving out a card is at the exhibitor’s discretion and should be reserved for attendees who show an actual interest in your products. Attendees must collect 6 different cards to be entered in the prize drawing. The drawing will occur on Tuesday, July 14, during the 2:30 p.m. General Session.

We will be continuing the very successful Sunday Afternoon Wine and Cheese Reception in the EXPO Hall prior to dinner on Sunday evening. We encourage all exhibitors to be present for this event.

Booth space for this event is extremely limited. Fire restrictions require that we set up the EXPO Hall in a specific way, which limits the number of spaces available. Once the booths are filled, we will not be able to squeeze in any additional spaces. Note that booths in the side hallways may not have heavy traffic. Please register and complete your payment early to ensure your place at the conference.

NOTE: Sponsor booths receive preferred placement. After those, booths are assigned in chronological order according to your registration and payment dates. You cannot “choose” your booth location.



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Sponsorship Opportunities

- ***Diamond- \$7,500***

- *Opportunity for your company's representative to make brief remarks during a General Session*
- *Your company featured in a full page acknowledgment in the GAEL conference program*
- *Your company name and logo prominently displayed during the conference*
- *Two complimentary premier 8 x 8 booths in **your choice** of featured location*
- *Recognition by GAEL Leaders during a General Session and throughout the conference*
- *Complimentary corporate membership in GAEL*
- ***Unlimited staff representatives***
- ***Free booth electricity***

- ***Gold- \$6,000***

- *Your company featured in a 1/2 page acknowledgment in the GAEL conference program*
- *Your company name and logo prominently displayed during the conference*
- *Two complimentary 8x8 booth in the Expo Hall in a premier location*
- *Recognition by GAEL Leaders during a General Session and throughout the conference*
- *Complimentary corporate membership in GAEL*
- ***Four staff representatives***
- ***Free booth electricity***

- ***Silver- \$4,500***

- *Your company featured in a 1/2 page acknowledgment in the GAEL conference program*
- *Your company name and logo prominently displayed during the conference*
- *One complimentary premium 8x8 booth in the Expo Hall*
- *Recognition by GAEL Leaders during a General Session and throughout the conference*
- *Complimentary corporate membership in GAEL*
- ***Three staff representatives***
- ***Free booth electricity***

- ***Bronze- \$3,000***

- *Your company featured in a 1/4 page acknowledgment in the GAEL conference program*
- *Your company name and logo prominently displayed during the conference*
- *One complimentary premium 8x8 booth in the Expo Hall*
- *Recognition by GAEL Leaders during a General Session and throughout the conference*
- *Complimentary corporate membership in GAEL*
- ***Free Booth electricity***

Year-long partnerships with GAEL begin at \$15,000 and include additional benefits. Please contact Dusty Smith at 706-250-4802 if you are interested in exploring this opportunity.



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EXPO Information

To simplify the application process:

- **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 June 3.** (If for any reason your registration is not accepted, you will receive a full refund of your payment.)
- **Booth Spaces will not be assigned until payment is received in FULL.**

Dates/Location

July 12-14, 2020 - Jekyll Island Convention Center on Jekyll Island, GA

Exhibit Space Cost

GAEL Premium Exhibit Booth - \$1250 (includes Corporate Membership through June 30, 2021)

Side Hall Booths - \$1000 (includes Corporate Membership through June 30, 2021).

NOTE: Booths must be paid by June 3 or you will not be assigned a space until paid. If you register early to get a good location, make sure you have also PAID for your booth.

Electricity - \$150 (Sponsors do not pay for electricity)

Extra staff in booth - \$150 each

Please Note: Only 2 staff are included with an **exhibit booth** purchase – all others are \$150 each

Registration Deadline: June 3, 2020 or when filled

NOTE: Registration may close earlier if all booths are sold. A waiting list will be available.

Booth Information

Premium booths are all located in the Main EXPO Hall. **Main Hall booths are 8' wide x 8' deep.** Some hallway booths may be larger.

- Booth package includes: 1- 8' high back drape, 2-side drapes, 1- 6' draped table, 2-chairs
- Electricity is provided at an additional charge (Sponsors receive free electricity)
- Wireless Internet is complimentary (**but inadequate for streaming**)
- Lunch is included for all booth staff
- Signs are limited to booth space only and must not impact adjoining exhibits.
- Booths are assigned on a first-paid, first-served basis, with **Sponsors receiving priority**

Booth space is extremely limited! Please register and pay early to avoid disappointment.



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Sponsor & Exhibitor Information

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.

SET UP and REMOVAL: Exhibits may be set up from 12:00 p.m.-5:00 p.m. on Sunday, July 12. Installations **MUST BE** complete by 5:00 p.m. Due to the Wine and Cheese Event, **late set-up are not possible**. If an exhibit is not set up on Sunday, **the space may be re-sold to another vendor**. Exhibit removal may begin after 2:30 p.m. on Tuesday, July 14. **If you cannot commit to these time requirements, your booth application may be denied.**

REFUNDS: No refunds can be given after June 3, 2020.

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 booth space, nor infringe on the aisle spaces. Please remember aisle space is for movement of the attendees and is not a part of the booth. If your products/displays cannot be shown within the booth 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 booth equipment or other decorator property.

RELOCATION OF EXHIBITS: If deemed advisable and in the best interest of the conference attendees, the Management 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 booth and protected by safety guards and devices when necessary to prevent accidents and injuries.

EXHIBIT LOCATION: Final decisions about booth location/assignments will be made by 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. **The booth(s) must be staffed at all times when the EXPO Hall is open. Booth(s) may not be dismantled prior to 2:30 p.m. on July 14, 2020 without prior permission from GAEL.**

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. **No balloons.**

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

REQUEST FOR NAMES OF CONVENTION REGISTRANTS: GAEL is a non-profit association of individual members. In accordance with our bylaws, GAEL will only release attendees' email addresses if they authorize it. A complete list of attendees 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 2020 Summer Conference/EXPO and to be acknowledged by GAEL as a sponsor and/or exhibitor at the Summer Conference/EXPO, the Exhibitor and or Sponsor agrees to make payment in full to GAEL on or before June 3, 2020.

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.

Please note that no refunds can be given after June 3, 2020.



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EXPO Schedule (tentative)

Please note that the schedule is tentative and break times may change. Set-up must be completed by 5:00pm Sunday. Breakdown time is scheduled for after 2:30 p.m. Tuesday (after the start of the afternoon General Session to not disturb attendees).

Breakfast, Lunch and Refreshments are included.

Sunday, July 12th

Setup Time: 12:00 p.m. – 5:00 p.m.

- **No late setups!**
- Wine and Cheese Kickoff Party in the Vendor Hall is at 5:00 p.m.

Monday, July 13th

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, 10:00 a.m.
- Lunch will be served beginning at 11:45 a.m.
- Afternoon Break, 2:30 p.m.
- Expo Closes at 5:00 p.m.

Tuesday, July 14th

Expo will be open from 7:15 a.m. until 2:30 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, 9:30 a.m.
- Lunch will be served beginning at 12:00 p.m.
- Booth Prize winning names must be given to Pat Myers by 12:00 p.m.
- Exhibitor Booth prizes will be announced during the 2:00 p.m. General Session.
- Breakdown Booths after 2:30 p.m.



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Specifications for Items to be Submitted for Program

For All Exhibitors and Sponsors:

Due to printing deadlines, we will only be able to recognize organizations in the program who meet the **submission and payment deadline of June 3, 2020**. We will be glad to answer any questions and provide assistance; however, **it is the exhibitor's responsibility to provide all information to us on or before June 3, 2020**. Exhibitor space is awarded on a first come, first PAID basis with special consideration given to sponsors. Specific booth assignments will be made on or before June 10, 2020. You cannot "choose" your booth location. After this time, exhibitors will be notified of their booth location and exhibit and product shipping details will be sent.

For Sponsors Only:

**Advertisements must be submitted by June 3, 2020 to be included in the Conference Program.
GAEL will not guarantee any follow up contact to acquire logos and/or advertising.**

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

- **Full color company logo**
- **Full Color ad in the specified size**
- **Ads and Logos must be high resolution .jpg or .tif format of at least 300 dpi**
- **Ad Specifications:**
 - Full Page 7.5" wide x 10" high
 - ½ Page 7.5" wide x 5" high
 - ¼ Page 3.75" wide x 5" high

For more information and/or questions contact Pat Myers via email at pmyers@gael.org or by phone at 706-250-4806. You may also contact Robert Costley, GAEL Executive Director, via email at rcostley@gael.org or by phone at 706-250-4803.