

# Special Education Convention & Expo

Orlando | January 16-19



## EXHIBITOR & SPONSOR PROSPECTUS

[www.cecconvention.org](http://www.cecconvention.org)



Council for  
Exceptional  
Children

# EXHIBIT, SPONSOR, AND ADVERTISE

## at the World's Largest Expo of Special Education Products and Services

For nearly 75 years, companies that focus on special and gifted education have been participating in the CEC Annual Convention & Expo. Join us January 16-19, 2022 as we showcase this annual event in Orlando, FL. This is your prime opportunity to meet teachers, administrators, faculty, and other prospective customers who are most interested in the solutions that you offer.

## CEC ATTENDEE STATS

2020 Attendance: 4,000+

Average Age: 43 Years

### Who Attendees Are:

- **31%** Teachers
- **22%** Administrators
- **20%** Higher Education
- **10%** Students
- **18%** Other

### Where They Work:

- **48%** Public School
- **28%** College/University
- **10%** Charter/Private School
- **14%** Other

### Who They Work With:

- **19%** All Ages
- **6%** Birth–2 Years
- **19%** 3–5 Years
- **28%** K–12
- **32%** Elementary
- **22%** Middle Level
- **19%** Secondary
- **28%** Postsecondary



91% of attendees  
spent time visiting  
the Expo Hall



72% of attendees  
are involved in  
purchasing



86% of attendees  
were satisfied with  
their convention  
experience



# EXHIBIT PRICING & INFORMATION



Booth Type (Per 10' x 10')	Booth Rate
Inline Booth	\$2000
Corner Booth	\$2200
*Non-Profit/School System	\$1800

## Service Information

The official general service contractor is Shepard Exposition Services. The Exhibitor Services Kit will be available early October.

## Hotel Information

Visit [www.cecconvention.org](http://www.cecconvention.org) for the latest information.

## Exhibit Sales Contact

To reserve a booth, contact Sharyn Weiss at 703-264-9405 or [sweiss@exceptionalchildren.org](mailto:sweiss@exceptionalchildren.org).

## What's Included:

- 8' draped back wall and 3' side rails
- Complimentary listing in the Mobile App
- Complimentary listing on the 2022 exhibits website
- Five (5) product category listings in the Mobile App
- Four (4) complimentary full convention registrations per 10'x10' booth (non-profits/school systems receive two (2) registrations per 10' x 10' booth)
- Access to the exhibitor lounge
- 24 hour surveillance of the exhibit hall

*\*Non-profits/school systems also receive a complimentary booth package that includes two chairs, one 6' draped table and wastebasket.*

**It pays to be in the Expo Hall!  
Meet the best of the best!**

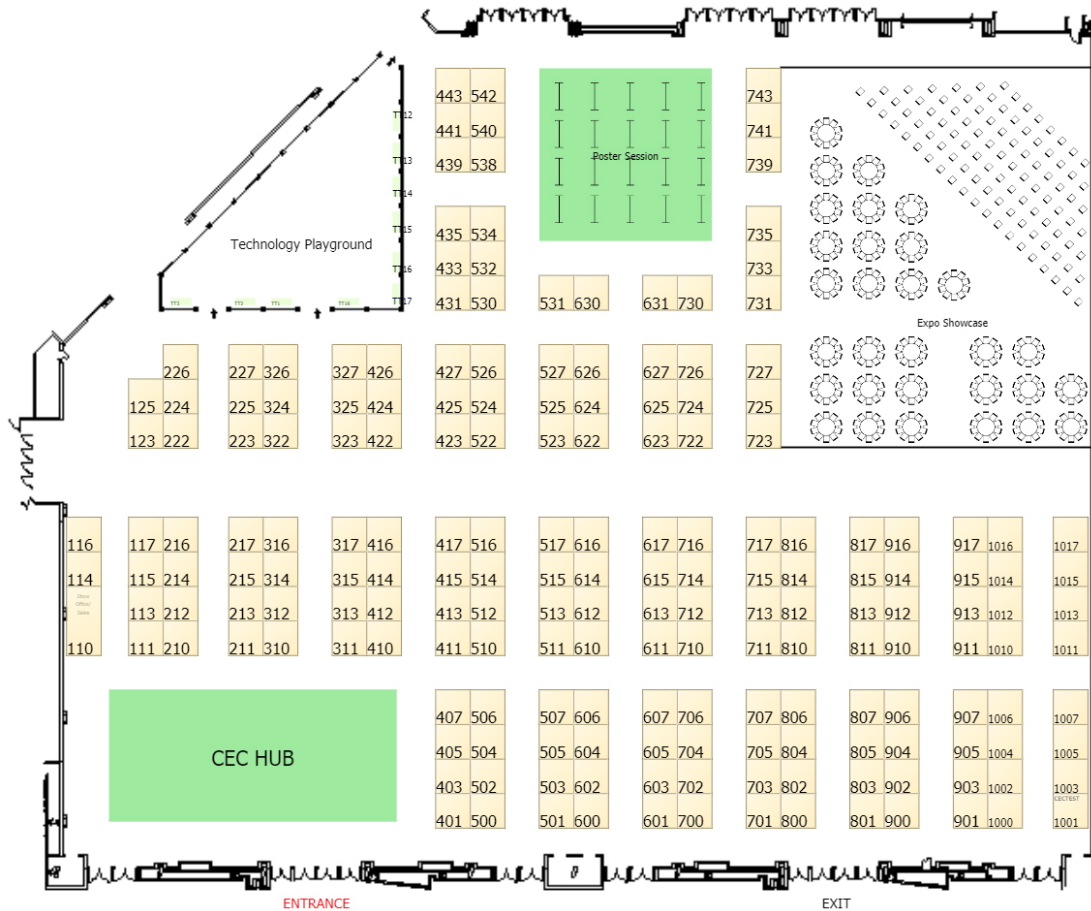




# EXPO HALL FLOOR PLAN

Marriott World Center | Cypress Hall 1 & 2 View

live floor plan: [exceptionalchildren.org/floorplan](http://exceptionalchildren.org/floorplan)



## EXHIBITOR HOURS

### Installation

Sunday, January 16 8:00 AM – 4:00 PM

### Expo Hall Hours

Sunday, January 16 6:30 PM – 8:30 PM

(Welcome Reception in the Expo Hall starts at 6:30 PM)

Monday, January 17 8:00 AM – 5:00 PM

Tuesday, January 18 8:00 AM – 4:30 PM

### Dismantle

Tuesday, January 18 4:30 PM – 7:00 PM

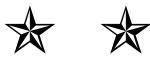




**100 Years**  
of Leading  
Special Education

## SPONSORSHIP OPPORTUNITIES

Show your organization's support of CEC and the special education community as we celebrate our 100 Year Anniversary. Sponsors will be recognized and acknowledged.



**100 Year  
Gold Anniversary Sponsor  
\$2,500**

- Recognition on official welcome signage located at the entrance of the exhibit hall
- Decal of Company Logo in CEC Supporter Walk of Gratitude in Convention area
- 25 tickets to 100 Year Closing Night Bash
- Logo included in Opening Session and on-site marketing for Closing Night Bash
- Half page color advertisement in the Schedule At A Glance



**100 Year  
Platinum Anniversary Sponsor  
\$5,000**

- Recognition on official welcome signage located at the entrance of the exhibit hall
- Decal of Company Logo in CEC Supporter Walk of Gratitude in Convention area
- 50 tickets to 100 Year Closing Night Bash
- Reserved Area within Closing Night Bash
- Logo included in Opening Session and on-site marketing for Closing Night Bash
- Full page color advertisement in the Schedule At A Glance



**100 Year  
Silver Anniversary Sponsor  
\$1,000**

- Recognition on official welcome signage located at the entrance of the exhibit hall
- Decal of Company Logo in CEC Supporter Walk of Gratitude in Convention area
- 10 tickets to 100 Year Closing Night Bash
- Logo included in Opening Session and on-site marketing for Closing Night Bash

**Reserve your sponsorship today!**

Sharyn Weiss  
Director of Strategic Partnerships  
703-264-9405  
[sweiss@exceptionalchildren.org](mailto:sweiss@exceptionalchildren.org)

# SPONSORSHIP OPPORTUNITIES



**Check out these premium enhancements to your booth.**

## CEC/ISET Technology Playground \$1,250 for a half day session

The Technology Playground is an immersive hands-on experience where attendees can interact with vendors, educators, and students who will share current assistive and instructional technology that support students with special needs.

### What's Included:

- One (1) tabletop display in the Tech Playground area (includes electricity, WiFi, two chairs, one 6' draped table and wastebasket)
- Sponsor logo recognition and acknowledgement on all materials promoting the Tech Playground
- Half-day opportunities for vendors to share their products and interact with attendees
  - Monday, January 17  
8:00 AM-12:00 PM or  
1:00 PM-5:00 PM
  - Tuesday, January 18  
8:00 AM-12:00 PM or  
12:00 PM-4:00 PM
- Sponsor recognition Included in Push Notification for Tech Playground during allotted time
- Sponsor logo included on Tech Playground swag
- Attendees have the option of receiving up to 1 Professional Development Hour (PDH) for attending the Tech Playground, making their time in Playground valuable for certification

## Expo Showcase Sessions \$750 Expo Hall | \$1,000 Meeting Room

Back by popular demand, Expo Showcase Sessions provide vendors an opportunity to demonstrate and showcase your products and services to a captive audience of convention attendees. One-hour time slots are set aside for Expo Showcase Sessions that focus on practical technology applications for pre-K-12 age range or core educational content. Sessions will be listed on the schedule at a glance.

Showcase Session rooms will be complete with podium, microphone, LCD projector, and wireless internet connection. To reserve a Expo Showcase Session, contact Sharyn Weiss by November 15, 2021 to be included in the program. Space is limited.



## Reserve your sponsorship today!

Sharyn Weiss,  
Director of Strategic Partnerships  
703-264-9405

[sweiss@exceptionalchildren.org](mailto:sweiss@exceptionalchildren.org)



# SPONSORSHIP OPPORTUNITIES

**Increase your exposure by sponsoring a convention item or event!**



## **Yes I Can Awards Program \$15,000**

Every year CEC honors students with disabilities who excel in an area of strength or interest. Since 1982, thousands of children and youth have been recognized for their achievements in academics, arts, school and community, self-advocacy, technology and transition. The Yes I Can Awards Ceremony is an extremely moving and poignant event, and a highlight of the CEC Convention and Expo.

Sponsor benefits include:

- Two-minute opportunity to address the audience
- Company logo prominently placed on the intro video loop, Yes I Can website and Schedule at a Glance
- 728 X 90 banner on CEC Convention website July 2021 - January 2022
- Full page color ad in the Schedule at a Glance, content due December 1st
- Opportunity to provide a chair drop at the 2nd General Session and Yes I Can Ceremony
- Recognition in all Press Releases
- Video of ceremony will be on CEC website, inclusive of Pearson opening remarks, post convention
- Branded Yes I Can Feature in the Central Ballroom Atrium

## **Mobile App \$15,000**

The Mobile App keeps convention attendees connected, engaged, and informed. This tool provides access to all convention details including exhibitor and sponsor directory booth listing and exhibit hall map, social media, alerts, and much more! Your company logo will be placed on the Mobile App, so attendees know who sponsored it! The App will be available to attendees for six months. Sponsor also receives signage in the registration area featuring your company logo.

## **CEC Representative Assembly Session \$3,500**

Align your organization with this highly regarded group of Special Education thought leaders including the CEC Board, Staff, Past Presidents, and Leaders of our Special Interest Divisions and State Chapters. The assembly is made up of representatives from all areas of special education, including classroom teachers, early interventionists, administrators, and higher education. Sponsorship includes light refreshments.

Sponsor benefits include:

- Prominent acknowledgement as a sponsor at the convention
- Logo on CEC convention website
- Opportunity to provide a chair drop or a swag item
- Two-minute opportunity to address the assembly

## **Mobile App Push Announcements \$500 (8 per day available)**

Send your marketing message directly to the mobile devices of CEC Conference attendees and drive traffic to your booth. There is no limit to the amount of characters used in these announcements.

## **CEC Green Screen Photos \$3,500 (2 Sponsors)**

What a great way to celebrate with attendees and commemorate CEC's 100 Year Anniversary Conference! Your brand will be in every photo that we superimpose onto the cover of a fictitious CEC TEC Journal. This is consistently a wildly popular attraction.



# MORE SPONSORSHIP OPPORTUNITIES

## Wi-Fi \$5,000

Help attendees stay connected and enhance their convention experience! Benefits include:

- Logo on Wi-Fi cards handed out at registration
- Signage and logo recognition on meterboards
- Opportunity to include company name in CEC branded Wi-Fi password
- 728 x 90 banner ad on the CEC convention website Dec 2021 –Feb 2022
- A thank you from CEC's president at the opening general session

## Dedicated Sponsor E-Blast \$2,000 (6 available)

Send a dedicated e-blast to CEC Annual Conference registered attendees. Use an e-blast to promote a booth giveaway, an exhibitor session, or to simply drive traffic to your booth. CEC will send your HTML e-blast to registered attendees and has final approval on all messaging.

## Badge Holder Sponsor \$3,500

Every attendee must wear a badge that will feature your company logo. This high-profile sponsorship ensures maximum visibility, and this year will convey an additional message. Lanyard options will be in red, yellow and green. They will be a visual indication of each individual's comfort level with socially distancing.

## Sponsored Lounge in Hall of Cities

### \$1,000 Exhibitors | \$3,000 Non exhibitor (4 Sponsors)

Sponsor a space where people meet! We have four lounge options; Early Childhood, Administrators, Transition Teachers, and Students. Attendees will have a home base to schedule meet ups and network.

Lounge will come with tables, chairs, waste basket. Sponsors may choose to order F&B, display a literature table and have a sign in sheet.

## CEC Student & Early Career Mentoring Session \$3,500

Reach an energized audience of new and future teachers. At least 25% of attendees identify as students or early career professionals and we know they want guidance and information. They also want to find products and resources to help launch their teaching careers. Sponsorship includes light refreshments to draw an even larger crowd of hungry learners!

Sponsor benefits for this 1 hour professional development session focused on topic areas relevant and timely for future teachers include:

- Prominent acknowledgement in student and early career emails before the convention;
- Logo on CEC convention website and all Student & Early Career Mentoring Session event signage and materials;
- Two-minute opportunity to address the audience.





# ADVERTISING OPPORTUNITIES

Keep your brand top-of-mind when you advertise in the official CEC publications!



## Convention Schedule At A Glance

A key resource for CEC convention attendees, the Convention Schedule at a Glance is a cost-effective way to increase exposure and drive traffic to your booth. The program will be available online as a PDF and linked from the mobile app. Printed copies will also be available onsite. Reserve your space today!

Ad Position	Trim Size	Net Rate
Full Page	8.5" x 11"	\$1,600
Half Page	5.5" x 4.25"	\$800

## Deadlines

Space by November 15; Artwork due December 1

## Ad Specifications

High-resolution PDF required. Schedule at Glance is printed in color. Send artwork to Anna Perez at [aperez@exceptionalchildren.org](mailto:aperez@exceptionalchildren.org)

## Daily Convention E-Brief \$500

Hot off the press!! Secure one of two banner ads to be featured in our Daily Convention E-Brief. Each morning, Sunday through Wednesday, CEC will send our Convention E-Brief to all attendees highlighting the day ahead and wrapping up the day prior. We will have two (2) banner ads available per day. Secure one of two Banner Ad Spots per day.

## Know Before You Go \$750

The information every attendee reads and holds onto.....Know Before You Go will be sent to all registered attendees prior to the start of CEC's Conference. Secure one of two Banner Ad Spots per day.

# VIRTUAL SHOWCASE SESSIONS



## Virtual Showcase sessions \$1000

This is a new opportunity for our partners to be part of CEC's Virtual Conference, which provides our attendees with:

- Access to over 300 on-demand sessions during the virtual convention dates and continued access for 4 months (access all virtual convention sessions February to August 2022)
- Keynote and general sessions airing pre-recorded from Orlando
- Live "lounges" and social events

Speakers presenting during the virtual component will be provided with:

- A PowerPoint template provided by CEC to create your presentation slides and video, although using slides is not required.
- Resources to help record a dynamic and accessible presentation with a variety of platforms. Step-by-step instructions on how to upload/submit your recording to CEC by January 7, 2022

Virtual Showcase Sessions provide vendors an opportunity to demonstrate and showcase your products and services. Time slots of up to one hour are being made available for Showcase Sessions that focus on practical technology applications for pre-K-12 age range or core educational content. Sessions will be listed on the virtual schedule at a glance and in the convention app agenda right along with the other programming components.

**Virtual Showcase Sessions are in limited supply. To reserve your virtual Showcase Session, contact Sharyn Weiss by December 15, 2021 to be included in the program. Space is limited.**

Sharyn Weiss  
Director of Strategic Partnerships  
703-264-9405  
[sweiss@exceptionalchildren.org](mailto:sweiss@exceptionalchildren.org)





## Exhibit Booth/Sponsorship Application Form January 16-19, 2022

### Exhibiting Company Information

Complete company name, address etc. exactly as it should appear in all CEC **official publications**.

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_ Country: \_\_\_\_\_

Phone: \_\_\_\_\_ Website: \_\_\_\_\_

### Contact Information

All show information will be sent to the individual listed below **(this section is required)**.

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Contact Phone: \_\_\_\_\_ Email: \_\_\_\_\_

### Exhibit/Sponsorship Opportunities

☐ Inline Standard Exhibit Booth - \$2,000 per booth x ( ) = \_\_\_\_\_

☐ Corner Exhibit Booth - \$2,200

☐ Non-Profit/School System- \$1,800 (Inline Booth)

\*Please attach your non-profit certificate to receive the booth discount.

#### Booth Preferences:

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

### Billing Options:

☐ Please invoice my company for the total exhibit/sponsorship above.

Return this form with full payment; payable by check, credit card, or wire transfer.

Make checks payable to CEC (in U.S. dollars)

Authorized Signature: \_\_\_\_\_

### Payment Information

☐ American Express

☐ Mastercard

☐ Visa

Credit Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Name as it Appears on Card: \_\_\_\_\_ Security Code: \_\_\_\_\_

Cardholder's Signature: \_\_\_\_\_

### Return Form To:

**Sharyn Weiss**

Director of Strategic Partnerships  
3100 Clarendon Blvd, Suite 600  
Arlington, VA, 22201

**Direct: 703.264.9405**

**Fax: 703.264.9494**

**[sweiss@exceptionalchildren.org](mailto:sweiss@exceptionalchildren.org)**

# CEC 2022 Exposition & Sponsorship Rules

These rules and regulations are a part of the agreement between the **Council for Exceptional Children (CEC) and the Exhibitor/Sponsor**. Exhibit Management reserves the right to render all reasonable interpretations and decisions, should questions arise, and to establish further regulations as may be deemed necessary to the general success and well-being of the convention. Exhibit Management's decisions and interpretations shall be accepted as final in all cases.

## 1. PURPOSE

The purpose of the CEC 2022 Convention & Expo is to further CEC's objectives by extending learning opportunities to attendees by exposing them to new companies, products and services in the expo and offering vendor sessions. Exhibitors are limited to firms, organizations and agencies whose exhibits are in harmony with the purpose of this Exposition.

## 2. LOCATION OF EXHIBITS

The Convention & Expo will be held at the Orlando World Center Marriott in Orlando, Florida.

## 3. SUB LEASING

Exhibitor may not sublet his exhibit space, nor any part thereof, nor exhibit, offer for sale, or advertise articles not manufactured or sold by the exhibiting company, except where such articles are necessary for proper demonstration or operation of the exhibitor's display, in which case identification shall be limited to the manufacturer's normal regular nameplate. Exhibitor may not permit non-exhibiting company representatives to operate from his booth. Rulings of CEC shall, in all instances, be final with regard to use of exhibit space.

## 4. OCCUPANCY DEFAULT

Any exhibitor failing to occupy space contracted for shall not be relieved of the obligation of paying the full rental charge of such space. If not occupied by the time set for completion of the installation of the displays, such space shall be taken by CEC, and re-allocated or reassigned for such purposes or use CEC may see fit.

## 5. ELIGIBILITY

CEC has the sole right to determine the eligibility of any company or product for inclusion in the Exposition.

## 6. NON DISCRIMINATION

As a professional association of educators dedicated to advancing the success of children with exceptionalities, CEC is committed to our core values of visionary thinking, inclusiveness and integrity. CEC values and seeks diverse and inclusive participation within the field of special education. CEC does not and shall not discriminate based on race, ethnicity, culture, language, age, (dis)abilities, family status/ composition, gender identity and expression, sexual orientation, socioeconomic status, religious and spiritual values, geographic location, country of origin, or military/veteran status, nor shall it tolerate harassment based on any of the foregoing in any of our activities or operations. These activities include, but are not limited to, hiring and firing of staff, selection of volunteers, vendors, contractors and clients, and provision of services. CEC is committed to providing an inclusive and welcoming environment to all of the aforementioned groups. CEC encourages and promotes involvement and access to its annual convention and expo and other professional development opportunities consistent with our nondiscrimination policy. Exhibitors (defined as company contracting space on CEC's expo floor) and Sponsors (defined as an individual or organization that pays some or all the costs for an item or event in return for advertising) must adhere to CEC's core values and non-discrimination policy.

## Initial Here

## 7. CANCELLATION OR CHANGE OF EXPOSITION

In the event that the premises in which the Exposition is conducted should become unfit for occupancy or substantially interfered with by reason of any cause or causes not reasonably within the control of CEC or its agents, the Exposition may be canceled or moved to another appropriate location, at the sole discretion of CEC. CEC shall not be responsible for delays, damage, loss, increased costs, or other unfavorable conditions arising by virtue of cause or causes not reasonably within the control of CEC. Causes for such action beyond the control of CEC shall include, but are not limited to: fire, casualty, flood, epidemic, earthquake, explosion, accident, blockage, embargo, inclement weather, governmental restraints, act of a public enemy, riot or civil disturbance, impairment or lack of adequate transportation, inability to secure sufficient labor, technical or other personnel, labor union disputes, loss of lease or other termination by the Orlando World Center Marriott, municipal, state or federal laws, or act of God. Should CEC terminate this agreement pursuant to the provisions of this section, the exhibitor waives claims for damage arising therefrom. Refunds of "Paid Exhibit Space Fees" in the event of event termination or cancellation shall be made to exhibitors at the sole discretion of CEC and in any case, will not exceed the amount of each exhibitor's paid exhibit space fee less any pro rata adjustments based on non-reimbursable direct and/or indirect event costs or financial obligations incurred by CEC through the date of exhibitors' notification of event termination or cancellation or through the completion of event termination or cancellation processes, whichever is later.

## 8. CANCELLATION / DECREASE BY EXHIBITOR

In the event of cancellation/decrease by an exhibitor, CEC shall determine an assessment covering the reassignment of space, prior services performed, and other damages related to cancellation,

according to the following schedule: Through November 1, 2021, 50% of total booth rental fee; After November 1, 2021, 100% of total booth rental space fee. CEC must receive written notification of the cancellation/decrease. Date cancellation/decrease notice is received by CEC will determine above assessment charges. In the event of either a full or partial cancellation of space by an exhibitor, CEC reserves the right to reassign canceled booth space, regardless of the cancellation assessment. Subsequent reassignment of canceled space does not relieve the canceling exhibitor of the obligation to pay the cancellation/decrease assessment. Appropriate payment must be received within 15 days of cancellation/decrease.

## 9. LIMITATION OF LIABILITY

Exhibitor agrees to make no claim for any reason whatsoever against CEC, its employees, agents, or representatives for loss, theft, damage, or destruction of goods; nor for any injury, including death, to himself, employees, agents or representatives; nor for any damage of any nature, including damage to his business for failure to provide exhibit space; nor for failure to hold the Exposition as scheduled; nor for any action or omission of CEC. The exhibitor is solely responsible for his own exhibition material and products, and should insure exhibit and products from loss or damage from any cause whatsoever. It is understood all property of an exhibitor is in his care, custody, and control in transit to, or from, or within the confines of the exhibit hall. CEC shall bear no responsibility for the safety of the exhibitor, its personnel, employees, agents or representatives or personal property.

## 10. EXHIBITOR INSURANCE

The exhibitor shall, at its sole cost and expense, procure and maintain through the term of this contract, comprehensive general liability insurance against claims for bodily injury or death and property damage occurring in or upon or resulting from the premises leased. Such insurance shall include contractual liability and product liability coverage, with combined single limits of liability of not less than minimum \$1,000,000 per occurrence/\$2,000,000 aggregate coverage. Such insurance shall name CEC, Orlando World Center Marriott and Decorator/General Service Contractor as an additional insured. During the term hereof, the exhibitor shall maintain Workers' Compensation and Occupational Disease insurance in full compliance with all federal and state laws, covering all of exhibitor's employees engaged in the performance of any work for exhibitor. All property of the exhibitor is understood to remain under its custody and control in transit to and from the confines of the hall. Proof of such insurance, including a Certificate of Insurance, shall be provided to Show Management or its agent or representative within three (3) calendar days after request, time being of the essence. Failure to remit such proof shall be a material breach of this agreement.

## 11. UNION LABOR

Exhibitor shall employ only union labor, as made available by official contractors in the setting up and dismantling of the exhibits and in the operations when required by union agreements. Exhibitors planning to build special displays should employ union display companies in their fabrication, carpentry and electrical work.

## 12. INSTALLING, EXHIBITING, DISMANTLING

Hours and dates for installing, exhibiting, and dismantling shall be those specified by CEC. Exhibitor shall be liable for all storage and handling charges resulting from failure to remove exhibit material from the Exposition before the specified conclusion of the dismantling period set by CEC.

## 13. DAMAGE TO PROPERTY

Exhibitor is liable for any damage caused by exhibitor, exhibitor's agents, employees or representatives to building floors, walls, or columns, or to standard booth equipment, or to other exhibitor's property. Exhibitor may not apply paint, lacquer, adhesive or other coatings to building columns, floors or walls, or to standard booth equipment.

## 14. FLOOR LOADING

Under no circumstances may the weight of any equipment or exhibit material exceed the specified floor load limit of the exhibit hall. Exhibitor accepts full and sole responsibility for injury or damage to property or persons resulting from failure, knowingly or otherwise, to distribute the exhibit material and products in conformity with the maximum floor load specifications.

## 15. BOOTH FURNISHING AND FLOOR COVERING

Please note the rental fee covers only the booth space. Booths are unfurnished unless otherwise specified. Carpet or other appropriate floor covering is mandatory and not included in the booth rental fee.

## 16. ALCOHOLIC BEVERAGES

The dispensing, distribution or use of alcoholic beverages in the Exposition hall is prohibited without the express prior approval of CEC.

## 17. FLAMMABLE MATERIALS

No flammable fluids or materials of any nature, including decorative materials, use of which is prohibited by national, state, or city fire regulations may be used in any booth.

## 18. LOTTERIES OR CONTESTS

The operation of games of chance or lottery devices, or the actual or simulated pursuit of any recreational pastime is permitted only on written approval from CEC.

## 19. NOISE AND ODORS

Noisy or obstructive work will not be permitted during open hours of the Exposition, nor will noisily operating displays, nor exhibits producing objectionable odors. CEC shall have sole discretion in determining what is noisy, obstructive or objectionable.

## 20. MUSIC

Any exhibitor using music must ensure that licensing fees have been paid to the appropriate agency, i.e., ASCAP or BMI. CEC is not responsible for any licensing fees for music played in exhibitor's booth.

## 21. OBSTRUCTION OF AISLES OR BOOTHS

Any demonstration or activity that results in excessive obstruction of aisles or prevents ready access to nearby exhibitor's booth shall be suspended for any periods specified by CEC.

## 22. ATTENDANCE

Admission policies shall remain, at all times, the prerogative of CEC, and may be revised or amended to suit unforeseen conditions.

## 23. BOOTH PERSONNEL

Exhibitor representatives are restricted to personnel engaged in the display, demonstration, application or sale of the company's product or services. Booth personnel shall wear "exhibitor" badge identification furnished by CEC at all times while they are in the exhibit area. All other employees and representatives of the exhibiting companies must register as Show Attendees. CEC reserves the right to restrict or limit the number of booth representatives. All exhibits must have personnel present during show hours.

## 24. HEIGHT AND NON-BLOCKING REGULATIONS

All exhibit display construction design must conform to the regulations set forth in the "Display Rules and Regulations," a copy of which is supplied to each exhibitor by CEC. "Display Rules and Regulations" provides details as to what is allowed for exhibitor's booth so as to enable use of the space without detriment to neighboring exhibitors or the Exposition.

## 25. ELECTRICAL SAFETY

All wiring on booths or display fixtures must meet underwriters' rules and standard fire department inspection. This applies to booth construction only and not to pre-wired radio and electronic equipment.

## 26. USE OF SPACE

Displays and demonstrations are limited to the confines of an exhibitor's own booth, as is the distribution of literature or other items.

## 27. DISPLAY

CEC shall have full authority for approval or arrangement and appearance of items displayed. CEC may, at its discretion, require replacement, rearrangement, or redecoration of any item or any booth, and no liability shall attach to CEC for the costs that may evolve upon exhibitor thereby. Exhibitors with special backgrounds or side dividers must make certain that such material is furnished in such a manner as to not be unsightly to exhibitors in adjoining booths. If such surfaces remain unfinished two hours before the scheduled opening of the show, CEC shall authorize the official decorator to affect the necessary finish and the exhibitor must pay all charges involved thereby.

## 28. EXHIBITOR REPRESENTATIVE'S RESPONSIBILITY

Neither the convention/exhibition sponsor, nor its show management company or other agents or representatives, or their shareholders, officers, directors, employees or contractors shall be responsible for any injury, loss, or damage that may occur to exhibitor or to exhibitor's agents, employees, affiliated personnel, officers, directors, shareholders, contractors or representatives or any of their property, businesses, or other activities from any cause whatsoever, prior to, during or subsequent to the convention or exposition event. By signing this Agreement, exhibitor expressly and voluntarily and knowingly assumes all such risk and expressly agrees, and hereby does, indemnify, defend and hold harmless the convention/exhibition sponsor, its show management company and other agents and representatives, and their shareholders, officers, directors, employees and contractors, from and against all claims and liabilities arising out of, or in any way related to, the acts or negligence of exhibitor, exhibitor's agents, employees or representatives.

## 29. WAIVER OF RIGHTS

Any rights of CEC under this contract shall not be deemed waived in any manner except as specifically waived in writing and signed by an authorized officer of CEC.

## 30. RELOCATION AND FLOOR PLAN REVISIONS

CEC retains the exclusive right to revise the exhibition hall floor plan and/or move assigned exhibitors as necessary.

## 31. AMENDMENT AND ADDITION RULES

Any matters not specifically covered by the preceding rules shall be subject solely to the decision of CEC. CEC may, at any time, amend or add further rules to these rules, and all amendments made shall be binding on exhibitor equally with the foregoing rules and regulations.

## 32. AGREEMENT TO RULES

Exhibitor, for himself or itself, his or its personnel, employees, agents or representatives, agrees to abide by the foregoing rules and those provided and contained in the Exhibitors Manual, and by any amendments and additional rules that may be put into effect by CEC.





## Application and Contract for Sponsorship and Advertising

### 1 CONTACT INFORMATION

<hr/> Company Name			
<hr/> Contact Name		<hr/> Title	
<hr/> Mailing Address			
<hr/> City	<hr/> State/Province	<hr/> Zip/Postal Code	<hr/> Country
<hr/> Phone		<hr/> Fax	
<hr/> E-mail		<hr/> Website	

### 2 SELECT SPONSORSHIP(S)

- |                                                                               |                                                                        |                                                                  |
|-------------------------------------------------------------------------------|------------------------------------------------------------------------|------------------------------------------------------------------|
| <input type="checkbox"/> Yes I Can Awards Program \$15,000 - SOLD OUT         | <input type="checkbox"/> 100 Year Platinum Anniversary Sponsor \$5,000 | <input type="checkbox"/> CEC Green Screen Photos \$3,500         |
| <input type="checkbox"/> Mobile App \$15,000 - SOLD OUT                       | <input type="checkbox"/> 100 Year Gold Anniversary Sponsor \$2,500     | <input type="checkbox"/> Badge Holder Sponsor \$3,500 - SOLD OUT |
| <input type="checkbox"/> Wifi \$5,000                                         | <input type="checkbox"/> 100 Year Silver Anniversary Sponsor \$1,000   | <input type="checkbox"/> Dedicated Sponsor E-blast \$2,000       |
| <input type="checkbox"/> CEC Student & Early Career Mentoring Session \$5,000 | <input type="checkbox"/> Sponsored Lounge \$1,000 exhibitor            | <input type="checkbox"/> Mobile App Push Announcements \$500     |
|                                                                               | <input type="checkbox"/> Sponsored Lounge \$3,000 non-exhibitor        |                                                                  |

### 3 SELECT ADVERTISING

- |                                                    |                                                                      |
|----------------------------------------------------|----------------------------------------------------------------------|
| <input type="checkbox"/> Know Before Your Go \$750 | <input type="checkbox"/> Half Page Ad in Schedule at a Glance \$800  |
| <input type="checkbox"/> Daily E-Brief \$500       | <input type="checkbox"/> Full Page Ad in Schedule at a Glance \$1600 |

### 4 PAYMENT INFORMATION

- ☐ Check enclosed \$\_\_\_\_\_ (Checks payable to CEC)
- ☐ Charge my: ☐ Visa ☐ MasterCard ☐ AMEX ☐ Discover

**Mail payments** to The Council for Exceptional Children, P.O. Box 79026 Baltimore, MD 21279-0026

<hr/> Card Number	<hr/> Amount
<hr/> Name on Card	
<hr/> CVV Code	<hr/> Exp. Date
<hr/> Cardholder Signature	

### 5 SIGNATURE AND AGREEMENT

This application will become a contract upon acceptance with authorized signature and is based upon the sponsorship availability, sponsorship fees, rules governing the sponsorship/ad and general information that is included with this document.

<hr/> Authorized Signature	<hr/> Date
<hr/> Print Name and Title	

#### Payment Schedule/Cancellation Policy

Full payment is due with application. Sponsorship/Ads will not be held or confirmed without payment. Sponsorships/Ads are non-refundable.

For more information contact Sharyn Weiss, Director of Strategic Partnerships, at 703-264-9494 or [sweiss@exceptionalchildren.org](mailto:sweiss@exceptionalchildren.org)



## Application and Contract for Expo Showcase / Technology Playground

### 1 CONTACT INFORMATION

Company Name

Contact Name

Title

Mailing Address

City

State/Province

Zip/Postal Code

Country

Phone

Fax

E-mail

Website

### 2 PROGRAM INFORMATION

Expo Showcase will be accepted on a first come, first served basis. Lectern, microphone, LCD projector, screen, WiFi and extension cords are included. Submission deadline is **November 16**.

☐ \$750 in Expo Hall

☐ \$1,000 In Meeting Rooms - SOLD OUT

### 3 SELECT EXPO SHOWCASE TIME SLOT:

**Monday, January 17<sup>th</sup>**

**Tuesday, January 18<sup>th</sup>**

☐ 8 AM – 9 AM

☐ 8 AM – 9 AM

☐ 9:15 AM – 10:15 AM

☐ 9:15 AM – 10:15 AM

☐ 10:30 AM – 11:30 AM

☐ 10:30 AM – 11:30 AM

☐ 11:45 AM – 12:45 PM

☐ 11:45 AM – 12:45 PM

☐ 1 PM – 2 PM

☐ 1 PM – 2 PM

Technology Playground will be accepted on a first come, first served basis. Tabletop display, electricity, Wi-Fi, two chairs, one 6' table, and wastebasket are included.

☐ \$1,250 Technology Playground

### 4 SELECT TECHNOLOGY PLAYGROUND TIMESLOT

**Monday, January 17<sup>th</sup>**

**Tuesday, January 18<sup>th</sup>**

☐ 8 AM – 12 PM

☐ 8 AM – 12 PM

☐ 1 PM – 5 PM

☐ 12 PM – 4 PM

### 5 Virtual Showcase Sessions

☐ \$1,000

Virtual Showcase sessions will be accepted on a first come, first served basis. These sessions are in limited supply, the deadline to reserve a session is December 15th, 2021.

### 6 PAYMENT INFORMATION

☐ Check enclosed \$\_\_\_\_\_ (Checks payable to CEC)

☐ Charge my: ☐ Visa ☐ MasterCard ☐ AMEX ☐ Discover

**Mail payments** to The Council for Exceptional Children, P.O. Box 79026 Baltimore, MD 21279-0026

Card Number

Amount

Name on Card

CVV Code

Exp. Date

Cardholder Signature

#### Payment Schedule/Cancellation Policy

Full payment is due with application. Expo Showcase/Tech Playground will not be held or confirmed without payment. Expo Showcase/Tech Playground are non-refundable.

### 7 SIGNATURE AND AGREEMENT

This Expo Showcase/Tech Playground application will become a contract upon acceptance with authorized signature and is based upon availability, fees, rules governing the Expo Showcase/Tech Playground and general information that is included with this document.

Authorized Signature

Date

Print Name and Title

**For more information, Sharyn Weiss, Director of Strategic Partnerships at 703-264-9494 or [sweiss@exceptionalchildren.org](mailto:sweiss@exceptionalchildren.org)**