

LEARNING
BEYOND
THE
HORIZON

LEARNING FORWARD'S
2017 ANNUAL
CONFERENCE

WALT DISNEY WORLD SWAN AND DOLPHIN RESORT
ORLANDO, FLORIDA | DEC. 2-6, 2017 | #LEARNFWD17

EXHIBITING
AT THE 2017
LEARNING
FORWARD
ANNUAL
CONFERENCE

www.learningforward.org/conference

ORLANDO

ORLANDO *learningforward*
2017 ANNUAL
CONFERENCE
DEC. 2-6, 2017

CONFERENCE DATES | **DEC. 2-6, 2017**
EXHIBIT DATES | **DEC. 4-6, 2017**

EXHIBITING AT THE 2017 LEARNING FORWARD ANNUAL CONFERENCE

WALT DISNEY WORLD
SWAN AND DOLPHIN RESORT
ORLANDO, FLORIDA
DEC. 2-6, 2017

Learning Forward is hosting its **2017 Annual Conference** in Orlando, FL, Dec. 2-6. We are planning for more than 3,400 participants from across North America to participate in the conference. The conference is a great opportunity for you to network directly with potential customers and clients. Attendees will be served breakfast in the exhibit hall on Monday and Tuesday, and there will be a reception on Monday afternoon. This year, all general sessions will only be accessible through the exhibit hall, multiplying your traffic and your ROI.

RESERVE YOUR BOOTH

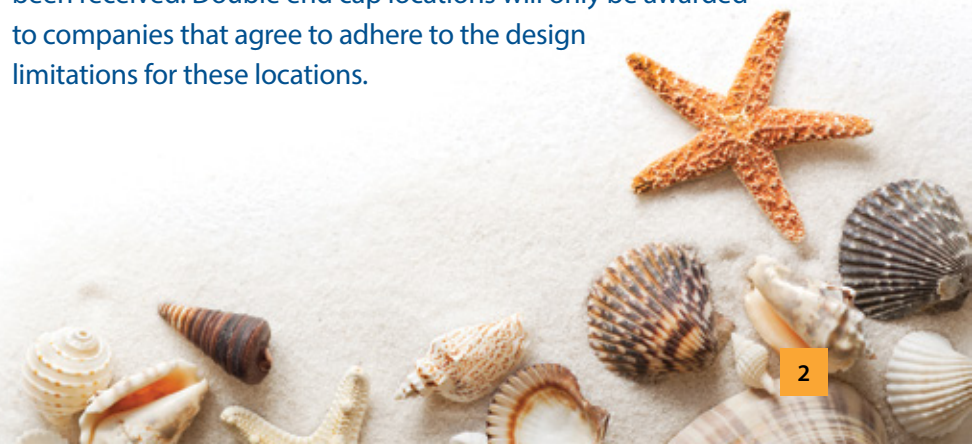
- View the available booths on the floor plan
- Submit an application

Each booth rental includes two exhibitor badges. Additional representatives must pay a registration fee of \$50 each.

PRICING AND FEES

\$1,299 inline booths | \$1,499 premium corner booths

Requests for booth assignments will be processed on a first-come basis. Assignments will only be made after a deposit has been received. Double end cap locations will only be awarded to companies that agree to adhere to the design limitations for these locations.



WHY EXHIBIT AT LEARNING FORWARD'S 2017 ANNUAL CONFERENCE?

Connect with key decision makers for your programs and services!

PARTNER WITH A LEADER IN THE FIELD

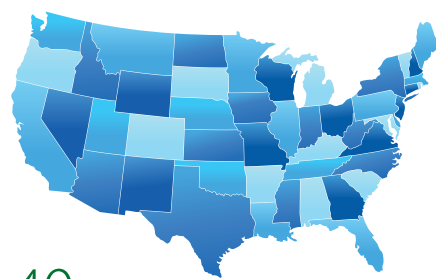
Founded in 1969, Learning Forward now has more than 7,000 members in 50 states and 15 countries.



40 Number of Learning Forward state and provincial affiliates that support staff developers.



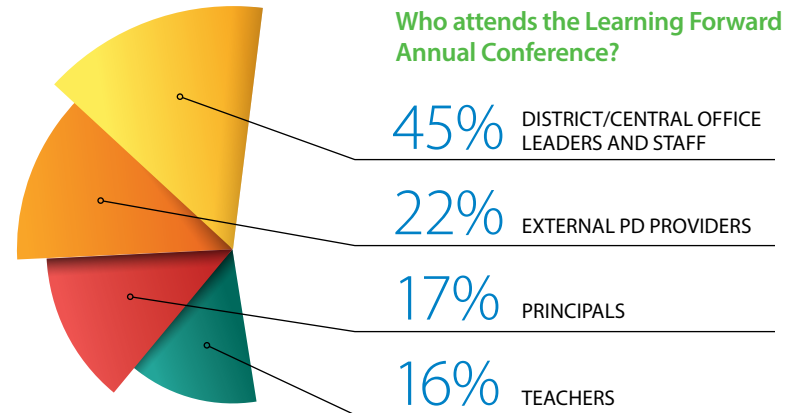
93% of members used a Learning Forward product or publication during the previous 12 months.



40

Number of states that have adopted or adapted Learning Forward's Standards for Professional Learning to shape the quality of professional learning educators experience.

CONFERENCE ATTENDEE PROFILE



89%

OF CONFERENCE ATTENDEES VISIT OUR EXHIBIT HALL.

90%

MASTER'S DEGREE OR HIGHER

96%

OF ATTENDEES REPORT THAT THEY LEAVE THE CONFERENCE WITH IDEAS THEY WILL IMPLEMENT OR APPLY.

ATTENDEES INCLUDE: SUPERINTENDENTS • CENTRAL OFFICE ADMINISTRATORS • DIRECTORS OF LEARNING • CURRICULUM AND INSTRUCTIONAL DIRECTORS • STATE/REGIONAL/PROVINCIAL EDUCATION PERSONNEL • DIRECTORS OF PROFESSIONAL DEVELOPMENT • PRINCIPALS • TEACHERS • EDUCATIONAL CONSULTANTS





EXHIBIT HALL HOURS

Monday, Dec. 4
from 7:30 a.m. to 6:00 p.m.

Tuesday, Dec. 5
from 7:30 a.m. to 5:30 p.m.

Wednesday, Dec. 6
from 7:00 a.m. to 11:00 a.m.

AN INVITATION TO EXHIBIT IN ORLANDO

WHAT'S INCLUDED

- Each exhibiting company receives two complimentary booth personnel badges per 10'x10' booth space. These passes give you access to the exhibit hall and concurrent sessions.
- Additional badges for booth personnel may be purchased at \$50 each.
- The opportunity to purchase the attendee mailing list for single use.
- An online listing in the mobile app.
- The opportunity to hold a workshop in the exhibit hall classroom.
- Exhibit hall floor has wall-to-wall carpet.

BOOTHS RECEIVE

- Standard black drapery on the back wall and side dividers (back 8' high, side rail dividers 3' high)
- A company identification sign bearing the company name and booth number

OTHER BUDGET CONSIDERATIONS

You may want to consider the following additional charges when developing your exhibit budget: (these costs are approximate)

- Electricity (7.5 AMPS) \$84
- 6-foot skirted table \$146
- Standard chair \$84
- Carpet \$306

YOUR EXHIBIT SPACE DOES NOT INCLUDE

- Tables
- Chairs
- Electricity or any electrical services
- Shipping or any freight handling labor
- Installation or dismantle labor
- Booth cleaning
- Lead retrieval

Note: In straight-line booths, all construction or parts of the display exceeding four feet in height must be at least five feet in from the aisle. Interference with the light or space of other exhibits is not permitted.

EXHIBIT INSTALLATION AND REMOVAL

Exhibitors may set up on Saturday, Dec. 2 from 12 p.m. - 5 p.m. and Sunday, Dec. 3 from 8 a.m. - 5 p.m. Exhibits must be in place by 7:30 a.m. on Monday, Dec. 4. Dismantle will begin Wednesday, Dec. 6 at 11:00 a.m. after the exhibit hall closes. Exhibits must be removed from the exhibit area by 11:59 pm, Wednesday, Dec. 6. Materials not removed will be put in storage at the exhibitor's expense.

All exhibits must be staffed and must remain intact until the official closing. Exhibitors may not pack, tear down, or remove any portion of the exhibit prior to the official closing of the exhibit hall on Wednesday, Dec. 6. Failure to observe this rule may result in a penalty and/or jeopardize the exhibitor's space assignment to exhibit at a future Learning Forward conference.

Freeman is Learning Forward's official decorating company. All services customarily required by exhibitors will be obtained through Freeman. Service kits containing shipping instructions and information regarding furniture rental, electrical work, drayage, etc. will be emailed to the individual designated as the exhibit contact person.

EXHIBITING INFORMATION | RULES AND REGULATIONS

ATTENDEE MAILING LIST

Get in contact with attendees before and after the conference. The attendee mailing list is available to rent for a one-time use. The list contains attendees' names, professional titles, and postal mailing addresses in an Excel file. Attendee e-mail addresses are not available for purchase. Call 800-727-7288 to order by phone. Prepayment is required.

ATTEND SESSIONS

Exhibitors can attend any open concurrent session. Pre-registration for concurrent sessions is not available except for those registered for the conference. General sessions and lunch/brunch are not included except for those registered for the conference.

PRIZE DRAWINGS

Attendees are introduced to your company when you donate a door prize or giveaway in the exhibit hall. Prize recipients pick up their prizes directly from you.

CANCELLATIONS

All cancellations must be submitted in writing to the Learning Forward business office. If notification is received on or before October 1, 2017, all monies less a \$100 (US) service charge will be refunded. Cancellations received after October 1, 2017 obligate the exhibitor to full payment of the rental and forfeiture of all monies paid. **NO REFUNDS WILL BE MADE AFTER THIS DATE.** Failure to occupy the exhibit space in no way releases the exhibitor from the obligation to pay the full cost of the rental. If exhibit space is not completed by 7:30 a.m. on Monday, Dec. 4, Learning Forward exhibit management will have the right to use the space as it sees fit to eliminate empty spaces in the exhibit hall.

CONTACT US

Questions about your exhibit space or sponsorship? We're happy to help. Contact Renee Taylor-Johnson for assistance at renee@learningforward.org or 800-727-7288.

USE OF SPACE

All demonstrations or other promotional activities must be confined to the limits of the exhibit space. Sufficient space must be provided within the exhibit to contain persons watching demonstrations and other promotional activities. No exhibitor shall assign, sublet, or share the space allotted without the knowledge and consent of management. In straight-line booths, all construction or parts of the display exceeding four feet in height must be at least five feet in from the aisle. Interference with the light and space of other exhibitors is prohibited. Management reserves the right to restrict exhibits that become objectionable because of noise, method of operation, materials, or for any other reason, and also to prohibit or to evict any exhibit that in the opinion of the management may detract from the general character of the Learning Forward exhibit as

a whole. This reservation includes persons, things, conduct, printed matter, or anything of a character that the management determines is objectionable. In the event of such restriction or eviction, Learning Forward is not liable for any refunds or other exhibit expenses.

SALES

Exhibitors are permitted to make sales on the exhibitor floor. The exhibitor is responsible for obtaining tax requirements and agrees to comply with all state and local tax regulations. The exhibitor is also responsible for collecting and submitting payment of their own sales tax to the appropriate legal authority.

LIABILITY

The exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend, and save Learning Forward, the Walt Disney World Swan and Dolphin Resort, and its employees and agents harmless against all claims, losses, and damages to persons or property, governmental charges or fines, attorney's fees arising out of or caused by the exhibitors installation, removal, maintenance, occupancy or use of the

exhibition premises or a part thereof excluding such liability caused by the sole negligence of the Walt Disney World Swan and Dolphin Resort, its employees and agents. In addition, the exhibitor acknowledges that Learning Forward and Freeman do not maintain insurance covering the exhibitor's property and it is the sole responsibility of the exhibitor to obtain business interruption and property damage insurance covering such losses by the exhibitor.

SECURITY

Exhibit management will provide security during hours the exhibit area is closed. However, the exhibitor is solely responsible for his own exhibit against loss or damage from theft, accident, vandalism, fire, or other causes. All property of an exhibitor is understood to remain in his care, custody, and control in transit to or from the confines of the exhibit area.

CIRCULATION AND SOLICITATION

Distribution of advertising material and souvenirs must be confined to exhibitor's space. Canvassing in the exhibit area or distribution of advertising materials in other conference areas is prohibited. Failure to observe this rule may jeopardize the exhibitor's space assignment or the right to exhibit at a future Learning Forward conference.

MUSIC LICENSING

Any music licensing fees incurred by the exhibitor are the sole responsibility of the exhibitor.

MISCELLANEOUS

All materials used in decorations must be flame-proof. Helium balloons are not permitted in the Exhibit Hall.

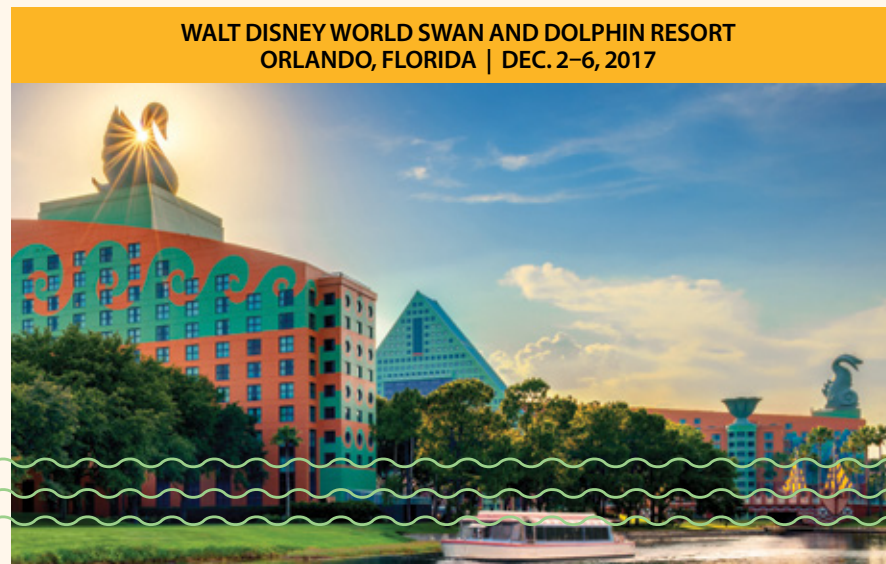


EXHIBIT HALL FLOORPLAN

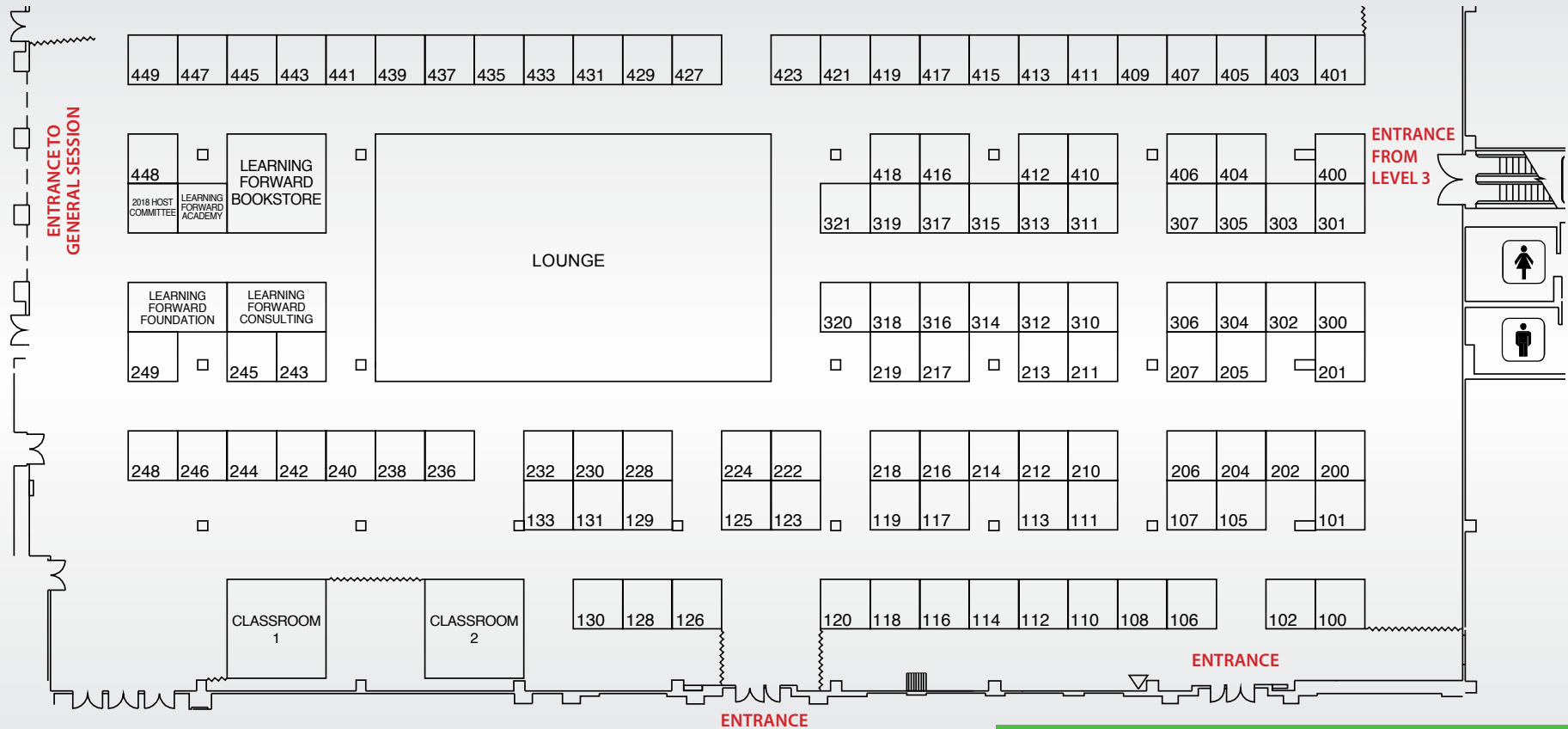


EXHIBIT BOOTH SPECS & FEES

\$1,299 inline booths | **\$1,499 premium corner booths**
 Exhibit booths are 10'x10' and include a back-drape, draped side rails, and an identification sign.

EXHIBITOR LOUNGE AND BOOTH-SIDE ASSISTANCE

Complimentary refreshments will be provided to exhibitors at designated times in the exhibitor lounge. Exhibitors may ask for assistance from members of the Host Committee or Learning Forward staff during Exhibit Hall hours.

SPACE ASSIGNMENT

Requests for booth assignments will be processed on a first-come basis after conference sponsors have selected their booths. Assignments will only be made after a deposit has been received. Please indicate several choices on your exhibit contract. Double end cap locations will only be awarded to companies that agree to adhere to the design limitations for these locations. Please contact Renee Taylor-Johnson at 800-727-7288 for additional information.

www.learningforward.org/conference

EXHIBIT HALL HOURS

MONDAY DEC. 4	TUESDAY DEC. 5	WEDNESDAY DEC. 6
7:30 a.m. to 6 p.m.	7:30 a.m. to 5:30 p.m.	7:00 a.m. to 11 a.m.
<ul style="list-style-type: none"> • Breakfast 7:30 a.m. - 8:30 a.m. • Exhibit Hall Reception 4:30 p.m. - 6 p.m. 	<ul style="list-style-type: none"> • Breakfast 7:30 a.m. - 8:30 a.m. 	<ul style="list-style-type: none"> • Coffee 7:00 a.m. - 7:45 a.m.
MOVE-IN	SATURDAY, DEC. 2 12 p.m. - 5 p.m. SUNDAY, DEC. 3 8 a.m. - 5 p.m.	
MOVE-OUT	WEDNESDAY, DEC. 6 11:00 a.m. - 9 p.m.	

2017 ANNUAL CONFERENCE EXHIBIT CONTRACT

Walt Disney World Swan & Dolphin Resort
 Conference: Dec. 2-6, 2017
 Exhibit Dates: Dec. 4-6, 2017

Please complete and return this application by June 30, 2017 in order to receive the \$50 discount on the exhibit booth fee. Scan, fax or mail your contract with credit card information or a check payable to Learning Forward. Learning Forward, 504 S. Locust Street, Oxford, OH 45056.

EXHIBITOR (PLEASE PRINT)

EXHIBITING FIRM _____
(as you would like it to appear on your sign)

CONTACT PERSON _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

TELEPHONE (_____) _____

E-MAIL _____ WEB SITE _____

SIGNATURE AND AGREEMENT

The exhibitor agrees to abide by all exhibit terms, conditions, and regulations set forth in this contract and in the exhibit brochure.

 AUTHORIZED SIGNATURE

 DATE

 PRINT NAME

 TITLE

Cost of Exhibit Space: The fee is \$1,299 for inline booths and \$1,499 for premium corner booths for each 10' x 10' booth. Booth rental fee is due with this application. Failure to make payment will subject exhibitor to cancellation of contract.

Number of Booths	Preferred Booth Location (See the exhibit map on page 4 and note space number)
_____	1) _____ 2) _____ 3) _____ 4) _____ 5) _____

Company Description (30 words or less): _____

Use same description as last year.
Please note descriptions may be edited. Descriptions must be received by Oct. 15 to be included in onsite conference materials.

PAYMENT (CHECK ONE)

- A CHECK is enclosed with this form.
 (Make check payable to Learning Forward.)
- VISA Discover
- MasterCard American Express

All prices in U.S. dollars

 Card account number

 Expiration date 3-digit security code

 Billing address

 Signature

PRIZE DONATIONS

If you would like to donate a prize for our prize drawings, please complete this section. Please return this form by October 15, 2017 to be included in onsite conference materials as a prize donor.

Prizes to be Donated: (3 maximum)

1. _____

2. _____

3. _____

Please bring the prize with you to the conference and hold it in your booth. The recipient will be directed to pick it up from you there. Thank you for participating in this incentive effort.

DEADLINES:

May 24, 2017
 Deadline to be included in Exhibitor listing in *Annual Conference Program*

June 30, 2017
 Last day to receive \$50 discount on exhibit booth fee

RETURN COMPLETED FORMS AND FEES TO:

Learning Forward Business Office
 504 S. Locust Street • Oxford, OH 45056
 Fax 513-523-0638
 renee@learningforward.org

FOR ADDITIONAL INFORMATION:

Renee Taylor-Johnson
 Associate Director of Business Services
 800-727-7288
 renee@learningforward.org

TO BE COMPLETED BY LEARNING FORWARD:

SPONSOR?	ACCEPTED BY LEARNING FORWARD	DATE	SPACE ASSIGNED	TOTAL COST	DEPOSIT RECEIVED	PAYMENT INFORMATION	AMOUNT DUE
<input type="checkbox"/> YES							
<input type="checkbox"/> NO							

SAVE \$50
 on your exhibit booth fee when you complete and return this form by June 30, 2017.