

# National Association for Alternative Certification Annual Conference

**Action through Advocacy:  
Addressing Teacher Shortages and Diversity through Alternative Routes**

**MARCH 27-30, 2019  
Bethesda, MD**



## EXHIBITOR PROSPECTUS

**Showcase your products and services that support effective  
recruitment, selection, preparation and support of new educators**

**The NAAC conference is the premier national conference on alternative certification**

### Who Will Attend?

- ✓ Administrators of nontraditional educator preparation programs
- ✓ Faculty in teacher education and/or alternative certification programs
- ✓ Mentors and coaches
- ✓ Researchers
- ✓ District human resource administrators
- ✓ Certification/licensure officers
- ✓ Education professionals interested in alternative routes to certification

**Anticipated Number of Attendees: 250-300**

### Exhibit Package

1. One (1) draped 6' table and two (2) chairs.  
*Electrical service, audio-visual equipment and access to high-speed web connections are available at an additional cost and must be requested when you submit your exhibit registration.*
2. Opportunity to reserve meeting space for a vendor presentation (at an additional fee of \$300).
3. Special discounted sleeping room rates of \$195+ tax at the conference hotel.
4. Free detailed listing in the NAAC Annual Conference program book. Your listing includes your company name, contact information, and a description of the products and services you will be exhibiting.

**Exhibit Fee: \$300**

**Meeting Space:** Meeting space for a vendor presentation is \$300 additional

### Dates, Times and Location

**Set-up:** March 27, 2019, 2 pm - 5 pm

**Exhibit Dates:** March 28, 2019, 8 am – 5 pm & March 29, 2019, 8 am – 2 pm

**Location:** Hyatt Regency Bethesda, 1 Bethesda Metro Center, Bethesda, MD 20814

### Door Prizes

Exhibitors are encouraged to donate door prizes such as gift baskets, special event tickets, travel packages, books and professional materials. If interested, contact NAAC at [info@alternativecertification.org](mailto:info@alternativecertification.org).

**MORE INFORMATION AND REGISTRATION AT  
[www.alternativecertification.org/2019-exhibitors/](http://www.alternativecertification.org/2019-exhibitors/)**

## Conference Program Advertising Opportunities

**Full page:** \$500

**Half page:** \$250

**Quarter page:** \$125

**Business Card:** \$75

The program book is an 8-1/2 x 11" book printed in black and white.

## High-Visibility Sponsorship Opportunities

To become a sponsor or reserve an ad space, please contact NAAC at [info@alternativecertification.org](mailto:info@alternativecertification.org).

### Luncheon Sponsor

**\$8,000**

Includes the opportunity to make brief remarks during the event; two complimentary registrations; full-page program ad; exhibit table; opportunity to present a breakout session during the conference; opportunity to present webinars to NAAC members throughout the year; your logo on the NAAC website and in periodic blast emails; acknowledgement in the conference program book, on signs, and during daily announcements.

### Breakfast Sponsor

**\$5,000**

Includes the opportunity to make brief remarks during the event; one complimentary registration; half-page program ad; exhibit table; opportunity to present a breakout session during the conference; your logo on the NAAC website and in periodic blast emails; acknowledgement in the conference program book, on signs, and during daily announcements.

### Standard Conference Sponsorship

**\$2,000**

Includes your logo on the NAAC website and in periodic blast emails; acknowledgement in the conference program book, on signs, and during daily announcements; one exhibit table; one half page program ad; one registration.

### Program Book Printing

**\$1,500**

Includes your logo on the NAAC website and in periodic blast emails; acknowledgement in the conference program book, on signs, and during daily announcements; one full-page program ad; one registration.

### New Educator Award

**\$1,500**

Includes your logo on the NAAC website and in periodic blast emails; acknowledgement in the conference program book, on signs, and during daily announcements and the presentation of the annual NAAC New Educator Award (provides a \$1,000 award and \$500 in travel expenses for an outstanding new alternatively certified teacher).

### Journal Printing

**\$1,000**

Includes acknowledgement in the *Journal of the National Association for Alternative Certification*; one half-page journal ad; and acknowledgement in the conference program book.

### Conference Bags

**\$1,000**

Includes your logo on the conference bags distributed to each registrant; acknowledgement in the conference program book.

**Application for Exhibit Space**  
**National Association for Alternative Certification**  
**29th Annual Conference**

Hyatt Regency Bethesda, Bethesda, MD • March 27-30, 2019

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

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

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

Telephone: (\_\_\_\_) \_\_\_\_\_ E-Mail: \_\_\_\_\_

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

Do you plan to sell materials on the exhibit floor?     Yes     No

Please type or print a brief description of your products and services to be printed in the conference book: \_\_\_\_\_

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**Exhibit Fee:        \$300**

*Includes one draped 6' table and two chairs. Does not include electrical service, audio-visual equipment, internet access, or other services.*

**Optional Meeting Room Fee: \$300**

*Provides the opportunity to reserve space for a vendor presentation in a breakout session room.*

**Full payment of the exhibit fee must be provided to reserve space.**

Check enclosed (**payable to NAAC**). FEIN # 54-1822255

Charge the following credit card:     Visa         MasterCard         AMEX         Discover

Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_/\_\_\_\_ CVC: \_\_\_\_\_

Cardholder Signature: \_\_\_\_\_

**I have read and understood the exhibitor terms, conditions, responsibilities and guidelines. My company will abide by them.**

**Authorized Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Return To:**    NAAC, P.O. Box 5750, Washington, DC 20016 or [info@alternativecertification.org](mailto:info@alternativecertification.org)

**Exhibit Cancellations**

Exhibit space **cancellations must be made in writing** via email to [info@alternativecertification.org](mailto:info@alternativecertification.org). If cancelled on or prior to January 31, 2019, a full refund will be issued, minus a \$50.00 processing fee. If canceled after January 31, 2019, a \$100 processing fee will be deducted from the refund.

**Exhibit Space Assignments:** Exhibits will be set up in the high-traffic conference registration area on-site. There will be no formal exhibit space assignment. On a first-come, first-served basis, exhibitors will select an available tabletop upon arrival during the exhibits set-up time on Wednesday, March 27, 2019.

## **Exhibitor Terms, Conditions, and Responsibilities**

**Liability:** The exhibitor shall be fully responsible to pay any and all damages to property owned by the Hyatt Regency Bethesda, its owners or managers which results from any act or omission of exhibitor. The exhibitor agrees to defend, indemnify and hold harmless NAAC and the Hyatt Regency Bethesda and their Officers, Directors, Employees and Agents from and against any actions, losses, costs, damages, claims, and expenses (including attorney's fees) arising from any damage to property or bodily injury to Exhibitor, his Agents, Representatives, Employees by reason of the Exhibitor's occupancy or use of the exhibition facilities.

**Insurance:** It is the exhibitor's sole responsibility to obtain business interruption insurance and full insurance coverage on all exhibit material, equipment or apparatus introduced into the conference location premises; to have comprehensive general liability, contractual liability and property damage insurance protecting against any liability which may accrue by reason of alleged wrongful or negligent conduct of the exhibitor in the amount of not less than \$1,000,000.00 per occurrence; to have Workman's Compensation insurance meeting statutory limits or insurance required by similar employee benefit acts as well as insurance having a minimum per occurrence limit of at least \$100,000.00 against all claims, which may be brought for personal injury or death of exhibitor's employees. All such coverage is to include contractual liability. NAAC can accept no responsibility for the loss of, or damage to, any of the said materials or displays, and the risk of all such loss shall be on the Exhibitors.

**Security:** The exhibit area is in an open and public area. It is the individual exhibitor's responsibility to safeguard equipment and material from the time it is brought into the facility until it has been removed. Exhibitors are responsible for removing dangerous or valuable materials from displays when staff is not there to supervise use, and to provide and use their own proper hazardous waste disposal system.

**Cancellation of Conference:** NAAC may cancel the conference or exhibition for any reason. NAAC, the conference facility, and official service contractors (hereafter all referred to as "Conference Administrators") shall not be liable for any expenses incurred by the exhibitor except for an exhibit fee refund issued in an amount deemed consistent with the expenditures and commitments already made.

**Failure to Occupy:** Any space not occupied on Thursday, March 28, 2019 will be forfeited by the Exhibitor, and may be resold, reassigned, or used by the Conference Administrators without refund of rental price, unless arrangements for delayed occupancy have received prior written approval by the Conference Administrators.

**Special Restrictions:** (a) Circulars, advertising matter, etc., may be distributed and patronage solicited only within the space assigned to the exhibitor presenting the materials. (b) Exhibitors are prohibited from using amplifying equipment of any nature without permission from the Conference Administrators and, if permission is granted, the use of such equipment must not interfere with adjacent exhibits or other activities in the conference or hotel. (c) Nothing will be used within the exhibit area that will injure, mar, or in any manner deface any surface. (d) It is the exhibitor's sole responsibility to pay any royalties or license fees due to but not limited to the host city or state. No music may be played at an exhibitor's space without prior notice to and approval by the Conference Administrators.

**Nonflammable Materials:** All materials including muslin, velvet, silken, or other cloth drape or banner used in the exhibit area MUST be nonflammable. The exhibitor agrees to accept full responsibility for compliance with city regulations in the provision and maintenance of adequate safety devices and conditions for the operation of machinery and equipment under city codes. It is the exhibitor's responsibility to conform to safety and fire regulations. Any and all services needed from the service contractor or facility over and above those provided as standard are the responsibility of the exhibitor.

**Sales:** Direct over-the-counter cash sales will be permitted. All goods, advertised items, and services for sale must be provided during the exhibitor's regular course of business and listed in the appropriate place on the application for space. Most state Departments of Revenue require the collection of sales tax for all direct sales by both in-state and out-of-state companies. Filing the proper forms and complying with the regulations are the direct responsibilities of the exhibitor. Applicable sales tax is the responsibility of the exhibitor directly.

**Amendment:** Any point requiring a decision relative to the exhibits, if not specifically covered in writing, is subject

to determination by the Conference Administrators. The Conference Administrators will have sole authority to interpret and enforce all rules and regulations, contained herein, to make any amendments thereto, and to make further rules and regulations as shall be necessary for the orderly conduct of the conference. All such amendments and future rules and regulations will be made available to the exhibitor.

**Americans with Disabilities Act:** Exhibitor shall have the sole responsibility for ensuring that its exhibit is in full compliance with the Americans with Disabilities Act and any regulations under that Act. Exhibitor will ensure the accessibility of its exhibit space and agrees to hold harmless and indemnify NAAC and its officers, directors, employees and agents against any claims, damages, loss or exposure, including attorney's fees and costs, arising out of or related to any alleged ADA violation.

**Cancellations:** Cancellations must be made **in writing** via email to [info@alternativecertification.org](mailto:info@alternativecertification.org). Cancellations made in writing on or prior to January 31, 2019, will be issued a full refund minus a \$50.00 processing fee. Cancellations made in writing after January 31, 2019, will incur a \$100 processing fee that is deducted from the refunded amount.

**Compliance:** Exhibitors will comply with these terms and conditions, rules and regulations of the "Conference Administrators," city, state, or federal regulations governing this exhibition, hazardous waste, labor unions, HCEA, and the Exposition Service Contractors Association guidelines and regulations.

#### **Exhibitor Guidelines**

1. Exhibitors are responsible for reading and adhering to these guidelines, those of the venue, Hyatt Regency Bethesda, and the Exhibitor Terms, Conditions and Responsibilities listed above.
2. Exhibit space assignments are made on a first-come, first-served basis.
3. The exhibit fee is due with your Exhibitor Registration. No exhibitor will be permitted to erect a display until space rental is paid in full.
4. Exhibitors shall not assign, share, or sublet any space without written consent of the Conference Administrators nor may any portion of the display extend beyond the boundaries of their exhibit space or block the view of other exhibitors.
5. Exhibitors may take orders and complete sales only for products or categories of products they have previously listed on the Exhibitor Registration form.

#### **Shipping**

Exhibitor will label and number all shipped materials as indicated below, and the cost for hotel receiving of those packages will be billed to the exhibitor. Special arrangements must be made for receiving any equipment, goods, displays, or other materials that will be sent, delivered or brought into the Hotel. Failure to do this may result in deliveries being refused or materials unavailable when required. Any materials being sent to the hotel must be marked as follows:

Hyatt Regency Bethesda  
One Bethesda Metro Center  
7400 Wisconsin Ave  
Bethesda, MD 20814  
HOLD FOR (Your Name)  
Convention Name & Dates  
No. of Boxes (i.e. Box 1 of 2)

All packages and/or freight received at the Hyatt Regency Bethesda will be assessed handling and/or storage charges and will be billed to your room or to a designated credit card. **Contact the hotel to confirm fees at 301-657-1234. Please note, due to limited space, shipments should not arrive any earlier than 3-5 days prior to the event.**

The hotel and NAAC assume no responsibility for lost or damaged packages.

A package should be defined as any carton, case, box or crate weighing at least two pounds, but not to exceed 100 pounds. For anything that exceeds the definition of a package, a determination shall be made in conjunction with the hotel contact whether handling shall be done by the Hotel personnel or by an outside source. The Hyatt

Regency Bethesda will not accept shipments of freight, crates, boxes, etc. from exhibitors or shipping firms exceeding 100 pounds. Arrangements for shipments to exhibit in excess of 100 pounds should be made through a drayage company. This would also include transporting of exhibit materials from the receiving area to the exhibit site and returned to the receiving area at the end of the conference.

The Hotel and NAAC do not accept any liability for equipment, goods, displays, or other materials that arrive or fail to arrive at the Hotel. The Exhibitor is responsible for insuring its property for loss or damage.

The guest/client will be charged for the box upon delivery of the box to them personally and will be required to sign a release form stating charges are acceptable. Boxes will not be delivered if guest/client does not sign the release form. Guest/client may pay for box charges either via Credit Card, Room Charge, or Cash. Guest will receive receipt upon request. In addition all items that are shipped out after the show will also be assessed a handling charge. (Same as above)