



AFT TEACH

TOGETHER EDUCATING AMERICA'S CHILDREN

AFT TEACH 2019 Conference
July 11-13 | Washington, D.C.

Sponsor & Exhibitor Prospectus

Join us July 11-13 in Washington, D.C., for a unique professional learning conference that will celebrate, inspire and support educators in the work that lies ahead. There are a variety of opportunities available for you to highlight your organization and reach thousands of educators, school staff and education leaders.

Our [sponsorship program](#) offers maximum visibility and flexible packaging; we are open to new ideas and can design a custom sponsorship with you!

New for 2019—We are looking for [exhibitors](#)! Showcase your products and services to nearly 2,000 TEACH conference attendees.

Visit www.aft.org/TEACH for more information or to apply online.

Sponsorship Opportunities

	\$15,000	\$10,000	\$5,000
	Gold	Silver	Bronze
Sponsor Benefits			
Acknowledgment on the AFT website and mobile app	✓	✓	✓
Acknowledgment on sponsor signs at the conference	✓	✓	✓
Acknowledgment in <i>American Educator</i> , our quarterly magazine with a circulation of 800,000	✓	✓	✓
Ad in conference program	full-page	1/2 page	1/4 page
Complimentary conference registrations	6	4	2
Banner ad on the mobile app	✓	✓	✓
Exhibit space (up to \$1,000 value)	✓	✓	✓
Webinar opportunity after the conference	✓	✓	✗
Ad in main session hall before and after plenaries	✓	✓	✗
Choice of one a-la-carte option (less than \$3,000)	✓	✓	✗
Sole sponsorship of a plenary session	✓	✗	✗
Social media sponsor post	✓	✗	✗
Conference bag insert	✓	✗	✗
Recognition in email blast before and after the conference	✓	✗	✗

Sponsorships-a-la-carte

Welcome Reception (2 available)

Your name and logo will be displayed prominently at the welcome reception Thursday evening, July 11. Sponsors will also receive the benefits of a Bronze Sponsor.

\$7,500

Closing Lunch (2 available)

Your name and logo will be displayed prominently at the closing lunch on Saturday, July 13. Sponsors will also receive the benefits of a Bronze Sponsor.

\$6,000

Tote Bag Insert (4 available)

You may include an item of your choosing to be included in the conference tote bags given to each attendee.

\$5,000

Breakfast (4 available)

Your name and logo will be displayed prominently at breakfast on Thursday, July 11 or Friday, July 12.

\$4,000

Expo Lounge (2 available)

Your name and logo will be displayed prominently near the Expo lounge for the duration of the conference.

\$3,000

WiFi (4 available)

Your name and logo will be displayed prominently on WiFi signage throughout the conference.

\$3,000

Charging Stations (4 available)

Your name and logo will be displayed prominently near the charging stations in the Expo area for the duration of the conference.

\$2,000

Mobile App (2 available)

Your name and logo will be displayed prominently on the conference mobile app.

\$2,000

Conference Prizes (10+ available)

Prize sponsors donate prizes to be given away throughout the conference. Your name and logo will be displayed prominently on signage at the prize drawing event. Prizes could include a TV, digital camera, Smart Board, tablets, computers, etc.

Cost of
donated
items

Please note:

Sponsorships are not confirmed until full payment is received and are nonrefundable. The AFT reserves the right to change or substitute sponsorship benefits and will notify affected organizations of such changes as soon as possible. The AFT also reserves the right to determine the eligibility of any organization for sponsorship.

Sponsorship Application

ORGANIZATION INFORMATION

Company/Organization _____ Contact Person _____

Address _____

City _____ State _____ ZIP Code + Four _____

Phone _____ Website _____ Email _____

Please provide a description of your organization:

SELECT A SPONSORSHIP

- | | | | |
|--|----------|--|---------|
| <input type="checkbox"/> Gold | \$15,000 | <input type="checkbox"/> Breakfast | \$4,000 |
| <input type="checkbox"/> Silver | \$10,000 | <input type="checkbox"/> Expo Lounge | \$3,000 |
| <input type="checkbox"/> Bronze | \$5,000 | <input type="checkbox"/> WiFi | \$3,000 |
| <input type="checkbox"/> Welcome Reception | \$7,500 | <input type="checkbox"/> Charging Stations | \$2,000 |
| <input type="checkbox"/> Closing Lunch | \$6,000 | <input type="checkbox"/> Mobile App | \$2,000 |
| <input type="checkbox"/> Tote Bag Insert | \$5,000 | <input type="checkbox"/> Conference Prizes | _____ |

METHOD OF PAYMENT

Amount enclosed: \$ _____ ☐ Check enclosed (U.S. funds) ☐ MasterCard ☐ VISA

Card # and expiration date: _____

Name on card: _____ Signature: _____

SIGNATURE AND AGREEMENT

The undersigned agrees to the conditions, rules and regulations set forth in the Expo & Exhibit Show Rules and Regulations .

OFFICIAL REPRESENTATIVE NAME (PLEASE PRINT/TYPE): _____

OFFICIAL REPRESENTATIVE SIGNATURE: _____ DATE: _____

Sponsorship applications can be submitted online at aft.org/teach or by email to Susan Ward, sward@aft.org. Conference prizes or checks made payable to the AFT can be mailed to: Susan Ward, AFT TEACH Sponsorships, 555 New Jersey Ave. N.W., Washington, DC 20001.

Exhibits

Booth Type	For-profit Companies	Nonprofit Organizations
8' x 10'	\$1,000	\$600

Who Exhibits?

- ▶ Software and hardware companies
- ▶ Classroom and curriculum resource suppliers
- ▶ Educational game companies
- ▶ Publishing companies
- ▶ Professional development providers

Exhibitor Benefits

- ▶ Listing in the Exhibitor Show Guide
- ▶ Two complimentary conference registrations per booth
- ▶ One 6' skirted table, two chairs, one wastebasket, drape, side rails and one company identification sign
- ▶ Carpeting
- ▶ Basic WiFi and electricity
- ▶ Raffle tickets to encourage Expo attendance
- ▶ 24-hour exhibit hall security

Exhibitor Hours

Installation

Wednesday, July 10 3 p.m. – 7 p.m.

Show Hours

Thursday, July 11 8 a.m. – 9 a.m.
11 a.m. – 1 p.m.

Friday, July 12 11:45 a.m. – 1 p.m.
4:30 p.m. – 6 p.m.

Saturday, July 13 8 a.m. – 10 a.m.

Dismantle

Saturday, July 13 10 a.m. – 2 p.m.

Expo & Exhibit Show Application and Space Contract

Rental cost for each 8' x 10' booth is \$1,000. The rental cost for nonprofit associations/agencies is \$600 and subject to verification. All rental fees must be paid in full by Monday, July 1, 2019. A confirmation letter will be sent once payment is received.

Please make checks payable to the AFT. The AFT cancellation clause and further details are reviewed in the Expo & Exhibit Show Rules and Regulations on page 7.

DESIGNATED OFFICIAL REPRESENTATIVE

Name of Contact		Company/Organization
Address		
City	State	ZIP Code + Four
Phone	Website	Email

EXHIBIT SPACE DESIRED

The AFT will be assigning all booth space for the 2019 TEACH Expo & Exhibit Show.

NUMBER OF 8' X 10' BOOTH(S) REQUESTED: _____

Please list any company or organization you prefer not to be adjacent to, if any: _____

EXPO & EXHIBIT SHOW GUIDE DESCRIPTION

Please provide a description (100 word maximum) of products and/or services to be displayed.

Have you exhibited with the AFT in the past? ☐ Yes ☐ No

METHOD OF PAYMENT

Amount enclosed: \$ _____ ☐ Check enclosed (U.S. funds) ☐ MasterCard ☐ VISA

Card # and expiration date: _____

Name on card: _____ Signature: _____

SIGNATURE AND AGREEMENT

The undersigned agrees to the conditions, rules and regulations set forth in the Expo & Exhibit Show Rules and Regulations on page 7.

OFFICIAL REPRESENTATIVE NAME (PLEASE PRINT/TYPE): _____

OFFICIAL REPRESENTATIVE SIGNATURE _____ DATE _____

Exhibitor applications can be submitted online at aft.org/teach or by email to Cheryl LaBarre, chaydel@aft.org. Checks made payable to the AFT can be mailed to: Cheryl LaBarre, AFT Exhibits Manager, 555 New Jersey Ave. N.W., Washington, DC 20001.

Expo & Exhibit Show Rules and Regulations

All exhibitors are subject to the following rules and regulations. The letters “AFT” refer to the American Federation of Teachers, AFL-CIO, acting through its officers, committees or agents. “Show Management” also refers to the AFT in the management of the exhibition.

EXPO & EXHIBIT SHOW LOCATION, DATES AND TIMES

Exhibits will be held in Columbia on the Terrace level of the Washington Hilton, 1919 Connecticut Ave. N.W., Washington, DC 20009. All exhibits must be open and staffed during the hours listed below. The AFT reserves the right to change the dates and/or times of the show and will notify all registered exhibitors of any such changes as soon as possible.

2019 Expo & Exhibit Show Hours:

Date:	Time:
Thursday, July 11	8:00 a.m. to 9:00 a.m. 11:00 a.m. to 1:00 p.m.
Friday, July 12	11:45 a.m. to 1:00 p.m. 4:30 p.m. to 6:00 p.m.
Saturday, July 13	8:00 a.m. to 10:00 a.m.

CONTRACT FOR SPACE

Applications for exhibit space must be made on the Expo & Exhibit Show Application and Space Contract on page 6 or online at www.aft.org/TEACH, and must include the appropriate deposit. Full payment must be made by Monday, July 1. Cancellations must be made in writing to the AFT. If the exhibitor cancels before July 1, the AFT will refund 50 percent of the total space fees. If the exhibitor cancels on or after July 1, no refund will be made. Space not occupied by the registered exhibitor by noon on Thursday, July 11, will be forfeited by the exhibitor, and fees are nonrefundable. Eligibility for any company or organization to exhibit at the AFT TEACH 2019 Conference, Expo & Exhibit Show is at the sole discretion of the AFT.

BOOTH EQUIPMENT AND CONSTRUCTION

The exhibit space (standard or corner) is an 8' x 10' area with an 8' high drape back wall, 3' high draped side rails and a two-line exhibit space identification sign (7" x 44") bearing the company name and booth number. Displays must be self-supporting. Nails and screws are not permitted in the building's floors, columns or walls. Exhibits must not obstruct the view or interfere with the displays of neighboring exhibits. All other furniture and equipment must be obtained from the official service contractor or provided by the exhibitor.

SPACE ASSIGNMENTS

The AFT will assign all exhibitor space for the TEACH 2019 Expo & Exhibit show. The AFT reserves the right to make modifications to space assignments and floor plan layout in the best interest of the Expo & Exhibit Show.

USE OF EXHIBIT SPACE

No exhibitor shall reassign, sublet or share the space allotted without the written consent of the AFT. Demonstrations, interviews and other activities must be confined to the assigned space. To maintain uniformity and prevent obstructing the view of adjoining booths, displays must not be higher than 8' in the back and 3' along the side dividers and aisles.

Exhibitors who erect or store other exhibit-related material or utilize any exhibit space not assigned to them are subject to forfeiture of contracted exhibit space, expulsion of the violating exhibitor and all personnel from the exhibit floor, disqualification from further entrance to the exhibit floor and possible barring from further participation at any AFT event without obligation on the part of the AFT for refund of any fees.

EXHIBITOR'S AUTHORIZED REPRESENTATIVES

The AFT will have sole control over all admittance to the AFT TEACH 2019 Conference, Expo & Exhibit Show. Exhibitor badges are restricted to owners and full-time employees of registered exhibiting organizations or other authorized representatives of exhibiting firms approved by the AFT. Exhibitor badges are limited to persons who are actually "staffing" the space during the published move-in, show and move-out hours. False certification of individuals as "exhibit space personnel," misuse of badges or any other method or device used to secure exhibitor credentials for unauthorized individuals will result in expulsion of the violating individuals from the exhibit floor, disqualification from further entrance to the exhibit floor and possible barring from further participation of any AFT event without obligation on the part of the AFT to refund any fees.

REGISTRATION OF EXHIBIT SPACE REPRESENTATIVES

A badge registration form will be sent to you along with your exhibit space confirmation once the application is approved and payment received. Each exhibiting organization shall provide the AFT, in advance, with the name of the person(s) who will be in attendance and responsible for the installation, operation and removal of the display.

For security purposes, all exhibitor personnel are required to wear badge identification, as provided by the AFT, at all times and must present corporate identification at the request of the AFT or the representatives of the official service contractor.

ACCEPTABILITY OF EXHIBITS

All products and services exhibited shall be to serve the interests of the members of the AFT and its affiliates and shall be operated in a way that will not detract from the other exhibits, the exhibit show or conference as a whole. Exhibitors may not advertise or display goods or services other than those manufactured or sold by them in the normal course of business. The AFT reserves the right to determine the eligibility of any organization or products for inclusion in the exhibit show

and reserves the right to require the immediate withdrawal of any exhibit.

SIGNS & GRAPHICS

Absolutely no signs or graphics may be placed outside the area of the assigned exhibit space. No signs or graphics may be placed on posts or pillars in, or adjacent to, any exhibit space or in any other area of the facility. (NOTE: If you are interested in additional advertisement, please see Sponsorship section of this document.)

PUBLIC ANNOUNCEMENT SYSTEM

The exhibit hall P.A. system is for AFT use only. Exhibitors will not be allowed to make any announcements over the system.

MEETING ROOMS

The assembling of attendees in any meeting room or special function room at the Washington Hilton by any exhibitor or organization for any business, social or other event, without the express written approval of the AFT is prohibited.

RESTRICTIONS IN OPERATIONS

If the operation of any equipment or apparatus produces noise of sufficient volume, odors or visuals that are objectionable to neighboring exhibitors or attendees, it will become necessary to discontinue such operation. The exhibitor agrees that radio, television, motion pictures or other sound and visual aids will be operated in such a manner and place as to provide no inconvenience to other exhibitors. No copyrighted music, if licensed through ASCAP, BMI or SESAC, may be played in the exhibit area at any time. This applies whether music is recorded or live.

All wiring on exhibits or display fixtures must meet underwriter's rules and local fire department regulations (3-wire only). This applies to all exhibit space construction and electronic equipment. Please be sure these specifications are met prior to sending your display to the exhibition site. Decorations or giveaways may not include balloons, crepe paper, cellophane, confetti, cotton, cornstalks, leaves, evergreen boughs/trees, glitter, sheaves of grain, streamers, straw paper or vines.

The AFT reserves the right to prohibit the use of any equipment opposing these rules.

ON-SITE SALES

Cash or credit card sales are permitted on the exhibit hall floor. Licenses, taxes to sell, payment of sales tax and other legal business requirements are the responsibility of the exhibitor. The exhibitor must provide a bill of sale or receipt to anyone who purchases goods.

OFFICIAL SERVICE CONTRACTOR

The official service contractor for the AFT TEACH 2019 Conference, Expo & Exhibit Show is Hargrove, Inc. Hargrove will maintain a service desk on site. All services customarily required by exhibitors will be available through Hargrove. Complete information on ordering and costs for furnishings, carpet, electrical work, telephone service, shipping materials, labor costs for uncrating, assembling displays and re-crating drayage, etc., will be included in the Exhibitor Service Kit, which will be mailed approximately one week after receipt and approval of application.

USE OF EXHIBITOR-APPOINTED CONTRACTOR

Exhibitors intending to use the services of an exhibitor-appointed contractor must employ only union companies, as necessary, and must notify the AFT and Hargrove in writing of said intent. Notice must be received no later than 30 days prior to exhibitor move-in. Appropriate certificates of insurance are mandatory for any exhibitor-appointed contractor.

INSTALLATION & DISMANTLING

Exhibitors must install their exhibits on the following date and times:

- Wednesday, July 10, from 3 p.m. to 7 p.m.

Exhibitors must dismantle their exhibit on the following date and times:

- Saturday, July 13, from 10 a.m. to 2 p.m.

Failure to observe the installation and dismantling times may warrant a fine of \$250 per 8' x 10'

exhibit space rented, and may jeopardize the exhibitor's privilege of exhibiting at future AFT events. Penalties for violating installation and dismantling regulations are at the sole discretion of the AFT.

STORAGE OF PACKING CRATES/BOXES

Exhibitors will not be permitted to store packing crates and/or large boxes within their exhibit space during show hours. These items, when properly marked, will be stored and returned to the exhibit space by Hargrove at the expense of the exhibitor. It is the exhibitor's responsibility to mark and identify their crates as soon as they are empty or otherwise ready for removal in order to facilitate the final preparation of the exhibit show opening. Crates not properly marked or identified may be lost or destroyed and are not the responsibility of the AFT, the Washington Hilton, Hargrove or any representative thereof. Any charges incurred by the AFT or Hargrove in the removal and/or destruction of any display materials, crates or boxes left by an exhibitor on any property of the Washington Hilton will be charged to the exhibitor.

CARE OF FACILITIES

The exhibitor, in the installation and dismantling of their exhibit space display, may not post, tack, staple, tape or otherwise affix anything to the Washington Hilton's property, such as columns, walls, floors, doors, pillars or furniture. The exhibitor shall be liable for any and all costs to repair and/or replace property damaged or destroyed.

SECURITY

The AFT will use reasonable care to protect the exhibitor from loss and will provide security service during installation, dismantling and non-exhibit hours.

The providing of such service shall not be construed to be assumption of obligation with respect to exhibitor's personal or company property. Exhibitors should insure their display against loss or damage. No units of an exhibit display, exhibit materials or packages may be removed from the exhibit area during the show without a written pass supplied by the AFT or

Hargrove and supported business credentials. All packages, cases, etc., are subject to examinations before removal from the exhibition area.

FIRE, SAFETY & HEALTH

The exhibitor assumes all responsibility for compliance with local, city and state ordinances and regulations regarding fire, electrical wiring, safety and health. Cloth decorations must be flameproof. Wiring must comply with local fire department and underwriter's rules. Aisles and fire exits may not be blocked at any time by exhibit display materials, crates and/or boxes, etc. No combustible decoration, such as crepe paper, cardboard or corrugated paper shall be used at any time (please refer to "Restrictions in Operations" section of this document for other decorations that are prohibited). All packing containers, wrapping materials, etc., are to be removed from the floor and may not be stored under tables or behind the exhibit space.

LIABILITY, INSURANCE, INDEMNIFICATION

The exhibitor is responsible for all damages to the exhibit facilities and for any and all claims and demands on account of any injury or damage to property done or occurring in or about the premises used by any exhibitor, his/her employees, servants, agents, licensees or contractors occasioned by their negligence. The exhibitor agrees to indemnify and hold harmless the AFT, Hargrove Inc., and their agents, servants, employees and directors, excluding any such liability caused by the sole negligence of the AFT, Hargrove and their employees and agents. The exhibitor is required to present evidence of adequate insurance to cover indemnification set forth in the following paragraphs.

The exhibitor shall not be liable for any loss or damage resulting from the perils of fire, mudslide, earthquake, lightning, windstorm, cyclone, tornado, hail, riot attending a strike, civil commotion, terrorist act, smoke, motor vehicle damage and aircraft damage. The exhibitor is required to carry his/her own insurance to cover such conditions and other acts of God.

The exhibiting company acknowledges that it is responsible for obtaining insurance in such amount as it deems necessary to comply with its obligations contained herein and for its own protection during the course of the event including transit.

FULFILLMENT OF CONTRACT

If any part of the exhibit facility is damaged or destroyed by fire, the elements, civil commotion or by any other cause, or if circumstances shall warrant it impossible for the AFT to permit exhibits to occupy the space assigned during any part of the period covered, then the exhibitor will be charged for space only for the period that the space was or could have been occupied. During such circumstance, neither the AFT nor the Washington Hilton will be liable for the fulfillment of this contract as to the delivery of space.

GENERAL/AMENDMENTS

These rules and regulations are to be construed as part of all space contracts. All interpretations as well as answers to questions and matters not specifically covered by these rules and regulations will be decided by the AFT. These rules and regulations may be amended at any time by the AFT and will be equally binding on all parties affected. Written notification of any such amendments will be forwarded to exhibiting companies.

AMERICANS WITH DISABILITIES ACT

Please advise the AFT if you or any of your exhibiting staff requires special assistance or accommodations.



A Union of Professionals

American Federation of Teachers, AFL-CIO
555 New Jersey Ave. N.W.
Washington, DC 20001
202/879-4400
www.aft.org