



Join Us!

CAEP is excited to invite you to exhibit at the 2023 Fall CAEP Conference!

CAEP's Return to In-Person Conferencing

September 22-24, 2023

September 22 & 23 (Exhibit Days)

Crystal Gateway Marriott, Arlington, VA



About CAEP

The Council for Accreditation for Educator Preparation (CAEP) advances equity and excellence in educator preparation through evidence-based accreditation that assures quality and supports continuous improvement to strengthen P-12 student learning.

2023 Fall CAEPCon

CAEP's return to in-person conferencing offers the ideal opportunity to...

- Network with hundreds of supporters of improving teacher quality
- Build brand recognition
- Promote your products and services
- Generate leads that result in partnerships
- Demonstrate innovations in capacity-building technologies and strategies



Our Attendees. Your Audience.

Attendees including...

- Over 300 Institutions of Higher Education
- Policy makers from more than 45 States & the District of Columbia
- International Institutions
- Institutional Decision makers
(Deans, Chairs, Provosts, etc.)



Sponsor/Exhibitor Opportunities

CAEP's Return to In-Person Conferencing
The 2023 Fall CAEPCon offers...



Sponsor Packages

Gold Level: Coffee Break & Networking Sponsor \$5,000

- Recognition and acknowledgement as *Coffee Break & Networking Sponsor* to include:
 - *Company name/logo on CAEPCon co-branded coffee cup sleeve;
 - *Signage acknowledging coffee break & networking event sponsorship
- (4) Complimentary conference registrations for company representatives
- (1) Standard 8'x10' Exhibitor Booth
- (1) Standard Exhibitor Session setup with seating for up to 150 attendees
- (1) Full-Page Advertisement (Premium Placement) in CAEPCon event program
- (2) CAEPCon Event App Push Notifications
- Full "opt-in" attendee list, with name, organization, state, and email for pre- & post-conference outreach (for use in up to 3 marketing/outreach campaigns)

Green Level: Wi-Fi & Event App Sponsor \$5,000

- Recognition and acknowledgement as *Wi-Fi & Event App Sponsor* to include:
 - *Company name/logo and Wi-Fi info on back of CAEPCon registrant badges
 - *Company name/logo on CAEPCon Event App landing page
- (4) Complimentary conference registrations for company representatives
- (1) Standard 8'x10' Exhibitor Booth
- (1) Standard Exhibitor Session setup with seating for up to 150 attendees
- (1) Full-Page Advertisement (Premium Placement) in CAEPCon event program
- (2) CAEPCon Event App Push Notifications
- Full "opt-in" attendee list, with name, organization, state, and email for pre- & post-conference outreach (for use in up to 3 marketing/outreach campaigns)

Exhibit Opportunities

Exhibit Booth w/ Exhibitor Session \$1,500

This two-day, highly visible exhibit opportunity attracts all attendees walking through the main conference thoroughfare. Exhibiting at CAEPCon provides the perfect platform for on-the-spot networking, as well as showcasing your company's products and solutions. With the Exhibitor Session, companies can further their interactions with conference attendees. Create an extension of your booth, free up exhibit space, attract crowds to see your product demonstrations, or educate our attendees on your new services or products.

- (1) Standard 8'x10' exhibit booth with back wall drape and side rails
{(1) 6' skirted table, (2) chairs, (1) wastebasket, (1) 7'' x 4'' identification sign}
- (1) Standard theater setup with seating for up to 150 attendees – including standing lectern, microphone, and AV equipment
- (2) Complimentary conference registrations for company representatives
- Acknowledgement as Exhibitor in CAEPCon event program & app
- Full "opt-in" participant list, with name, organization, state, and email for pre- & post-conference outreach (for use in up to 3 marketing/outreach campaigns)

Exhibit Booth Only \$1,000



Advertisement Opportunities

Event Program

The comprehensive guide for navigating the conference. Attendees receive information about CAEP, session descriptions and locations, "things to do" around town, and of course, sponsor advertisements.

Full-page Ad

Premium Placement	\$500
Standard Placement	\$450
Half-page Ad	\$250

CAEPCon App

The CAEPCon App gets better & better with each conference! An ideal opportunity to reach conference attendees in real time.

App-Push Notification \$150

- Send a custom text alert to every attendee; remind them to visit your company's booth or attend your company's exhibitor session...you designate the time & the content.

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Sponsor customization is available.
 For information or questions contact:
 CAEP Event Staff
 Via email at: events@caepnet.org



CAEPCon

Exhibit Rules and Regulations

Eligibility to Exhibit

The 2023 Fall CAEPCon exhibits are an integral part of the conference. Products and services to be exhibited must be directly related to the conduct of accreditation. CAEP reserves the right to accept or reject at its sole discretion any application to exhibit and to determine the eligibility of any proposed exhibit.

Agreement to Terms, Conditions, and Rules

The exhibitor agrees to observe and abide by the Terms, Conditions and Rules set forth hereafter and by such additional Terms, Conditions and Rules made by the Council for the Accreditation of Educator Preparation (CAEP) for the efficient or safe operation of the 2023 Fall CAEPCon exhibits (Show), including, but not limited to, those contained in the printed and online Exhibitor Service Kit (ESK), and any correspondence from CAEP or its agent(s). The exhibiting company will be held responsible for the activities of its employees and any agents appointed on its behalf. It is the responsibility of the exhibiting company to disseminate the rules and regulations among its staff and affiliates. Each exhibitor shall be responsible for compliance with the "Americans with Disabilities Act" with regard to their booth space. If an exhibitor does not abide by the Rules and Regulations established by CAEP Meeting Management, the Exhibitor shall forfeit the amount paid for exhibit space and will be excluded from participation on the exhibit floor.

Indemnification

The Exhibitor agrees to indemnify, defend and hold harmless CAEP, its officers, directors, agents, employees, and members, and the Sheraton Denver Downtown (both referred to as "INDEMNIFIED PARTIES") from and against any and all claims, demands, suits, liability, damages, loss, costs, attorneys' fees and expenses of whatever kind or nature, which result from, arise out of, or are connected with any acts, or failures to act, or negligence of the Exhibitor, or any of its officers, agents, employees, invitees or other representatives, including, but not limited to, claims of damage or loss resulting from the breach of these Terms, Conditions and Rules, or damage of any kind or nature arising out of or in connection with the exhibitor's use and/or occupancy of exhibit space, and claims of damage or loss to any third party resulting from any infringement of a copyright or patent or the unauthorized use of a registered trademark. The exhibitor further agrees that INDEMNIFIED PARTIES shall not be held liable for, and are released from liability for, any damage, loss, theft, harm or injury to the person or property of the exhibitor or any of its officers, agents, employees or other representatives, resulting from theft, fire, water, accident or any other cause. The exhibitor is responsible and accountable for the actions of its staff and any appointed contractor or vendor.

Exhibitor Conduct

The exhibitor and its representatives shall not congregate or solicit trade in the aisles of the exhibit hall, other exhibitor's exhibit space or in any other areas of the conference building. The exhibitor shall not engage in any action or campaign that will distract attendees from attendance at the conference. The exhibitor shall not enter into another exhibitor's exhibit space without invitation or when unattended. Neither the exhibitor nor any of its representatives shall conduct itself in a manner offensive to standards of decency or good taste. Representatives, models, employees, contractors, and agents of exhibitors must be attired in an appropriate business or business casual fashion to maintain the professional atmosphere of the Conference. CAEP reserves the right to retract or evict exhibitors for poor conduct, as stated above. Any dispute between exhibitors, or any issue with respect to interpretation of these Terms, Conditions and Rules for Exhibitor Conduct or any subsequent CAEP rules or policies established governing exhibiting at the Show, shall be brought promptly to the attention of CAEP's Director of Events & Finance, or authorized CAEP official, whose decision regarding the dispute shall be final and binding on all parties.

Interpretation and Amendment of Rules

CAEP, in determining whether to accept a Sponsor/ Exhibit Application and Contract for exhibit space in any subsequent year, may consider breaches or infractions of these terms, rules and regulations by an exhibitor in any year. In addition, infractions of the spirit of the rules by exhibitors or potential exhibitors at any time may be considered in determining whether to accept an application from such person or company seeking to exhibit at a future CAEP conference. CAEP Meeting Management shall have full power to interpret or amend these rules and its decision is final. The exhibitor agrees to abide by any rules or regulations that may hereafter be adopted by Meeting Management. Meeting Management promises its full cooperation for a successful show and will be pleased to work with the exhibitors toward this end.

Arrangement of Exhibits

Standard 8'x10' booths with back wall drape and side rails, decorated with curtains and uniform two-line signs are provided without charge. Booth back wall drapes are eight feet in height. In the area five feet forward from the rear background of each booth, display material may be placed up to a height not exceeding eight feet from the building floor. In any portion of the booth beyond five feet from the rear background of the booth, all parts of the exhibit shall be placed not to exceed four feet from the building floor.



Cancellation/Exhibit Space Reduction Policy

Organizations participating in the exhibition may cancel the lease of exhibit space or reduce the exhibit space reserved at any time with written notice to CAEP's Meeting Management via postal mail, email, or fax. The following schedule will be used when acknowledging booth cancellations or reductions:

- Booth cancellation requests received by July 21, 2023 will receive a refund of fees paid less a 10% processing fee of total exhibit space reserved.
- Booth cancellation requests received after July 21 will receive a refund of 50% of the total exhibit space reserved.
- No refunds will be made for cancellations or reductions received after August 30, 2023.
- If an exhibitor cancels their exhibit space after August 30, exhibitor will be responsible for paying any unpaid balance, if one exists. CAEP reserves the right to resell any cancelled exhibit space without any notification to the cancelling party, or without refunding any fee paid by the exhibitor.

Fire Protection

Exhibitors must comply with all local fire regulations. Booth decorations must be flame-proofed, and all hangings must clear the floor. Electrical wiring must conform to all federal, state, and municipal government requirements. If inspection indicates that an exhibitor has neglected to comply with these regulations, or otherwise incurs fire hazards, CAEP reserves the right to cancel all or such part of the exhibit as may be irregular.

Insurance

It is the responsibility of each exhibitor to maintain insurance against injury, property damage, theft, fire, and any other forms of property loss. Exhibitor shall maintain at a minimum the following insurance: Workers' Compensation insurance—statutory requirements; Employer's Liability insurance—\$100,000 each accident, \$500,000 policy limits, and \$100,000 each employee; Commercial General Liability insurance—\$1,000,000 each occurrence; Personal Injury Liability insurance—\$1,000,000 each occurrence; Business Automobile Liability—\$1,000,000 each accident; Umbrella Liability—limit of not less than \$1,000,000. If requested by CAEP, exhibitor shall provide CAEP with certificates evidencing the required coverage before the conference. The exhibitor will, at its sole cost and expense, procure and maintain throughout the term of this contract worker's compensation and occupational disease insurance in full compliance with all federal and state laws governing all of the exhibitor's employees engaged in the performance of any work for the exhibitor.

Mergers

In the event that an exhibiting company merges with, is acquired by, or purchases another exhibiting company, CAEP must be notified in writing of such changes, including a public announcement of the transaction.

Observance of Laws and Rules

The Exhibitor must comply with all laws, rules, regulations and ordinances of federal, state and local government authorities, and all rules of the Hotel. Exhibitors will not display or bring into the exhibit any animal, bird, fish, or other non-human creature without written permission of CAEP Meeting Management and Hotel.

Booth Activities, Promotions and Giveaways

Prior written consent of CAEP is required for any giveaway or contest, for the employment or use of live model, demonstration or solicitor, and for any device for the mechanical reproduction or capture of sound or images. In all cases, all exhibitor activities must be confined to the exhibit space allotted by CAEP Meeting Management. CAEP, at its sole discretion, may withdraw its consent for booth demonstrations and activities at any time, in which event the exhibitor shall terminate such activity immediately. Distribution of pamphlets, brochures or any advertising matter must be confined to the exhibit space unless expressly approved by Meeting Management.

Inability to Hold Show

If, because of war, fire, strike, terrorist acts, exhibit facility construction or renovation project, government regulation, public catastrophe, act of God or the public enemy or other cause beyond the control of the CAEP, the show or any part thereof is prevented from being held, is canceled by the CAEP, or the exhibit space becomes unavailable, the CAEP, in its sole discretion, shall determine and refund to the exhibitor its proportionate share of the balance of the aggregate exhibit fees received which remains after deducting expenses incurred by the CAEP and reasonable compensation to the CAEP, but in no case shall the amount of the refund to exhibitor exceed the amount of the exhibit fee paid.



Exhibitor Session Rules and Regulations

CAEP continues to offer many ways for you, the exhibitor to interact with the conference attendee and one of these is the **2023 Fall CAEPCon Exhibitor Session**. CAEP encourages industry involvement at the conference and recognizes your interest in interacting with our attendees. Create an extension of your booth, free up exhibit space, and attract large crowds to see your product demonstrations or educate attendees about your product or services.

We invite you to present new research findings on products, conduct demonstrations, and highlight new products to a key audience. The Exhibitor Sessions will be assigned on a first-come, first-serve basis. Participating companies must be an exhibitor at the CAEPCon.

All product and promotional presentations will take place in a meeting room inside the hotel. CAEP reserves the right to alter the location of the presentation theater, at the sole discretion of CAEP's Meetings and Events Department.

Available Time Slots*:

- Sept. 22– 7:15 a.m. – 8:15 a.m.
- Sept. 22 – 12:45 p.m. – 1:45 p.m.
- Sept. 23 – 7:15 a.m. – 8:15 a.m.

**Times are subject to change*

Organizations accepted for the Exhibitor Session are eligible to receive:

- A complimentary listing in the Final Program (CAEP is going green, the program will be a PDF online),
- An opportunity to hand out branded materials to each participant entering the Exhibitor Session,
- Signage outside the Exhibitor Session, and in the main attendee registration area,
- A complimentary pre-registration attendee list. Email addresses will be shared only if attendees opted to participate.

CAEP will provide the following:

- Breakout meeting room,
- Standard theater setup with seating for 150 attendees,
- Standing lectern with microphone,
- AV equipment to include LCD projector and support (cart, cabling, and power cord), screen sized appropriately for the room, sound system. Computer for the session use will be the responsibility of the supporting company. Any additional AV may be added to the existing set at the company's expense, if it does not affect the preceding presentation.

RULES AND REGULATIONS GOVERNING EXHIBITOR SESSION

- To be eligible all participating companies must be an exhibitor at the CAEPCon. Although CAEP will attempt to accommodate requests for specific Exhibitor Session time slots, no guarantees can be made that a company will be assigned the specific time slot requested.
- The sponsoring organization may not assign, sublet, share, or exchange all or any part of their Exhibitor Session time slot with or to another organization or business unless prior written consent has been obtained from CAEP.
- The individual acting as an agent of the sponsoring organization, agrees to be bound by any and all such conditions and regulations. The individual accepts responsibility for informing all of the employees, speaker(s), supporters, and activity organizers of these conditions and for ensuring that they will abide by them fully. This individual further accepts responsibility for penalties, which may be accessed upon violation of these conditions, as well as understands the implications associated with the cancellation of the event.

PAYMENT & CANCELLATION POLICY

- Full payment of your Exhibitor Session fee must accompany application. If your program is not placed due to lack of space or refusal of application by CAEP, your full fee will be refunded. No refunds will be given for cancellation of an Exhibitor Session, unless CAEP cancels the event. As only contracted exhibitors may retain Exhibitor Session space, cancellation of an exhibit space automatically results in cancellation of Exhibitor Session time slots. CAEP retains the rights to utilize cancelled Exhibitor Session time slots at its own discretion.

PROMOTIONAL BROCHURES AND INVITATIONS

- CAEP does not endorse or promote any products or services related to an exhibitor's presentation as part of the Exhibitor Session. There can be no implication in any promotion materials, handouts, or enduring materials that they are planned, sponsored by, or endorsed by CAEP.
- All company Exhibitor Session presentation(s) and company literature must be submitted to CAEP for review and approval.
- All marketing and promotional materials for an Exhibitor Session presentation must include the following statement: ***"The content of this session presentation and opinions expressed by presenters are those of the sponsor or presenters and not of CAEP."***



EXHIBITOR SESSION SPEAKERS

- All speakers and moderators for the Exhibitor Session must be registered as attendees or exhibit staff for the 2023 Fall CAEPCon and must be wearing their official CAEP badges. The organization coordinating the Exhibitor Session is responsible for ensuring all speakers and moderators are registered in advance of the session.

SIGNS AND PROMOTIONAL MATERIALS

- CAEP does not permit the distribution or placement of presentation flyers or signs in any other area within the hotel, with the exception of the sponsoring organization's booth space. CAEP reserves the right to remove and discard signs and flyers of any organization violating this policy. CAEP will provide additional signage as outlined in the section regarding presentation theater setup.

LIMITATION OF LIABILITY

- CAEP and the Conference Hotel* will not be responsible for any loss, injury or damage whatsoever arising, which may occur to a sponsor or his contractors and/or its agents in connection with an Exhibitor Session. The sponsor expressly releases CAEP, and the Hotel from any and all claims, injury or damage arising from the content, behaviors or other activities related to the Exhibitor Session.

* Fall 2023 Conference Hotel:
Crystal Gateway Marriott
Arlington, VA

