



CEC
2023

LOUISVILLE
CONVENTION & EXPO
March 1-4

EXHIBITOR & SPONSOR
PROSPECTUS

cecconvention.org



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 March 1-4, 2023 as we showcase this annual event in Louisville, KY. 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

2023 Anticipated Attendance: **4,000+**

Who Attendees Are:

22% Administrators
16% Teachers
27% Higher Education
17% Students
8% Other

Where They Work:

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

Who They Work With:

35% All Ages	10% Elementary
1% Birth–2 Years	5% Middle Level
5% 3–5 Years	7% Secondary
17% K–12	15% 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
Corner Booth	\$2,500
Inline Booth	\$2,250
Non-Profit/School System (Corner)	\$2,200
Non-Profit/School System (Inline)	\$2,000

Service Information

The official general service contractor is Factor 110. The Exhibitor Services Kit will be available once your booth has been secured.

Hotel Information

Visit 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.

What's Included:

- **Two chairs and one 6' spandex draped table (NEW THIS YEAR)**
- 8' draped back wall and 3' side rails
- Complimentary listing in the Mobile App
- Complimentary listing on the 2023 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



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

CEC/ISET TECHNOLOGY PLAYGROUND



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.

Those participating will be asked to provide a digital one page document on how your technology could be used in the classroom.

\$1,250 for a half day session

What's Included:

- One (1) tabletop display in the Tech Playground area (includes electricity, WiFi, two chairs, one 6' draped table)
- 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

Thursday, March 2

8:00AM-12:00PM OR
12:00PM-4:00PM

Friday, March 3

08:00AM-12:00PM OR
12:00PM-04:00PM

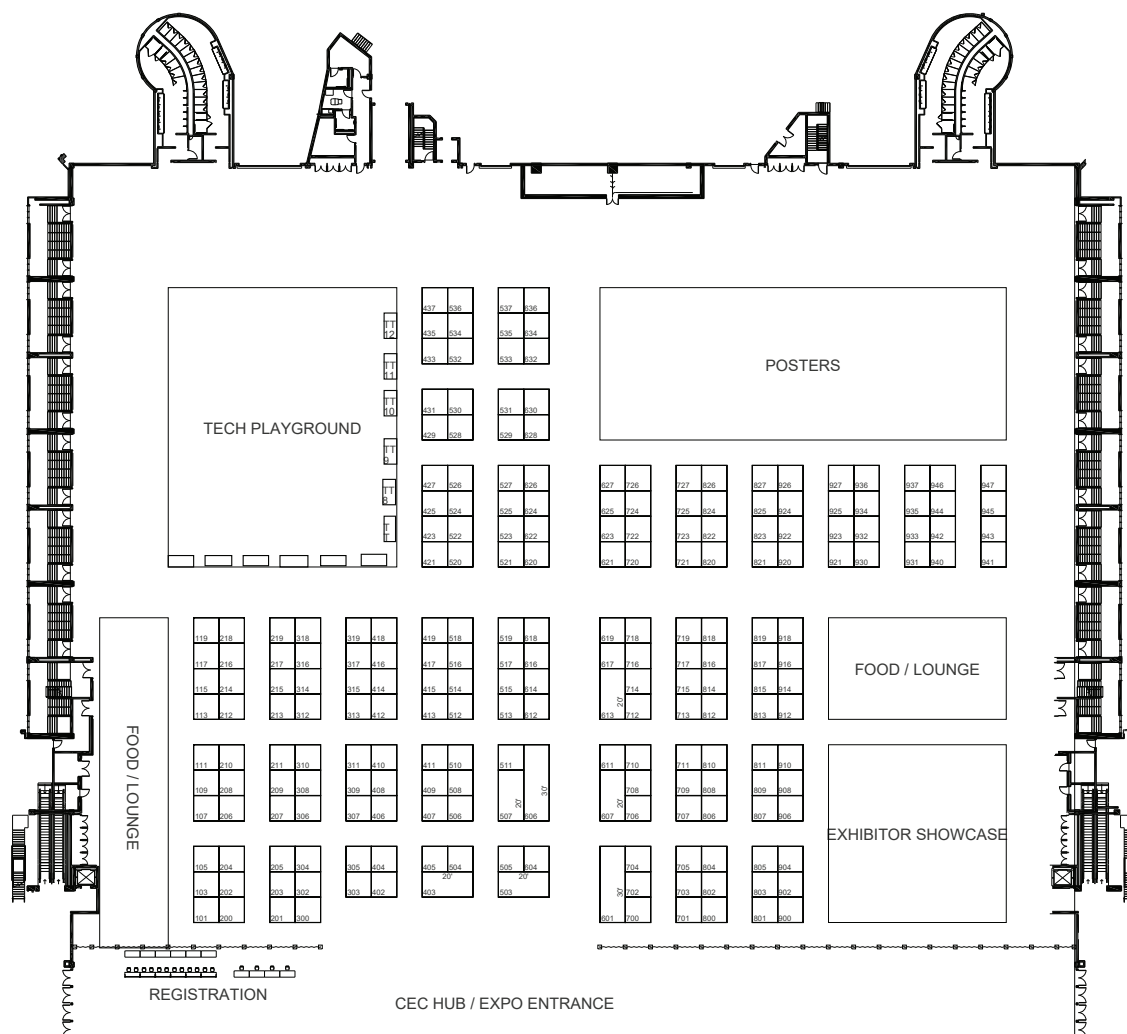
- Sponsor recognition Included in Push Notification for Tech Playground during allotted time
- Sponsor logo included on Tech Playground swag
- Attendees have the option of receiving up to 1 Professional Development Hour (PDH) for attending the Tech Playground, making their time in Playground valuable for certification



EXPO HALL FLOOR PLAN

Louisville Convention Center Exhibit Hall

View live floor plan: exceptionalchildren.org/floorplan



EXHIBITOR HOURS

Installation

Wednesday, March 1 8:00 AM – 4:00 PM

Expo Hall Hours

Wednesday, March 1 6:30 PM – 8:30 PM

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

Thursday, March 2 8:00 AM – 4:00 PM

Friday, March 3 8:00 AM – 4:00 PM

Dismantle

Friday, March 3 4:30 PM – 7:00 PM



BECOME A PLATINUM, GOLD, OR SILVER SPONSOR



We want to thank YOU! In appreciation of your support, CEC would like to thank our partners who sponsor our convention with a spend of \$10,000 or more (inclusive of booth fees). CEC will share our gratitude by extending the following value adds and recognition:



Gold Sponsor (\$15,000 of Spend)

- ★ Recognition on official welcome signage at the entrance of the exhibit hall
- ★ Decal of company logo in CEC Supporter Walk of Gratitude
- ★ Logo included in Opening Session
- ★ Acknowledgement as a GOLD sponsor in *Schedule At A Glance* ad
- ★ Logo on sponsor page of the conference website
- ★ One dedicated eBlast to conference attendees within 14 days pre **OR** post the event
- ★ Two total custom social media advertisements between now and the convention, including one during convention
- ★ 8x11 booth signage to acknowledge gold sponsorship
- ★ Wave Two Priority Booth selection for 2024 EXPO



Platinum Sponsor (\$20,000 of Spend)

- ★ Recognition on official welcome signage at the entrance of the exhibit hall
- ★ Decal of company logo in CEC Supporter Walk of Gratitude
- ★ Logo included in Opening Session
- ★ Acknowledgement as a PLATINUM sponsor in *Schedule At A Glance* ad
- ★ Logo on sponsor page of the conference website
- ★ One dedicated eBlast to conference attendees within 14 days pre **AND** post the event
- ★ Four custom social media advertisements between now and the convention, including one during convention
- ★ 8x11 booth signage to acknowledge platinum sponsorship
- ★ Wave One Priority Booth selection for 2024 EXPO
- ★ Two minutes to address attendees at General Session



Silver Sponsor (\$10,000 of Spend)

- ★ Recognition on official welcome signage at the entrance of the exhibit hall
- ★ Decal of company logo in CEC Supporter Walk of Gratitude
- ★ Logo included in Opening Session
- ★ Acknowledgement as a SILVER sponsor in *Schedule At A Glance* ad
- ★ Logo on sponsor page of the conference website
- ★ One custom social media advertisement during the conference
- ★ 8x11 booth signage to acknowledge silver sponsorship
- ★ Wave Three Priority Booth selection for 2024 EXPO

Reserve your sponsorship today!

Contact Sharyn Weiss, Director of Strategic Partnerships
703-264-9405 | sweiss@exceptionalchildren.org

ON-SITE SPONSORSHIP

Stand out, enhance your presence, and show your organization's support of CEC and the special education community by sponsoring these opportunities.



Yes I Can Awards Program \$16,000

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 August 2022-March 2023
- Full page color ad in the Schedule at a Glance, content due January 20, 2023
- 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 opening remarks, post convention
- Branded Yes I Can Feature in the Louisville Convention Center



Expo Showcase Sessions \$800 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 birth to grade-12 or core educational content. Sessions will be listed in the online session browser and 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 January 20, 2023 to be included in the program. Space is limited.
sweiss@exceptionalchildren.org

MORE ON-SITE SPONSORSHIP



We have developed a wide array of opportunities to engage with our convention attendees. Our goal is to create an environment for networking and providing experiences for our attendees that will complement the rich educational content.

Sponsored Lounges

\$1,000 Exhibitors | \$3,000 Non Exhibitors

(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.

Food and Refreshments

In addition to your booth, what really brings the people is the food! Be the brand people see when they recharge and refuel.

Afternoon Breaks will take place during exclusive expo-only time from 3:15-4:00PM.

Sponsorship opportunities include:

- Afternoon beverage break - \$2000 (limit 4 total, 2 per break)
- Afternoon ice cream social - \$2500 (limit 3)
- Afternoon hot pretzels - \$2500 (limit 3)

Sponsors will receive:

- Recognition signage in the break area
- Highlight in the Schedule At A Glance
- Mention in Push Notifications sent to all attendees to come to the expo hall

Find the Treasure Chest

\$1,000 (15 Available)

Each Partner that participates will stamp the attendees "map" by receiving a clue about your product, program or services. All completed cards will be turned into the CEC Hub where one winner will be drawn at the closing party. A prize valued at \$100 will be included for each participating booth.

This treasure hunt is limited to 15 total exhibitors making the maximum prize value \$1500 total.

Badge Lanyard Sponsor

\$3,500

Every attendee must wear a badge that will feature your company logo. This high-profile sponsorship ensures maximum visibility.



DIGITAL SPONSORSHIP OPPORTUNITIES



Are you a tech-focused organization? These opportunities may align best with how you'd like our attendees to see you.

Wi-Fi \$7,500

Help attendees stay connected and enhance their convention experience!

Benefits include:

- Inclusion in a custom splash page
- Signage and logo recognition on meterboards
- 728 x 90 banner ad on the CEC convention website Feb 2023–April 2023
- A thank you from CEC's president at the opening general session

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.

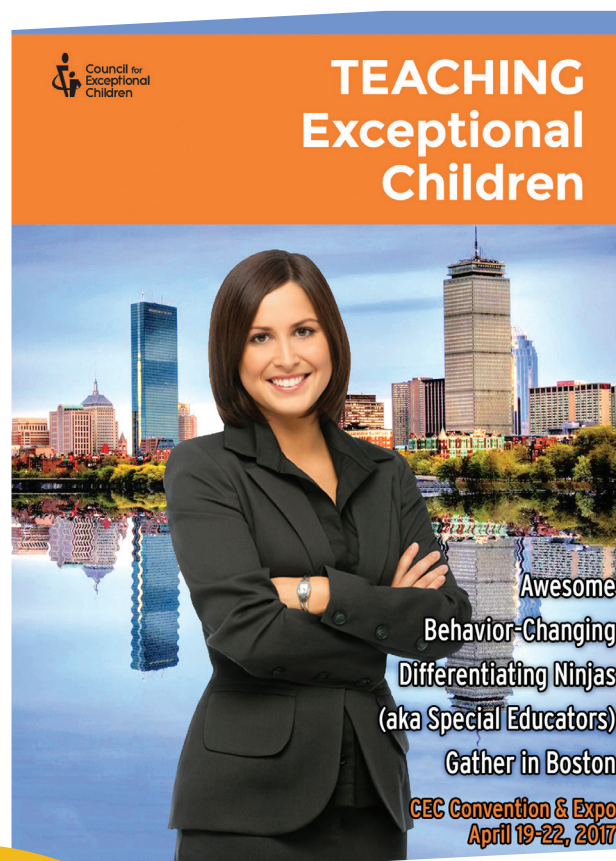
Social Media Wall \$3,500

CEC consistently boasts an engaged audience. See all conference related news posted and tweeted prominently displayed. Your organization logo will be prominently featured on the social media wall throughout the conference.

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

What a great way to celebrate with attendees! 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.



Reserve your sponsorship today!

Sharyn Weiss
Director of Strategic Partnerships
703-264-9405
sweiss@exceptionalchildren.org

CEC CLOSING NIGHT PARTY



Louisville is known as the “City of Compassion.” We can’t think of a better location to celebrate those who serve and support the special education community! Help us create a night everyone will be talking about at this signature event and where you can truly engage with our attendees. We’re off to the races! Will you Win, Place or Show?

Hatitude \$6,000 (limit 2)

- Attendees will create their very own personally designed Kentucky Derby hat or fascinator. Attendees will select from a range of hat styles for men and women... big brimmed hats, small brimmed hats, fedoras, cowboy hats, fascinators, and more. We will also provide ribbons, bows, flowers, feathers, staff assistance and all the fanfare.
- Have your team engage with attendees as they select and decorate their hatitude!
- Organization name and logo recognition
- Recognition in all marketing and promotion of closing party
- Ten tickets to give to your chosen VIP guests



Bourbon Cocktail Experience \$5,000

- An educational and entertaining specialty bar where guests discover the three basic elements of every cocktail: Spirit-Sweet-Contrast. Guests are guided to select their own elements from a pre-set supply of bitters, syrups and spirits to design their own unique libation.
- Have your team engage with attendees as they learn and taste the bourbons that put Kentucky on the map!
- Organization name and logo recognition
- Recognition in all marketing and promotion of closing party
- Ten tickets to give to your chosen VIP guests

Create Your Own Julep \$5,000

- This is the exact interactive Mint Julep experience offered for the most premium ticket-holders at the 2023 Kentucky Derby! Under the guidance of a mixologist, crush your own ice on a specially made Bourbon barrel then select from a variety of flavored syrups and herbs to craft a julep perfect for you.
- Have your team engage with attendees as they select ingredients to create their own custom Julep!
- Organization name and logo recognition
- Recognition in all marketing and promotion of closing party
- Ten tickets to give to your chosen VIP guests

Winners Circle Photo Op \$4,000

- Includes Branded Artwork for Backdrops. Unlimited 4x6 prints, Digital Copies
- With a new fascinator or fedora pictures will be the way to share the fun experienced at our closing night event!
- Organization name and logo recognition
- Recognition in all marketing and promotion of closing party
- Ten tickets to give to your chosen VIP guests

Student Networking Event (Pre-Party) \$2,500 (limit 4)

- This sponsorship will provide an exclusive opportunity to gather a pool of students to network and discuss future career and growth potential
- Your sponsorship secures complimentary party tickets for 25 students
- Students will retrieve their closing party entry at this event

SPONSORED SESSION OPPORTUNITIES



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 Units. 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 acknowledgment as a sponsor at the convention
- Logo on CEC Convention website
- Opportunity to provide a chair drop or a swag item
- Address the group for two minutes



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 these official CEC publications!

Mobile App Push Announcements \$500 (6 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.

Know Before You Go \$800

The information every attendee reads and holds onto... **Know Before You Go**, emails will be sent to all registered attendees prior to the start of CEC's Conference. Secure one of two Banner Ad Spots. Ad size 600px by 150px or 728px by 90px.

Daily Convention E-Brief \$600

Hot off the press!! Secure one of two banner ads to be featured in our Daily Convention E-Brief. Each morning, Wednesday Through Saturday, 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. Ad size 600x150 or 728x90

Dedicated Sponsor E-Blast \$2,000 (5 available pre / 5 available post)

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



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.

Printed copies will be available onsite. The program will be available online as a PDF and linked from the mobile app. Reserve your space today!



Ad	Trim Size	Net Rate
Full Page	8.5" x 10.875"	\$1,800
Half Page	8.5" x 5.43"	\$900
Quarter Page	4.25" x 5.43"	\$500

Deadlines: Space by January 10; Artwork due January 20

Ad Specifications: High-resolution PDF required. Schedule at a Glance is printed in color.

Send artwork to Sharyn Weiss at sweiss@exceptionalchildren.org

COMPARE PLATINUM, GOLD, & SILVER SPONSORSHIP



Customize your experience and engagement at CEC's Annual Conference and Expo to ensure the maximum visibility and exclusive benefits as a Platinum, Gold or Silver sponsor.

Please contact Sharyn Weiss at sweiss@exceptionalchildren.org who will work with you to create a package within your budget and designed to meet your goals.

	Platinum (\$20,000)	Gold (\$15,000)	Silver (\$10,000)
Welcome signage at entrance to Expo Hall	✓	✓	✓
Decal of company logo in CEC Walk of Gratitude Opening Session	✓	✓	✓
Logo included in Opening Session	✓	✓	✓
Logo on sponsor page of the conference website	✓	✓	✓
8x11 booth signage to acknowledge sponsorship	✓	✓	✓
Sponsor level recognition in full page thank you ad in Schedule at a Glance	✓	✓	✓
Priority Booth selection for 2024 EXPO	WAVE ONE	WAVE TWO	WAVE THREE
Dedicated eBlast to conference attendees 14 days pre OR post conference	2 (1 pre-conference AND 1 post-conference)	1 (1 pre-conference OR 1 post-conference)	
Custom social media posts between now and conference and one during the conference	4	2	1
Two minutes to address attendees and introduce speakers at General Sessions (Limit 3)	✓		

SELECT SPONSORSHIPS AND SECURE YOUR SPONSOR LEVEL



EXHIBIT OPPORTUNITIES	
Corner Exhibit Booth \$2,500 per booth X () = ____	<input type="checkbox"/>
Inline Standard Exhibit Booth \$2,250 per booth X () = ____	<input type="checkbox"/>
Non-Profit/School System (Corner) \$2,200 per booth X () = ____	<input type="checkbox"/>
Non-Profit/School System (Inline) \$2,000 per booth X () = ____	<input type="checkbox"/>
Booth Preferences: 1. 2. 3.	

CEC/ISET TECHNOLOGY PLAYGROUND	
CEC/ISET Technology Playground \$1,250 (Per Half Day Session)	<input type="checkbox"/>
Thursday, March 2nd <input type="checkbox"/> 08:00AM - 12:00PM <input type="checkbox"/> 12:00PM - 04:00PM	Friday, March 3rd <input type="checkbox"/> 08:00AM - 12:00PM <input type="checkbox"/> 12:00PM - 04:00PM

EXPO SHOWCASE	
Expo Showcase Sessions (Expo Hall) \$800	<input type="checkbox"/>
Expo Showcase Sessions (Meeting Room) \$1,000	<input type="checkbox"/>
Thursday, March 2nd <input type="checkbox"/> 08:00AM - 09:00AM <input type="checkbox"/> 09:15AM - 10:15AM <input type="checkbox"/> 10:30AM - 11:30AM <input type="checkbox"/> 11:45AM - 12:45PM <input type="checkbox"/> 01:00PM - 02:00PM <input type="checkbox"/> 02:15PM - 03:15PM	Friday, March 3rd <input type="checkbox"/> 08:00AM - 09:00AM <input type="checkbox"/> 09:15AM - 10:15AM <input type="checkbox"/> 10:30AM - 11:30AM <input type="checkbox"/> 11:45AM - 12:45PM <input type="checkbox"/> 01:00PM - 02:00PM <input type="checkbox"/> 02:15PM - 03:15PM

ON-SITE SPONSORSHIP	
Yes I Can Awards Program \$16,000	<input type="checkbox"/>
Sponsored Lounge (Exhibitors) \$1,000	<input type="checkbox"/>
Sponsored Lounge (Non-Exhibitors) \$3,000 (4 Available)	<input type="checkbox"/>
Find the Treasure Chest \$1,000 (15 Available)	<input type="checkbox"/>
Badge Holder Sponsor \$3,500	<input type="checkbox"/>

FOOD AND REFRESHMENTS	
Afternoon beverage break \$2,000 (4 Available)	<input type="checkbox"/>
Afternoon ice cream social \$2,500 (3 Available)	<input type="checkbox"/>
Afternoon hot pretzels \$2,500 (3 Available)	<input type="checkbox"/>

CEC CLOSING NIGHT PARTY	
Hatitude \$6,000 (2 Available)	<input type="checkbox"/>
Bourbon Cocktail Experience \$5,000	<input type="checkbox"/>
Create Your Own Julep \$5,000	<input type="checkbox"/>
Winners Circle Photo Op \$4,000	<input type="checkbox"/>
Student Networking Event \$2,500 (4 Available)	<input type="checkbox"/>

**ON THE NEXT PAGE,
ADD UP YOUR TOTAL SPEND AND
SELECT YOUR PREMIERE LEVEL**

YOUR INITIALS

SELECT SPONSORSHIPS AND SECURE YOUR SPONSOR LEVEL



Questions? Please contact Sharyn Weiss sweiss@exceptionalchildren.org who will work with you to create a package within your budget and designed to meet your goals.

DIGITAL SPONSORSHIP	
Wi-Fi \$7,500	<input type="checkbox"/>
Mobile App \$15,000	<input type="checkbox"/>
CEC Green Screen Photos \$3,500 (2 Sponsors)	<input type="checkbox"/>
Social Media Wall \$3,500	<input type="checkbox"/>

ADVERTISING OPPORTUNITIES	
Mobile App Push Notifications \$500 (6 Per Day Available)	<input type="checkbox"/>
Know Before You Go \$800	<input type="checkbox"/>
Daily Convention E-Brief \$600	<input type="checkbox"/>
Dedicated Sponsor E-Blast \$2,000 (5 Available Pre / 5 Available Post)	<input type="checkbox"/>
Schedule at a Glance (Full Page) \$1,800	<input type="checkbox"/>
Schedule at a Glance (Half Page) \$900	<input type="checkbox"/>
Schedule at a Glance (Quarter Page) \$500	<input type="checkbox"/>

TOTAL SPEND	
\$	

AFTER SELECTING SPONSORSHIPS, ADD UP YOUR TOTAL SPEND AND SELECT YOUR PREMIERE LEVEL ☆☆☆	
PLATINUM (\$20,000 SPEND)	<input type="checkbox"/>
GOLD (\$15,000 SPEND)	<input type="checkbox"/>
SILVER (\$10,000 SPEND)	<input type="checkbox"/>

YOUR INITIALS	
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CONTACT INFORMATION

Company Name

Contact Name

Title

Mailing Address

City

State/Province

Zip/Postal Code

Country

Phone

Fax

E-mail

Website

TOTAL SPEND (from page 15)

\$

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

CVV Code

Exp. Date

Cardholder Signature

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.

Authorized Signature

Date

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. Expo Showcase/Tech Playground will not be held or confirmed without payment. Expo Showcase/Tech Playground are non-refundable.

Please return pages 14-17 with
initials/signature where requested.

Questions? Please contact Sharyn Weiss
sweiss@exceptionalchildren.org who will work with you
to create a package within your budget and designed to
meet your goals.

CEC 2023 EXPOSITION AND 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 2023 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 Kentucky International Convention Center in Louisville, KY.

3. SUBLEASING

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. NONDISCRIMINATION

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.

YOUR INITIALS

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 Kentucky International Convention Center, 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, 2022, 50% of total booth rental fee; After November 1, 2022, 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, obstruction 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, Kentucky International Convention Center 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 the booth space, two chairs, and one draped table. 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.