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 February 5-8, 2020 as we showcase this annual event in Portland, OR. 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

2019 Attendance: 4,600+

Who Attendees Are:
- 31% Teachers
- 22% Administrators
- 20% Higher Education
- 10% Students
- 18% Other

Where They Work:
- 48% Public School
- 28% College/University
- 10% Charter/Private School
- 14% Other

Who They Work With:
- 19% All Ages
- 6% Birth–2 Years
- 19% 3–5 Years
- 28% K–12
- 32% Elementary
- 22% Middle Level
- 24% Secondary
- 23% 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

Average Age: 43 years
EXHIBIT PRICING & INFORMATION

<table>
<thead>
<tr>
<th>Booth Type (Per 10’ x 10’)</th>
<th>Booth Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inline Booth</td>
<td>$2,000</td>
</tr>
<tr>
<td>Corner Booth</td>
<td>$2,200</td>
</tr>
<tr>
<td>*Non-Profit/School System</td>
<td>$1,800</td>
</tr>
</tbody>
</table>

What’s Included:
- 8’ draped back wall and 3’ side rails
- Complimentary listing in the 2020 Convention Program (if submitted by November 15) and Mobile App
- Complimentary listing on the 2020 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 security inside the exhibit hall

Service Information
The official general service contractor is Shepard Exposition Services. The Exhibitor Services Kit will be available early October.

Hotel Information
Visit www.cecconvention.org for the latest information.

Exhibit Sales Contact
To reserve a booth, contact Kevin McDonnell at 202-367-1259 or kmcdonnell@townsend-group.com.

*Non-profits/school systems also receive a complimentary booth package that includes carpet, two chairs, one 6’ draped table and wastebasket.

It pays to be in the Expo Hall! Meet the best of the best!
EXPO HALL FLOOR PLAN

Oregon Convention Center | Exhibit Halls B–E, Level 1

EXHIBITOR HOURS

Installation
Tuesday, February 4  12:00 PM – 5:00 PM
Wednesday, February 5  8:00 AM – 4:00 PM

Expo Hall Hours
Wednesday, February 5  6:00 PM – 8:30 PM
(Welcome Reception in the Expo Hall starts at 6:30 PM)
Thursday, February 6  8:30 AM – 5:30 PM
Friday, February 7  8:30 AM – 2:00 PM

Dismantle
Friday, February 7  2:00 PM – 9:00 PM
NEW FOR 2020!

CEC/ISET TECHNOLOGY PLAYGROUND

New for 2020, the CEC Technology Playground will be an immersive experience and dedicated area where administrators, educators, students and vendors convene to discuss, learn and gather information about the latest innovative products, services and best practices advancing needs of special education.

The brand new CEC Technology Playground will feature three types of programming:

Vendor Sandbox
The Vendor Sandbox is a creative space where attendees can interact with vendors who share current technology that supports students with special needs. Each session is 60-minutes.

Educator Experience
The Educator Experience is led by selected educators who will share how they use technology in their educational setting and the subsequent benefits experienced by students with disabilities. These 15 minute presentations will highlight how technology is implemented in their school district or university.

Student Spotlight
The Student Spotlight features K-12 students and provides them with an authentic audience to share their use of assistive and instructional technologies to access their education.

Sponsor the CEC Technology Playground for just $5,000!

What’s Included:

• Three (3) 60-minute Vendor Sandbox sessions (one session per day; please inquire about time slots and availability)
• One (1) tabletop display in the Tech Playground area (includes electricity, WiFi, two chairs, one 6’ draped table and wastebasket)
• Sponsor logo recognition and acknowledgement on all materials promoting the Tech Playground, including signage and in-room screens, plus the program guide (print and digital), mobile app, CEC email communications and convention website
• Four (4) complimentary full convention registrations

For more information, contact:
Kevin McDonnell
National Sales Manager
202-367-1259
kmcdonnell@townsend-group.com
SPONSORSHIP OPPORTUNITIES

Increase your exposure by sponsoring a convention item or event!

Yes I Can Awards Program
$12,000
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 & Expo. Sponsor benefits include:
• Two-minute opportunity to address the audience
• Company logo prominently placed on the intro video loop, CEC convention website, entrance unit to the Expo Hall, and in the official convention program
• 728 x 90 banner ad on the CEC convention website Dec 2019–Feb 2020
• Full page, black and white ad in the Convention Program
• Opportunity to provide a chair drop at the 2nd General Session and Yes I Can Ceremony

Mobile App
$12,000
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! Sponsor also receives signage in the registration area featuring your company logo.

Wi-Fi
$5,000
Help attendees stay connected and enhance their convention experience! Benefits include:
• Logo on Wi-Fi cards handed out at registration
• Signage and logo recognition on meterboards
• Opportunity to include company name in CEC branded Wi-Fi password
• 728 x 90 banner ad on the CEC convention website Dec 2019–Feb 2020
• A thank you from CEC's president at the opening general session

Opening General Session
$4,000
Be the first to make an impression at the kick-off event for CEC 2020! This is a unique opportunity to receive the benefits of sponsorship, while reaching thousands at one event and even more over the days of the convention. Sponsor benefits include:
• Company logo featured in the intro video loop as attendees arrive to the opening event
• A full-page black and white ad in the convention program
• 728 x 90 banner ad on the CEC convention website Dec 2019–Feb 2020
• Opportunity to provide a chair drop

CEC Student Experience
$2,500 to $7,500
Reach an energized audience of future teachers and first-time convention attendees. More than 800 attendees identify as student teachers and two events are planned to give them the information and networking opportunities they need as they start their careers. Call today for more information.

Student Forum
$2,500
A 1 hour professional development session focused on topic areas relevant and timely for future teachers.

Student Networking Event & Happy Hour
$7,500
This popular networking event connects students with leaders in the field of special education and leaders within CEC. Sponsor benefits for either event include:
• Prominent acknowledgment in student-attendee emails before the convention
• Logo on CEC convention website and all student forum/networking event signage and materials
SPONSORSHIP OPPORTUNITIES

Increase your exposure by sponsoring a convention item or event!

- Two-minute opportunity to address the audience and introduce the presenters
- Opportunity to welcome future teachers to the networking event & happy hour

Tote Bag Insert
$500 for exhibitors or $1,500 for non-exhibitors
Place a flyer in the convention tote bag that all convention attendees receive. This opportunity is limited to 15 participants, so act fast!

Expo Showcase Sessions
$500 Exhibitors | $1,500 Non-Exhibitors

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 pre-K-12 age range or core educational content.

Showcase Session rooms will be complete with podium, microphone, LCD projector, and wireless internet connection. To reserve a Expo Showcase Session, contact Kevin McDonnell by November 15, 2019 to be included in the program. Space is limited.

Reserve your sponsorship today!

Kevin McDonnell
National Sales Manager
202-367-1259
kmcdonnell@townsend-group.com
ADVERTISING OPPORTUNITIES

Keep your brand top-of-mind when you advertise in the official CEC publications!

Convention Program Guide

A key resource for CEC convention attendees, the Convention Program Guide is a cost-effective way to increase exposure and drive traffic to your booth. The program will be available online as a PDF and linked from the mobile app. Printed copies will also be available for sale onsite. Reserve your space today!

<table>
<thead>
<tr>
<th>Ad Position</th>
<th>Trim Size</th>
<th>Net Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cover 2, 3 or 4</td>
<td>8.25” x 10.875”</td>
<td>$2,100</td>
</tr>
<tr>
<td>Full Page</td>
<td>8.25” x 10.875”</td>
<td>$1,600</td>
</tr>
<tr>
<td>Half Page</td>
<td>7” x 4.67”</td>
<td>$800</td>
</tr>
</tbody>
</table>

Deadlines
Space by November 29; Artwork due December 6

Ad Specifications
High-resolution PDF required. Keep live area 0.5” away from trim size for full page ads. For bleed ads, add 0.5” bleed on all sides. Convention program ads are black and white except for cover positions which are printed in 4-color. Send artwork to Katherine Givan at kgivan@townsend-group.com.

Convention E-blasts

Reach your more than 40,000 special educators by advertising in the CEC Convention E-blasts. The weekly e-blasts will provide important updates on the convention and are the perfect opportunity to promote activities at your booth in the Expo Hall.

Sponsor receives:
• Exclusive sponsorship of one e-blast
• (1) 160 x 600 wide skyscraper

Ad Rate
$1,000 per e-blast - Limited availability!

Ad Specifications
Please provide a JPG, GIF or PNG file. Artwork due one week before e-blast date. Please send ad file to Katherine Givan at kgivan@townsend-group.com.
IMPORTANT DATES
Expo Showcase Session Deadline . . . . . . . .November 15
Convention Program Listing Due . . . . . . . .November 15
Convention Program Space Close . . . . . . . .November 29
Convention Program Artwork Due . . . . . . . .December 6

CEC EXHIBIT & SPONSORSHIP SALES
The Townsend Group
Kevin McDonnell
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kmcdonnell@townsend-group.com

CEC HEADQUARTERS
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