

2020 NATIONAL CONFERENCE

SUMMER
CHANGES 
EVERYTHING™

WASHINGTON, DC
NOVEMBER 16-18, 2020



EXHIBITOR PROSPECTUS

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Our Conference Reach

At the National Summer Learning Association (NSLA), our mission is to convince, connect, and equip program providers, education leaders, families, and communities to deliver high-quality summer learning opportunities to our nation's children and youth in order to help close the achievement gap and support healthy development. As part of this effort, we host a national conference each year called Summer Changes Everything™. The conference is an opportunity for stakeholders in the summer learning and out of school time movement to share resources, best practices, and solutions to ensure every young person in America can access and participate in life-changing experiences every summer.

The 2020 national conference will take place November 16-18, at the historic Mayflower Hotel, 11127 Connecticut Ave NW, Washington, DC 20036.



EXHIBITORS REACH

A prime national audience of hundreds of summer program and out of school time leaders, school officials, educators, policymakers and advocates looking for effective tools to accelerate achievement, more than two-thirds of whom are directly responsible or highly influential over purchasing decisions.

16,000+

ADVOCATES
NETWORK

600+

SUMMER PROGRAM
LEADERS AND
DECISION MAKERS
FROM ACROSS
THE COUNTRY

50 STATES
REPRESENTED
AND CANADA

Our attendees self-identify as:

- Summer Program Directors or Managers [24%]
- Non-profit Leaders [19%]
- Library Program Managers [13%]
- School Administrators or Teachers [9%]

Other attendees include researchers, state-level summer learning champions, and policymakers. Your organization can support our efforts by becoming an exhibitor. You will benefit from steady conference promotion in the months leading to the conference and through NSLA's wider network, including a legion of out of school time providers, library systems, community based organizations, media and philanthropic partners, and an engaged network of more than 50 school districts.



For more information, please contact Kayle Barnes at kayle@lajoyplans.com

NSLA values the safety of its staff, sponsors, conference attendees and citizens nationwide. As an organization, we will continue to follow CDC guidelines, as well as any state or federal mandates. If for some reason, our conference is postponed due to COVID-19 developments, an organizational representative will contact you about options for your future participation or obtaining a refund.

2020 Exhibitor Rates

BOOTH TYPE	BEFORE August 15, 2020	AFTER August 15, 2020
Non-profit Table Top	\$850	\$1,050
For-profit Table Top	\$1,500	\$1,750
Non-profit Booth 10x10	\$1,500	\$2,050
For-profit Booth 10x10	\$1,850	\$2,500

What's Included:

- Wi-fi access for one device
- 6' skirted table (Table Top), two chairs, wastebasket and table signage
- Discounted registration fee of \$475 per attendee
- Company listing and description in Summer Times e-newsletter
- Logo and company hyperlink featured on conference website
- Inclusion in on-site mobile app and discounted advertising opportunities

Why Exhibit?

- Access to more than 600 key decision makers in the out-of-school time field with dedicated table top hours
- One ticket to an invitation only conference event



KIDS READ NOW - 2019 EXHIBITORS

Photograph by Victoria Bonhomme



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NSLA Exhibit Contract

Organization: _____

Contact: _____

Title: _____

(This is the person designated to receive all correspondence from us regarding your exhibitor registration.)

Email: _____

Street Address: _____

City: _____

State: _____ Postal Code: _____

Phone: _____

Preferred Social Media Handle(s): _____



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Exhibitor Selection(s)

For Profit Company	Before August 15, 2020	After August 15, 2020
	<input type="checkbox"/> Tabletop \$1,500 <input type="checkbox"/> Booth 10 x 10 \$1,850	<input type="checkbox"/> Tabletop \$1,750 <input type="checkbox"/> Booth 10 x 10 \$2,500
Additional Registrations	\$475 x _____ (Quantity) = \$ _____	\$475 x _____ (Quantity) = \$ _____
	Total Payment = \$ _____	Total Payment = \$ _____

Non Profit Organization	Before August 15, 2020	After August 15, 2020
	<input type="checkbox"/> Tabletop \$850 <input type="checkbox"/> Booth 10 x 10 \$1,500	<input type="checkbox"/> Tabletop \$1,050 <input type="checkbox"/> Booth 10 x 10 \$2,050
Additional Registrations	\$475 x _____ (Quantity) = \$ _____	\$475 x _____ (Quantity) = \$ _____
	Total Payment = \$ _____	Total Payment = \$ _____

Payment Instructions

Payment by Check

Mail check payments to:
National Summer Learning Association,
c/o John C Walsh & Co, PC
1441 L Street, NW, Suite 1200
Washington, DC 20005

Register and Submit Payment Online



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Exhibitor Terms and Regulations

1. APPLICATION: Application for exhibit space must be made on the printed form provided by the NSLA. The exhibitor fully understands that the exhibit space application form shall become a binding contract and is subject to the terms and regulations set forth by NSLA. NSLA reserves the right to reject an application which, in its judgment, is not appropriate for this exhibit. NSLA does not guarantee a certain number of attendees, nor is responsible for the final attendee numbers.

2. CANCELLATION AND REFUND POLICY: A refund (*minus processing fees*) will be made if written notice of cancellation is received at NSLA before or on August 15, 2020 by email or postal mail – a phone call will **not** be accepted. A 50% refund will be made if written notice of cancellation is received between August 15, 2020 and September 6, 2020. **No refunds for any reason will be made if cancellation is received on or after September 7, 2020.**

3. LIABILITY POLICY: The exhibitor indemnifies and agrees to hold harmless NSLA, Mayflower Hotel, LaJoy Plans and all of their officers, directors, employees and agents, from and against any actions, losses, costs, damages, claims and expenses (including attorney fees) arising from any damages to property or bodily injury to exhibitor, his agents, representatives or employees by reasons of the exhibitors occupancy or use of the exhibition space.

4. EXHIBIT SPACE SET-UP: All displays must be set up one hour prior to designated exhibit hall hours. Space not occupied or set up by the opening may be reassigned for other purposes. NSLA management reserves the right to substitute comparable exhibit space for unforeseen circumstances.

5. DEFAULT OCCUPANCY: Any exhibitor failing to occupy the exhibit space contracted for is not relieved of their financial obligation to NSLA.

6. CONFLICTING MEETING OR SOCIAL EVENTS: The exhibitor agrees not to extend invitations, call meetings, or otherwise encourage absence of attendees or exhibitors from the conference or the exhibit area during the official hours of the conference and exhibits.

7. DISTRIBUTION OF PRINTED MATTER/SOLICITATION: Distribution of advertising material, samples, souvenirs, publications, or printed material of any sort, shall be restricted to the exhibitor's rented space and can only apply to the exhibitor's business. Special distribution of literature for a company or affiliation other than the name on the application or literature distributed anywhere else must be approved by NSLA.

8. INSURANCE: Exhibitor shall carry his/her own insurance covering all risks (liability, fire, theft, damage, etc.). NSLA management, Mayflower Hotel and LaJoy Plans assume no responsibility for the safety of properties of the

exhibitors. NSLA will exercise reasonable care in safeguarding exhibitor's property. At all times during Exhibitor's use of exhibition space, Exhibitor shall maintain: Statutory workers' compensation insurance, in accordance with the laws of the District of Columbia; Employers' liability insurance with limits of at least one million (\$1,000,000.00) per accident covering all of Meeting Group's personnel performing work at Hotel property in connection with the Agreement; commercial general liability insurance with contractual indemnity coverage and combined single limits in the minimum amount of three million dollars (\$3,000,000.00) per occurrence for personal injury and property damage; and commercial automobile liability insurance with coverage for owned, non-owned, rented and borrowed automobiles with a combined single limit of not less than one million dollars (\$1,000,000.00). The insurance provided by Exhibitor shall name the NSLA, its parent company, subsidiaries and affiliates as additional insured, shall be issued by a company with a current A M Best Company rating of at least A:VII and may be obtained through one or a combination of insurance policies. A copy of this certificate must be turned into NSLA and/or MMG before the start of the event.

9. SUBLETTING OF SPACE: Exhibitor agrees not to assign or sublet space or any part thereof; not to display articles or brochures other than those describing their products, unless approved by NSLA.

10. PROTECTION OF THE EXHIBIT FACILITY: Nothing shall be posted on, tacked, nailed, screwed or otherwise attached to the columns, walls, floor or other parts of the exhibition area without permission from NSLA. Packing, unpacking and assembly of exhibits shall be done only in designated areas.

11. SERVICE ORGANIZATION: When union personnel are required, it shall be the exhibitor's responsibility to comply with their requirements. In no event shall NSLA be responsible for the conduct of contractors or their employees. NSLA assumes no responsibility for failure to perform by contractors, their charges, or any other matter relating to contractor or the exhibit area.

12. RESTRICTION ON SELLING: Any sale of any kind that involves the exchange of currency for goods received during the exhibition is strictly prohibited.

13. LINE OF SITE/DIMENSIONS: All exhibitors must construct their exhibit in a manner that does not block the line of sight for neighboring exhibits as well as height restrictions. Show management has final determination on line of sight issues. Exhibitors agree to adhere to the decision of show management.



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