Exhibitor Prospectus

Character.org

24TH NATIONAL FORUM ON CHARACTER EDUCATION

October 20-21, 2017
Crystal Gateway Marriott
Arlington, VA

Reach education thought leaders from across the country and around the world.

Character: The Missing *Peace*

2017 National Forum on Character Education

Oct. 20-21, 2017 | Crystal Gateway Marriott | Arlington, VA

Showcase your products and resources to education leaders.

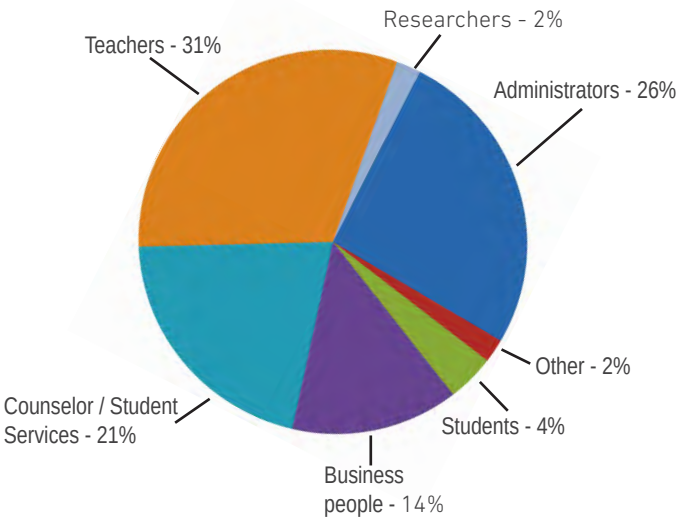
Be the spark that inspires a teacher, a school or an entire community to try something new that motivates children to excel — for all the right reasons.

Character.org is all about doing what it takes to make sure our children are educated, inspired and empowered to be ethical and engaged citizens. And our annual Forum is focused on conveying the knowledge and resources that can bring this promise to life. That's where you come in.

The educators and community leaders that count on Character.org also count on organizations like yours to showcase the tools they need to teach effectively, with character building at the core of their student interaction.

Join us this year at our 24th annual National Forum. You won't find a better venue for reaching the leaders of the character education movement. They're dedicated to instilling character into the education system, and they are looking forward to networking with you.

2017 Attendees



72% are parents

78% earned a master's degree or higher

"Being actively involved with the conference helped our visibility and lead directly to customer contacts. It was very clear that the Character.org team is always willing and ready to listen to our ideas."
- Frank Ghee, Around the Piano, 2016 Exhibitor

There are many reasons you should exhibit.

Connect and build relationships with more than 800 teachers, principals, administrators, counselors and other decision-makers who are passionate about character education.

Showcase your products and services

- Build new relationships with the world's leading character education decision-makers
- Build brand awareness for your organization
- Generate leads and close sales
- Attend sessions and network with attendees and speakers both on and off the exhibit floor

Where else can you find more opportunities to sell, network and build lasting relationships...all in just two information-packed, fun-filled days?

Make sure you get the best possible booth location. Reserve your space now.

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What You Get.

The Character.org National Forum offers big benefits — for a small investment.

YOUR EXHIBIT BOOTH PACKAGE INCLUDES:

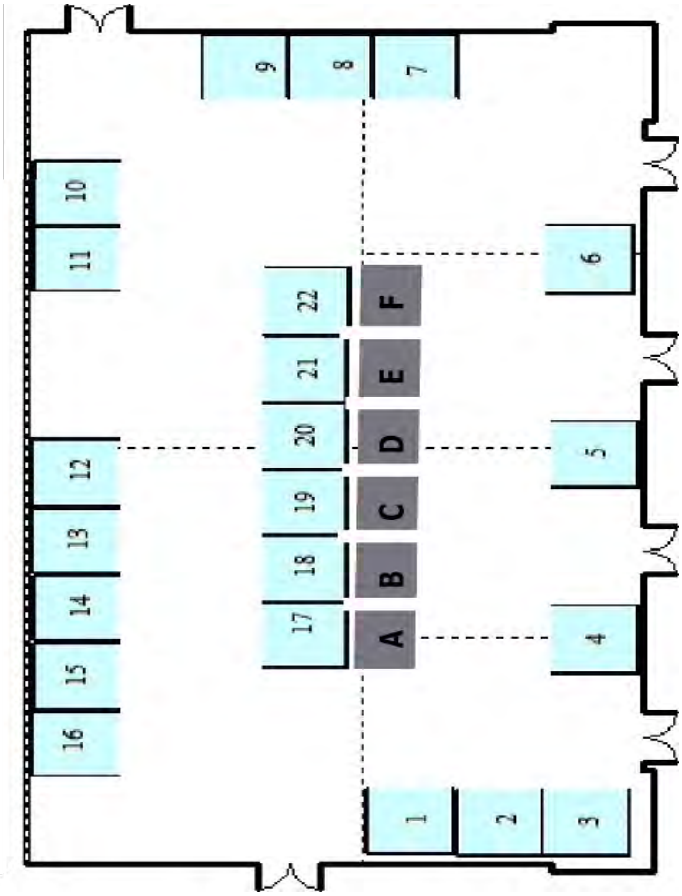
- One complimentary registration for the full conference, including meals, education and plenary sessions, and networking events (a $629 value)
- One exhibit-only pass for booth staff (including meals and networking events)
- One 8' deep x 10' wide booth space or one 6' tabletop display space
- One 6' skirted table
- Two chairs
- One standard two-line booth sign
- One wastebasket
- Back wall and side drapes (with 8x10 booth)
- Promotion on the Forum website
- Promotion in Forum print and digital marketing materials

Booth space is reserved on a first-come, first-served basis. Act now to make sure you get the booth you want.

2017 Exhibit Prices

	Early Bird (through 6/15)	Regular
8X10 Booth	$829	$879
Tabletop Display	$629	$679

Nonprofit rates are $100 less than those shown



Crystal Gateway Marriott
1700 Jefferson Davis Hwy
Arlington, VA

Very close to the Crystal City Metro Station and the hotel lobby can be accessed via the Crystal City underground corridors. The proximity of the Metro station makes it easy to get into downtown DC.

LEARN MORE AND REGISTER AT CHARACTER.ORG/EXHIBITOR

Booth Space and Promotions Order Form

Exhibitors are encouraged to place booth space orders by completing the form below and emailing it to heather@character.org. You can also fax your completed form to 202-296-7779. Call Heather at 202.296.7743 with any questions you may have.

PRIMARY EXHIBIT CONTACT INFORMATION

Primary exhibitor contact _____ Title _____

Company/organization _____ Website URL _____

Company address _____ City _____

State/Province _____ Zip/postal code _____ Country _____

Phone _____ Email _____ Twitter handle: @ _____

Facebook page: facebook.com/ _____

Company/organization description as you wish it to appear in Forum marketing material. Please limit to 50 words.

_____

_____

In addition to completing this form, please email a high-resolution version of your logo to Character.org in .ai, .eps or .jpg format. Send to heather@character.org at your earliest convenience.

BOOTH OR TABLETOP SELECTION PREFERENCES

(Based on map on page 3) *Please specify if you are requesting a booth or a tabletop*

#1 preference _____

#2 preference _____

#3 preference _____

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ATTENDEE INFORMATION

Complimentary Full Conference Registration (1 per booth or tabletop)

Name of exhibitor receiving the complimentary Forum registration that comes with each booth and tabletop (as the name should appear on badge):

☐ Check here if the person receiving the complimentary registration is the same as the Primary Exhibitor Contact listed previously.

If a different person receives the complimentary full registration, please provide contact information below.

Name _____ Title _____

Phone _____ Email _____

Complimentary Booth Only Registration (1 per booth or tabletop)

Name of exhibitor receiving the complimentary booth-only staff registration that comes with each booth and tabletop (as the name should appear on badge):

Name _____ Title _____

Phone _____ Email _____

Additional Booth Staff ($199 per person to cover costs of meals and social events)

Name _____ Title _____

Phone _____ Email _____

Name _____ Title _____

Phone _____ Email _____

CALL HEATHER CAZAD AT 202.296.7743 TO TALK ABOUT YOUR PROMOTIONS BUDGET AND IDEAS IDEAS

Advertising and Promotional Order

Expand your reach with these opportunities

PRINT ADS

- ☐ Exclusive inside front cover or back inside cover full page ad @ $1550
- ☐ Full page ad @ $1050
- ☐ Half page ad @ $750
- ☐ Quarter page ad @ $425
- ☐ 1/8-page ad @ $200

MOBILE APP ADS

- ☐ Premier mobile app splash screen @ $3,000

OTHER OPPORTUNITIES

- ☐ Conference bag sponsor @ $3,000
- ☐ Item in conference bag @ $300
- ☐ Item place on unstaffed "Take One" table (for non-exhibitors) @ $100
- ☐ Forum marketing email sponsorship @ $500

METHOD OF PAYMENT

- ☐ Check (payable to Character.org)
- ☐ Credit Card
- ☐ MasterCard ☐ Visa ☐ American Express

Credit Card #_____

CSC (Security code)_____ Expiration Date_____

Authorizing Signature_____

Name as it appears on card _____

Billing Address_____

City_____State/Province_____

Zip/Postal Code_____Country_____

Mail checks to: **Character.org**
1634 I Street NW, Suite 550
Washington, D.C. 20006-4003

CONFIRMATION:

We hereby make application for exhibit space at the Character.org National Forum. We agree to abide by the terms and conditions set forth by Character.org per the General Information and Rules and Regulations. No exhibit space will be confirmed until payment is received. If an exhibitor cancels prior to August 1, a refund will be given, minus a $75 processing fee. If an exhibitor cancels between August 1 and September 15, a 50% refund will be given, minus a $75 processing fee. After September 15, no refunds will be given. It is understood that if an exhibitor cancels an exhibitor booth or table, the company will still be responsible for other advertising commitments that have been made. If requested, refunds for advertising items will be handled on a case-by-case basis and are not guaranteed.

HAVE QUESTIONS? LET US HELP. CONTACT HEATHER CAZAD AT HEATHER@CHARACTER.ORG OR 202.296.7743

General Information

EXHIBIT LOCATION

Booths are assigned on a first-come, first-served basis, so you are encouraged to block your desired space early. Refer to the map on page 3 to select your booth or tabletop display area.

EXHIBIT SET UP AND DISMANTLE

Exhibitors may begin setting up their exhibits any time after 6 p.m. on Thursday, October 19. All exhibits must be set up and cleared of cartons and packing materials prior to 10 p.m. on Thursday.

Exhibitors may begin dismantling their booths at 5 p.m. on Saturday, October 21, and must have their displays dismantled and cleared from the exhibit area by 7 p.m. No early dismantling is permitted, as sessions will be in progress in the adjacent ballroom until 5 p.m. Character.org will not be responsible for any exhibits not removed from the exhibit area by 7 p.m. Saturday.

EXHIBIT HOURS

The exhibition area will be open during the following times:

Friday, October 20	7 a.m. - 6 p.m.
Saturday, October 21	7:30 a.m. - 2:00 p.m.

DEDICATED EXHIBIT HALL HOURS AND SPECIAL FUNCTIONS

We've planned this year's Forum with our exhibitors strongly in mind, and the schedule includes dedicated exhibit time. Coffee breaks, lunches and desserts will take place in the exhibit area, and special incentives will help encourage all attendees to spend time with each of our exhibitors. In addition, our on-site interactive game will help bring participants to every booth.

EXHIBITOR SERVICES

Freeman has been contracted to manage the exhibit hall set up. Freeman is the point of contact for exhibit hall services. All forms for services such as shipping, drayage, signs, cleaning, etc. can be ordered via the exhibitor kit that will be sent by Freeman. The kit will also include forms for electrical and AV services; however, note that these services are provided by the conference hotel. Lead capture will be provided by Bartizan, who will provide order information to each exhibitor.

BOOTH DECORATIONS

The hotel exhibit area is carpeted. Additional floor coverings, furniture and other special equipment can be ordered through Freeman.

ELECTRICAL CONNECTIONS

Booths do not include electrical outlets/connections. The conference hotel is equipped to provide electrical connections to exhibitors at a fee specified in the exhibitor kit. Freeman will provide exhibitors with an application to order electrical services as part of the exhibitor kit provided.

AUDIO VISUAL

The conference hotel is equipped to provide audiovisual equipment to exhibitors for a fee. Freeman will provide exhibitors with an application to order this equipment as part of the exhibitor kit provided.

SHIPPING MATERIALS

Freeman will receive shipments beginning 30 days prior to the show. Please note that the hotel will not accept booth shipments. Further information regarding shipping to Freeman will be included in the exhibitor kit.

ACCOMMODATIONS

A hotel block has been reserved by Character.org at the Crystal Gateway Marriott at a reduced rate of $189/night plus tax for single and double occupancy. The hotel is located at 1700 Jefferson Davis Highway Arlington Virginia 22202. You can book your rooms by calling the hotel directly at 703-920-3230 and informing the reservation agent that you are attending the Character.org National Forum. The accommodations link is also accessible via the Forum website at character.org/conference/hotel-travel. We encourage you to reserve your room early to ensure availability of this negotiated rate.

EXHIBITOR REGISTRATION

All exhibitors must be registered for the Forum. Each booth and tabletop display comes with one full registration that includes access to all sessions, meals and receptions. It also includes one exhibit-only registration for booth staff that includes meals and receptions. Additional booth staff can register at a rate of $199.

Rules and Regulations

SECURITY AND INSURANCE

Exhibitors are responsible for their own exhibit materials and should insure the exhibit against loss or damage from theft, accident, vandalism, fire or other causes. All exhibitor property is understood to remain in the exhibitor's care, custody and control in transit to, from and within the confines of the exhibit hall. Exhibitors are solely responsible for their own actions and all actions of their staff during the Forum.

FIRE AND SAFETY REGULATIONS

Exhibitors are expected to abide by all laws, ordinances and regulations pertaining to health, fire prevention and public safety affecting participation in the exhibition.

CANCELLATION AND REFUND POLICY

In the event the show is cancelled, space rental fees will be returned to exhibitors after all related show expenses incurred through the date of cancellation have been met. However, exhibitors will not be reimbursed if the exhibition is cancelled, postponed, curtailed or abandoned due to an act of war, insurrection, radioactive contamination, natural disaster or any other reason beyond the control of Character.org.

Cancellations of exhibit space must be made in writing. If an exhibitor cancels prior to August 1, a refund will be given, minus a $75 processing fee. If an exhibitor cancels between August 1 and September 15, a 50% refund will be given minus a $75 processing fee. After September 15, no refunds will be given. It is understood that if an exhibitor cancels an exhibitor booth or table, the company will still be responsible for other advertising commitments that have been made. If requested, refunds for advertising items will be handled on a case-by-case basis and are not guaranteed.

SUBLETTING SPACE

No exhibitor shall assign, sublet or apportion the whole or any part of the space allotted to the exhibiting organization. Neither will an exhibitor exhibit therein any other goods, apparatus, etc. other than those manufactured or sold by the exhibitor in the regular course of business.

DISPLAY REMOVAL

Freeman has the authority, without obtaining permission from exhibitors, to assign carriers to remove displays from the exhibit area if the exhibitor's designated carriers do not pick up the materials on time. When necessary to reroute shipments via a common carrier, trucking charges will be assessed to exhibitors concerned. When no disposition is made, materials will be returned to Freeman's warehouse to await shipping instructions, and the exhibitor will be charged accordingly.

DEFAULT IN OCCUPANCY

Any exhibitor failing to occupy contracted space is not relieved of the obligation of paying the full rental of such space, as documented in the signed application. If a booth is not occupied by the opening of exhibits for attendees, Character.org may repossess the exhibit space.

LIABILITY

Neither Character.org, nor the Grand Hyatt, nor their employees, officers, agents, directors, nor representatives are liable for any damages or loss that may occur to the exhibitor or to the exhibitor's employees or property from any cause whatsoever. Insurance and liability are the full and sole responsibility of the exhibitor.

Make sure you get the best possible booth location. Reserve your space now.

Be more concerned with your character than your reputation, because your character is what you really are, while your reputation is merely what others think you are. – John Wooden

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