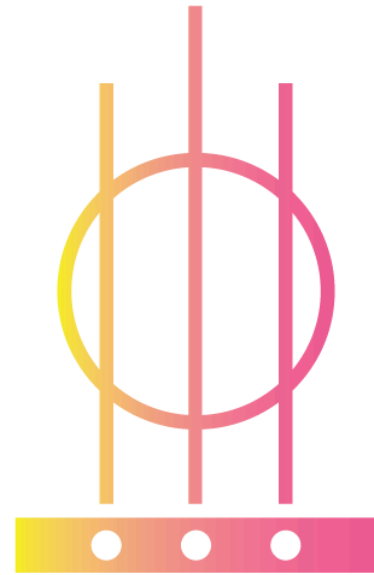


NASHVILLE, TN | MARCH 17-20



COABE 2024

NATIONAL CONFERENCE
Adult Education: Together In Harmony

**2024 COABE Conference
Exhibitor Prospectus Packet**

**Exhibit Dates:
March 18- March 20, 2024
Gaylord Opryland Hotel
2800 Opryland Drive,
Nashville, TN 37214**

COABE
COALITION ON ADULT BASIC EDUCATION

COABE 2024 Conference



Exhibit Dates:
3/18-3/20

**Hotel
Reservations:**
Gaylord Opryland
Hotel

**Exhibitor
Registration:**
www.coabe.org
or call 888-442-6223

**Conference
Website:**
COABE.org

Dear Exhibitor,

The Coalition on Adult Basic Education (COABE) invites you to exhibit at the premier adult education event for 2024: The COABE 2024 National Adult Education Conference, March 18–20th. This conference will bring together adult educators, literacy professionals, and directors from across the United States.

This is a great opportunity for you to participate in a sizable conference, drawing national participation. This year's conference will offer over 450+ topical conference and pre-conference workshops, and we expect approximately 2,500-3,000 registrants from around the country.

The conference will take place at the Gaylord Opryland Resort & Convention Center. Exhibitor booths will be located in the Delta Ballroom B-D.

The conference committee is dedicated to making the exhibit area a focal point of the conference. There will be a Grand Opening of Exhibits on Monday, March 18th, following the opening general session. Monday, Tuesday, and Wednesday the exhibit area will be teeming with visitors during the morning and afternoon snack breaks. Door prize drawings will occur throughout exhibitor hours to draw participants into the exhibit area.

The Exhibitor Prospectus contains the following:

- Overview of the Exhibitor Prospectus
- Exhibitor Guidelines
- Exhibitor Contract
- Ad Space in the Program

We are looking forward to making this a profitable experience for you. If we can be of any assistance, do not hesitate to contact us. Your support for this conference is greatly appreciated!

Sincerely,

A handwritten signature in black ink that reads "Sharon Bonney".

Sharon Bonney
Chief Executive Officer

COABE Conference Exhibitor Information

Meet with people who buy and use your products and services. Position your company or organization as a leading provider of adult education and literacy resources by participating in this conference, sponsored by the Coalition on Adult Basic Education.

EXHIBITION SPACE

Exhibits will be conducted in the Delta Ballroom B-D.

Exhibit Hall Hours

Sunday, March 17, 2024

12:00pm Set-up

Monday, March 18, 2024

8:00am Exhibits Open

5:00pm Exhibits Close

Tuesday, March 19, 2024

8:00am Exhibits Open

5:00pm Exhibits Close

Wednesday, March 20, 2024

8:00am Exhibits Open

2:00pm Exhibits Close/ Tear Down

Space and Rates

\$1,200 for 1 booth, additional booths are \$1,000 each

Each vendor area consists of:

- One (1) 6' X 30" skirted table
- One (1) waste basket, two (2) chairs
- 7" x 44" identification sign
- One (1) 8' high back drape
- One (1) 36" high side dividers
- Two free conference registrations per booth
- Complimentary refreshments in exhibition area
- Additional registrations are \$200 per registrant

Please contact Bethel Fernandez, with questions: (888) 442-6223 or info@coabe.org

EXHIBITOR MOVE-OUT

Wednesday March 20, 2024 Time 2:00pm

We will begin returning empty containers at the close of the show.

DISMANTLE AND MOVE-OUT INFORMATION

All exhibitor materials must be removed from the exhibit facility by Wednesday, March 20, 2024 by 3:00 p.m. Any equipment or materials of the exhibitor remaining past that time may be considered abandoned and disposed of as is deemed advisable. Any costs will be incurred by the exhibitor.

To ensure all exhibitor materials are removed from the exhibit facility by the exhibitor move-out deadline, please have all carriers check-in by Wednesday, March 20, 2024 at 3:00 p.m.

POST-SHOW PAPERWORK AND LABELS

Be sure your carrier knows the company name and booth number when making arrangements for shipping your exhibit at the close of the show.

ELECTRIC AND AUDIO VISUAL

More information will be provided on our website soon.

INTERNET

Wi-Fi will be available in the exhibitor hall.

COABE Conference Exhibitor Information

CANCELLATION POLICY

No refunds will be granted.

BOOTH

Each 10' x 10' booth will be set with 8' high back drape, 36" high side dividers, one 6' x 30" skirted table, two chairs, one wastebasket, and a 7" x 44" identification sign.

All tables will be assigned by the Exhibits Chair, with priority given first to vendors providing sponsorship and/ or VIP vendor status sponsoring activities, then based upon the chronological receipt of registration. **Register early!**

EXHIBITOR REGISTRATION

All exhibitors must be registered. Properly completing the exhibitor registration including the names of individual representatives and paying applicable fees will constitute a conference contract. To change the name of a representative email info@coabe.org. Exhibitors are required to sign-in at the Exhibitor Registration area at the conference center.

CHARACTER OF EXHIBITS

Products and/or services related to the educational and professional development of our members are suitable for exhibition. The Exhibits and Conference Chairs reserve the right to decline or prohibit any exhibit that, in their judgment, is not suitable to, or in keeping with, the character of the conference.

SHIPPING INFORMATION

More information will be provided on our website and by email soon.

These guidelines are to be considered as part of the Exhibitor Contract. The Conference Exhibits Chair reserves the right to interpret them, as well as make final decisions on all points which guidelines do not cover.

COABE Conference Exhibitor Terms

- 1. Display Space not Claimed:** Booths not occupied by the opening of the exhibition may be canceled or reassigned without refund. The Exhibits Chair reserves the right to assign labor to set up any display that is not in the process of being erected at that time. The charge for the labor will be billed to the Exhibitor.
- 2. Subletting Space:** No Exhibitor may assign, sublet, or apportion the whole or any part of the space allotted to him/her nor exhibit therein, nor permit any other person or firm to exhibit therein, any goods other than those manufactured or distributed by the Exhibitor in the regular course of its business, without written consent of the Exhibits Chair.
- 3. Canvassing, Soliciting, Exhibiting, or Distributing Samples:** Exhibitors are confined to their own booth space. Printed advertising is not permitted beyond the confines of the purchased booth space. Order taking and direct sales by Exhibitors are permitted. Firms that choose to sell merchandise at the COABE 2024 National Conference assume full responsibility in securing a vendor license and collecting applicable taxes.
- 4. Microphones:** *Microphones will not be permitted. "Hawking" or calling customers over to your booth is prohibited. *Exceptions may apply to specified sponsored locations.
- 5. Hold Harmless Clause:** Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend, and save its agents harmless against all claims, losses, and damages to persons or property, governmental charges of fines and attorneys' fees arising out of or caused by Exhibitors' installation, removal, maintenance, occupancy, or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole negligence of the conference center, its employees and agents, and the Coalition on Adult Basic Education (COABE).

The Exhibitor understands that neither COABE nor the **Conference Hotel parties** maintain insurance covering the Exhibitor's property, and it is the sole responsibility of the Exhibitor to obtain such insurance.
- 6. Security:** The conference hotel is not accessible to attendees outside of the conference hours. The conference hotel staff will close and lock off the building following the close of the conference each day after attendees have left. However, COABE and their agents cannot accept responsibility for protection of exhibitors' materials and displays. Exhibitors are expected to carry all risk insurance on their exhibits, utilize lock boxes, and/or arrange for their own security in their booths, as appropriate, at their own expense.
- 7. Fire Protection, Machinery, Flammable Liquids, and Electricity:** All display materials must be fire- proofed. No person shall erect an engine, motor, or other machinery on the premises, or use any gas, electricity, flammable liquid, or charcoal therein, without prior written approval of the conference hotel. All electrical work and equipment required in addition to that provided must be ordered through the Convention Center to ensure that it will meet all state and local codes.
- 8. Light and Power:** General house lighting is provided for adequate illumination of the exhibit area. All electrical work and equipment required in addition to that provided must be ordered through the conference hotel to ensure that it will meet all state and local codes.
- 9. Additional Information:** The Exhibitor agrees to abide by the above terms and by any other reasonable rules of the conference and hotel. Disputes arising between the Exhibitor and the conference hotel, provided that they do not materially alter their terms of this contract, will be referred to the Conference Committee and their decision will be final.

Ad Space for Conference Program

Color Ads

Premier Ad outside Ballroom (color)	\$2,000.00
Premier Ad in the Main Halls (color)	\$1,000.00
Full Page Ad (color)	\$ 800.00
Half Page Ad (color)	\$ 500.00
Quarter Page Ad (color)	\$ 250.00

Black & White Ads

Full Page Ad (black & white)	\$ 600.00
Half Page Ad (black & white)	\$ 300.00
Quarter Page Ad (black & white)	\$ 150.00

Web Banner Ad	\$ 500.00
App Banner Ad	\$ 500.00

**Complimentary ad space will be provided for most sponsorships.
See Sponsorship Levels for details.**

Contact info@coabe.org for ad specs.

Please make checks payable to:
COABE 2024 Conference

Mail Check to:
Attn: COABE Conference
PO Box 14400
Bradenton, FL 34280

