



# **2021 AAESA Fall Conference**

## **Partnership Exhibit Dates – November 14-16, 2021**

### **Perdido Beach Resort**

### **Orange Beach, Alabama**

## **2021 Fall Conference Tentative Agenda**

### **Sunday, November 14, 2021**

**2:00 p.m.-5:00 p.m. Partner Set-up**

### **Monday, November 15, 2021**

**7:30 a.m.-4:00 p.m. Registration – Exhibit Hall Open**

**7:30 a.m.-8:30 a.m. Continental Breakfast with Partners**

**9:45 a.m.-10:15 a.m. Break - Visit Partners**

**12:00 p.m.-1:15 p.m. Lunch - visit Partners**

**2:55 p.m.-3:35 p.m. Break - Visit Partners**

**4:00 p.m. Exhibit Hall Closes**

### **Tuesday, November 16, 2021**

**7:30 a.m.-11:00 a.m. Exhibit Hall Open**

**7:30 a.m.-8:30 a.m. Breakfast with Partners**

**10:15 a.m.-10:45 a.m. Break - Visit Partners**

**11:00 a.m. Exhibit Hall Closes**

926 Pelham Street • P.O. Box 428 • Montgomery, Alabama 36101-0428

(334) 265-3610 or (800) 239-3616

Fax (334) 265-3611

[www.clasleaders.org](http://www.clasleaders.org)

Starr Wilson [starr@clasleaders.org](mailto:starr@clasleaders.org)

# RULES, REGULATIONS AND INSTRUCTIONS

1. **BOOTHS:** Booth assignments will be made on a **first come/first served basis**, based on receipt of application and accompanying check.
2. **USE OF SPACE:** Subletting of space is **PROHIBITED**. NO Partner shall assign, sublet or apportion the whole or any portion of space allotted, or exhibit therein any goods other than those manufactured or distributed by the exhibitor in the regular course of business, nor permit any firm not exhibiting to solicit business or take orders in his place. \*Sound equipment may be used for demonstration only. The use of sound or music for attracting attention is prohibited.
3. **ABSENCE OF LIABILITY:** AAESA DOES NOT carry insurance covering exhibits, and does not assume any responsibility for damage arising from fires, lightning, smoke, civil commotion, or safety of property from theft. It is expressly understood that the exhibitor assumes all risks relating to participation in the exhibition. The exhibit area will be locked each night and a security guard(s) will be provided.
4. **TERMS OF PAYMENT:** There is a rental charge per booth (includes meals/breaks). This includes up to five (5) badges for your group. All Partners must wear an AAESA badge. **NO refund** will be made for cancellations. No Partner will be allowed to place equipment in the exhibit hall until full payment of the booth rental is received prior to the meeting date. Checks should be made payable to AAESA.
5. **CONDUCT OF BUSINESS BY Partners:** Because of certain IRS regulations, the sale of the article for delivery on the premises is discouraged. Sale for future delivery of products is permitted and encouraged.
6. **REGISTRATION:** Partner's packet will be at assigned booth. Each person attending the convention and commercial exhibits will be **REQUIRED TO REGISTER AND WEAR AN APPROPRIATE BADGE**.

MAIL CHECK AND CONTRACTS FOR PARTNER EXHIBIT SPACE TO  
AAESA  
P. O. Box 428  
Montgomery, Alabama 36101-0428

## AAESA CONTRACT INFORMATION FOR EXHIBIT SPACE

Partner Exhibit Information – November 14-16, 2021  
Perdido Beach Resort – Orange Beach, AL

Click for More Info & to  
Register as an Exhibitor 

### ***Order Form for Exhibit Booths:***

Contact ***Wave Audio Visual Productions*** – Reference ***2021 AAESA***

***Exhibit booths are piped and draped with a 6-foot draped table, two chairs, sign and a wastebasket.***

***NOTE: Booth numbers will be assigned the week prior to the conference. Please give your company name when ordering. The exhibit hall is carpeted.***

**ROOM RESERVATIONS:** Call 800-634-8001 or book online – <https://www.perdidobeachresort.com/> . Use Booking ID 17733 for AAESA 2021 Fall Instructional Leadership Conference for the special group rate of \$105 per night for standard room (plus fees and taxes). Cut-off date for group discount is October 25, 2021.

**Partner Exhibit Information**  
**Perdido Beach Resort – Orange Beach, AL**  
**November 14-16, 2021**

- Early Bird Exhibit Booth registration by Sept. 30, 2021.....\$450.00
- Exhibit Booth Registration by Nov. 13, 2021.....\$475.00
- Exhibit Booth Registration after Nov. 13, 2021.....\$500.00
- Additional Booth.....\$450.00

**BOOTH TOTAL** \_\_\_\_\_

**SPONSORSHIP OPPORTUNITIES**  
**(Breaks, Meals and Presenters)**

**Contact Rickey Darby for sponsorship opportunities – (205) 616-7645 - [rickey@clasleaders.org](mailto:rickey@clasleaders.org)**

- Bronze Level Sponsorship - \$1,000**  
(Includes one booth, recognition signage and acknowledgement in the program)
- Silver Level Sponsorship - \$1,500**  
(Includes one booth, signage, acknowledgement in program, recognized at a session and opportunity for a representative at the share table session.)
- Gold Level Sponsorship - \$2,500**  
(Includes one booth, signage, acknowledgement in program, speak at session, acknowledgement in AAESA Magazine to members, opportunity for a representative at share table sessions, and the option for partner to provide an up to 10 minute video to be posted on the conference app for the week with access for all registered attendees (virtual or in-person) ).