



**EXHIBITOR ORDER GUIDELINES**  
 National Association for Developmental Education  
 43rd Annual Conference: "Prepared for Takeoff"  
 Atlanta, Georgia  
 March 6-9, 2019



**PRIORITY DEADLINE: January 15, 2019**

Thank you for your interest in becoming an exhibitor at the National Association for Developmental Education (NADE) conference. This document explains the updated policies and procedures related to exhibiting at the NADE annual conference. *Please read this document carefully as there are several changes for 2019.*

**All Exhibitor Orders will be completed online.** This document is a preview of the information requested in the online order form and the options available for participation. Please review this document carefully before completing the Exhibitor Order Form found on the conference webpage via the link at the end of this document. *After January 15, a \$500 rate increase will be in effect.*

**Submission of the online order form registers the exhibitor contact person for the conference.** Specific names of exhibitor representatives must be completed via information sent following the receipt and payment of the order.

**NADE is going green again for the 2019 conference.** What does that mean?

- No printed program.
- Advertising will be in the conference app, Guidebook. See options below.
- No exhibitor flyers or handouts will be distributed to attendees by NADE as part of registration.

**Exhibitor Information requested in order/registration form.**

- Contact person
- Organization/Exhibitor/Company Name
- Email address
- Address
- Phone (Company phone number)
- Contact Number (This should be the cell number of the contact person.)
- Company website

**Level of Involvement**

Starting with this conference, NADE offers two levels of exhibitor involvement. One level is for commercial companies and one is for not-for-profit educational institutions. Exhibitors will have full access to all parts of the conference including meals and general sessions.

	<b>Commercial</b>	<b>Educational Institution (not-for-profit)</b>
<b>Number of booth spaces included in package</b>	<b>2 regular</b>	<b>1 regular</b>
<b>Exhibitor name badges</b> <ul style="list-style-type: none"> <li>• Only NADE-issued name badges grant access to the exhibit area.</li> <li>• Badges are individual-specific. NADE-issued name badges grant admission to all conference events.</li> <li>• If an exhibitor wishes to send more representatives to the conference than its booth purchase permits, each extra representative must register using the online conference registration for attendees and pay standard registrant fees.</li> <li>• The visitor registration category is not permissible for exhibitors.</li> <li>• Names of exhibitor representatives should be provided to the Conference Exhibits Coordinator four weeks prior to the conference.</li> <li>• An exhibitor name badge does not satisfy registration requirements for presenters, with the exception of proposals that have been approved for the exhibitor strand. All presenters are required to register for the conference using the conference registration form and fee structure.</li> <li>• Reciprocal Exhibitors that are educational institutions or education not-for-profits may have the option of presenting one concurrent session without an additional fee for registration.</li> </ul>	<b>4</b>	<b>2</b>

	Commercial	Educational Institutions (not-for-profit)
<b>Logo in conference app on Sponsors page; link to website</b> • Thumbnail logos: 240 x 240 px	YES premium location	YES standard location
<b>One concurrent session</b> (must submit proposal by November 30, 2018)	YES	NO
<b>Visual recognition at all general sessions</b>	YES	YES
<b>Conference participant list provided 4 weeks prior to conference</b>	YES	YES
<b>Exhibitor fee through January 15, 2019:</b>	<b>\$2,500</b>	<b>\$1,500</b>
<b>Exhibitor fee after January 15, 2019:</b>	<b>\$3,000</b>	<b>\$2,000</b>

### Optional add-ons

- **Corner booth** in exhibit hall \$800; limited availability
- **Banner Advertising in Guidebook** \$1,500: The banner appears on the bottom of the conference app navigation menu and appears every time a user goes to the navigation menu of Guidebook.  
Limited to first three who purchase.  
Includes a link to webpage.  
Banner advertisement image: 600 x 110 px.  
Send image & description for sponsor page, sponsor website URL or sponsor details in PDF (max 3 pages) by December 14, 2018, to [anthonysw@appstate.edu](mailto:anthonysw@appstate.edu).
- **Charging station** (\$1,500): Station provided; company logo added
- **Additional booth** with 2 additional badges (\$1,400/booth)
- **Flyer placed on tables at Keynote lunch** (\$250); option for Thursday or Friday; limited to first three per day
- **Sponsorship** of Leadership Congress breakfast or lunch, a reception for newcomers and international attendees, opening/welcome reception, graduate students' reception, or conference continental breakfast:  
Contact NADE Exhibits Coordinator at [anthonysw@appstate.edu](mailto:anthonysw@appstate.edu).
- **In-conjunction-with activities** such as focus groups: Contact NADE Exhibits Coordinator at [anthonysw@appstate.edu](mailto:anthonysw@appstate.edu).

### Payment Information

- Please note that NADE does not accept purchase orders. You will receive an invoice when the online order is submitted.
- NADE's Federal ID number is: 43-1252344. Our W-9 is available at [thenade.org/Library/Documents/Tax Information](http://thenade.org/Library/Documents/Tax%20Information).
- If paying by check, please complete form online and send payment (no purchase orders) to:

NADE  
P.O. Box 963  
Northport, AL 35476

**Exhibitor Order Form:** [here](#) or on the NADE website at [thenade.org](http://thenade.org) > Events > NADE 2019 > Exhibitors.

Questions? Email Exhibits Coordinator, Wes Anthony, at [anthonysw@appstate.edu](mailto:anthonysw@appstate.edu) or Annette Cook at [conferencemanager@thenade.org](mailto:conferencemanager@thenade.org).