

2024

DIGITAL LEARNING ANNUAL CONFERENCE

Exhibitor Prospectus



February 26-28, 2024

Austin, Texas



deelac.com



About the Digital Learning Annual Conference (DLAC)

DLAC attracts educators and digital learning stakeholders from K–12 schools, districts, state agencies, non-profit organizations, and educational product and service companies, largely from the United States. DLAC 2023 attracted nearly 1500 on-site attendees (a nearly 50% increase over DLAC 2022), and the exhibit hall was sold out for the third year in a row. Attendance was driven largely by schools and districts sending a group to a previous DLAC and returning with even more people.

This conference is built around the idea that digital tools and resources alone don't magically transform education, but digital learning can increase student opportunities and improve student outcomes—especially when developed by thoughtful school leaders and implemented by effective teachers.

DLAC celebrates K–12 digital learning practitioners, researchers, and policymakers, offering them opportunities to learn from each other, share best practices, and share lessons learned in an innovative conference format. The program is built around short presentations, table talks, panel discussions, posters, and other [sessions](#) that prioritize sharing, networking, and discussion over long presentations.

Please join us on the exhibit floor at the Digital Learning Annual Conference (DLAC) in Austin, Texas, February 26-28, 2024.

Exhibitor Benefits Include:

- Substantial opportunities to engage with prospective and existing customers built into the conference design
- Face-to-face access to decision makers and purchasers looking for your products and services
- Receptions and breaks in Exhibit Hall draw attendees into the hall

Would you like to exhibit at DLAC?

Contact DLAC Exhibit Manager, Faith Anderson, with questions at faith@evergreenedgroup.com, or visit our website at www.deelac.com/exhibitors

Although attendees may be at various stages of using digital learning in online, blended, or hybrid environments, they share at least two common goals—to engage with ideas and methods they can use immediately to better serve their schools and students, and to explore the direction of the field in order to frame longer-term trajectories and strategies. DLAC is specifically designed to bring attendees into contact with the ideas, practices, products and services to help these goals be realized.

DLAC organizers and advisors

DLAC is organized by the [Evergreen Education Group](#) with the support of a wide range of advisors who are members of the [Digital Learning Collaborative \(DLC\)](#). DLC members include the most experienced people and organizations in the K–12 digital learning field, including a focus on online, blended, and hybrid environments. They include district leaders, directors of state virtual schools, principals of online schools and hybrid schools, teachers in a range of schools and classrooms, company directors, and managers of non-profit organizations.

Attendee profile

Based on past conference attendance, our attendee profile includes decision-makers from a variety of organizations who provide input on purchase decisions regarding digital tools, resources and content. Last year's [sponsors](#) and [exhibitors](#) can be found on our website. DLAC is designed for a wide range of attendees, including:

- Online/ hybrid school educators (predominantly school/district leaders, but also teachers) seeking to share best practices and learn from one another
- Mainstream school educators seeking to start or develop system-level (school or district) digital learning programs and strategies
- Companies and non-profit organizations providing digital tools, resources, professional learning, and other support
- Researchers who work with educators to implement evidence-based improvements and enhancements
- State education agency personnel and other policymakers who seek to support digital learning in a range of schools

Forty-nine out of fifty states have been represented at one or more conferences to date, and attendees from several other countries have also participated in DLAC.

DLAC supports exhibitors

DLAC believes companies and non-profit organizations play a key role in supporting schools for the ultimate benefit of students. Few schools are implementing any type of digital learning without the help of one or more outside organizations providing content or support for teaching, courses, professional learning, strategic guidance, quality assurance, and technology platforms through their products and services.

Third-party providers often play a key role in helping schools better understand best practices across the field, and DLAC is the perfect place for these providers to exhibit. The conference structure and Exhibit Hall are also designed to support attendee interaction with product and service providers, including:

- The conference agenda includes two major receptions with poster sessions in the Exhibit Hall. Drinks and appetizers will be served. No competing sessions are scheduled, ensuring that most attendees will see these events in the Exhibit Hall as the main focus of the conference during these periods.
- The Tuesday morning coffee break (main conference day) will also draw attendees to the Exhibit Hall
- The Exhibit Hall is an attractive space for congregating and networking to allow exhibitors to easily continue conversations with existing and potential clients in convenient, comfortable areas

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Exhibiting at DLAC

The DLAC Exhibit Hall offers a myriad of opportunities for companies and other organizations wishing to meet and engage with conference attendees. The Exhibit Hall is a large space with an open, pleasant atmosphere. Hosted receptions, networking areas, and other activities within the Exhibit Hall draw traffic for exhibitors.

Afternoon receptions

On both Monday and Tuesday afternoon, DLAC will host a 90-minute reception and poster session for all conference attendees in the Exhibit Hall. Drinks and appetizers will be served.

The Tuesday morning coffee break (main conference day) will also draw attendees to the Exhibit Hall.

Booth purchase/selection

Exhibitors may apply for and choose a booth space. Booth space is not confirmed until Evergreen Education Group approves purchase, terms and conditions have been agreed to, and payment is received in full. Evergreen Education Group reserves the right to deny any booth application if it determines at its sole discretion that the requested booth space rental is not in the best interests of the DLAC exhibit show. Booth purchase includes:

- 10x10 space (pipe and drape)
- table and 2 chairs
- ID sign
- 2 booth passes (restricted to Exhibit Hall area)*

*Booth pass may be converted to an unrestricted All Access conference registration by paying 50% of the current onsite full conference pass cost.

Additional staff must register as DLAC All Access attendees.

Please note: Power must be purchased by exhibitor. Purchasing Internet is also recommended if reliable high-speed Internet is necessary to showcase products or services.

Please also note: Similar to professional conferences in many fields, and in consideration of trends toward more stringent privacy laws, DLAC does not share attendees' contact information. However, lead retrieval services are available for exhibitor purchase and attendee badges carry QR codes. Also, a sponsor-branded email message may be sent out by DLAC as a benefit of Gold Sponsorship.

Early registration fee (on or before Friday, December 15, 2023)

The early registration fee is \$2,750 per 10x10 space. Booth selection is based on date and time of registration, once the exhibit floor plan is available.

Late registration fee (after Friday, December 15, 2023)

The late registration fee increases to \$3,100 per 10x10 space. Booth selection is based on date and time of registration, once the exhibit floor plan is available.

Corner booth upgrade

Corner upgrades (when available, and subject to approval) may be purchased for a \$500 fee. Corner booths are available to sponsors without any additional cost or upgrade fees.

Additional booth purchase

Whereas standard exhibitors are limited to a single booth purchase, DLAC sponsors may purchase additional booths to create double, triple and quad booths depending on the sponsor level. Please see the benefit chart on page 4 for details about multiple booth purchases.

Hours

Monday, February 26

| | |
|-----------------|--|
| 8:00AM – 3:30PM | Exhibitor setup |
| 4:30 – 6:00PM | Exhibit Hall Grand Opening reception and poster sessions |
| 6:00PM | Closes for the evening |

Tuesday, February 27

| | |
|-------------------|--------------------------------------|
| 10:00AM – 6:00PM | Exhibit Hall open |
| 10:15AM – 11:00AM | Morning coffee break in Exhibit Hall |
| 12:30 – 2:00PM | Lunch Break |
| 4:30 – 6:00PM | Reception and poster sessions |
| 6:00PM | Closes for the evening |

Exhibition Hall hours and activities are subject to change. (Breaks/receptions are periods of highest traffic.)

Summary of sponsor levels and benefits

(see sponsor prospectus for details)

| | GOLD | SILVER | BRONZE |
|---|--|--|---|
| Non-Member Fee | \$30,000 | \$12,000 | \$6,000 |
| DLC (Digital Learning Collaborative) Member Fee | \$25,000 | \$10,000 | \$5,000 |
| BENEFITS | | | |
| Preconference or evening event space at a prime location in the conference hotel | <ul style="list-style-type: none"> • Complimentary space provided subject to availability • Order of choice based on date of sponsor registration/payment | <ul style="list-style-type: none"> • May be purchased for an additional fee if available • Priority based on date of sponsor registration/payment | |
| Presentation time | <ul style="list-style-type: none"> • 75-minute organized session* (or equivalent) | <ul style="list-style-type: none"> • Two 20-minute contributed talks* (or equivalent) | <ul style="list-style-type: none"> • One 20-minute contributed talk* (or equivalent) |
| Email Marketing Opportunity | <ul style="list-style-type: none"> • One branded marketing email sent on sponsor's behalf | | |
| Recognition | <ul style="list-style-type: none"> • Prominent logo on conference website and mobile app • Thank you signage at one of the two main receptions • Logo displayed on welcome slide loop • Prominent logo included on general sponsor signage displayed throughout conference • Option to brand a networking area, subject to availability | <ul style="list-style-type: none"> • Logo display on conference website and mobile app • Thank you signage at the Tuesday morning coffee break • Logo included on general sponsor signage displayed throughout conference | <ul style="list-style-type: none"> • Small logo display on conference website and mobile app • Small logo included on general sponsor signage displayed throughout conference |
| Sponsored item | <ul style="list-style-type: none"> • Option to provide a co-branded lanyard based on availability (sponsor is responsible for purchasing and shipping) • Other ideas welcome | <ul style="list-style-type: none"> • Option to provide a co-branded pen, based on availability (sponsor is responsible for purchasing and shipping) | |
| Social media exposure | <ul style="list-style-type: none"> • Mention/logo in at least 4 social media posts with logo display, including individual welcome announcement ** | <ul style="list-style-type: none"> • Mention/logo in at least 2 social media posts with logo display, including group welcome announcement ** | <ul style="list-style-type: none"> • Mention/logo in at least 1 group social media post** |
| Conference registrations | <ul style="list-style-type: none"> • 6 complimentary conference passes | <ul style="list-style-type: none"> • 2 complimentary conference passes | <ul style="list-style-type: none"> • 1 complimentary conference pass |
| Exhibit space | <ul style="list-style-type: none"> • Complimentary 10x10 exhibit space in preferred location • Option to purchase up to three additional contiguous spaces in preferred location • One additional conference registration and one booth pass is provided for each purchased exhibit space*** | <ul style="list-style-type: none"> • Option to purchase up to three contiguous spaces in preferred location • One additional conference registration and one booth pass is provided for each purchased exhibit space*** | <ul style="list-style-type: none"> • Option to purchase up to two contiguous spaces in preferred location • One additional conference registration and one booth pass is provided for each purchased exhibit space*** |
| <p>NEW: Platinum level (\$60,000 Non-Members/\$50,000 Members) Available by special arrangement only Contact Sponsor Director Carol Klyver at sponsorDLAC@evergreenedgroup.com</p> | | | |

* The deadline for guaranteed session assignment associated with all sponsor levels is October 13, 2023. After this, we will attempt to provide the appropriate session allocations for new sponsors, but this cannot be guaranteed. In all cases, allocations may be filled with submission(s) from the sponsor received during the Call for Proposals.

** Number of social media posts cannot be guaranteed if registration is later than October 13, 2023.

***Booth passes may be converted to unrestricted All Access conference registrations by paying 50% of the current full conference pass cost.

For more information on sponsorship and multiple booth purchases, visit our website to download the [DLAC Sponsor Prospectus](#).

Conditions of Contract to Exhibit (page 1 of 2)

1. Terms of Booth Rental

Full payment of the exhibit rental fee must accompany the Application / Contract. Exhibitors submitting written requests for cancellation of booth space prior to December 1, 2023, will receive a refund of 50% of the total contract fee. No refunds will be made for cancellation requests received after this date.

2. Indemnity and Limitation of Liability

Neither the Evergreen Education Group, nor the JW Marriott Austin, nor any of their officers, agents, employees, or other representatives shall be held liable for, and they are hereby released from liability for, any damage, loss, harm or injury to the person or property of the Exhibitor or any of its officers, agents, employees or other representatives, resulting from theft, fire, water, accident or any other cause. The Exhibitor shall indemnify, defend and protect, Evergreen Education Group, the JW Marriott Austin, from any and all claims, demands, suits, liability, damages, loss, costs, attorney's fees and expenses of whatever kind or nature, which might result from or arise out of any action or failure to act on the part of the Exhibitor or any of its officers, agents, employees or their representatives. It is the responsibility of the Exhibitor to maintain proper insurance coverage for its property and liability including the shipping of materials to and from the conference venue.

3. Assignment of Exhibit Space

Exhibitors may apply for and choose a booth space from available inventory. Booth space is not confirmed until Evergreen Education Group approves purchase, terms and conditions have been agreed to and payment is received in full. Evergreen Education Group reserves the right to deny booth application if it determines at its sole discretion that the Exhibitor is not eligible to participate or the Exhibitor's product or services are not eligible to be displayed in this Exhibit. Evergreen Education Group's decision will be final. Purchase and location choice is made for the period of this Exhibit only and does not imply that the same or similar space be held or offered for future exhibits.

4. Use of Exhibit Space

Exhibitor shall not assign to a third party its right hereunder to the Exhibit Space or any portion thereof without the prior written consent of Evergreen Education Group, which it may withhold at its sole discretion. If such consent is given, the Exhibitor shall assume full responsibility for the conduct of the assignee and all its representatives, and the Exhibitor shall not charge its assignee more than a proportionate share of the exhibit fee based upon the amount of Exhibit Space assigned.

5. Exhibit Hours

Evergreen Education Group will establish exhibit hours and reserves the right to make changes. However, such changes will be made as far in advance of the exhibition as possible. Exhibitors are required to keep booths staffed by at least one attendant during all exhibit hours; failure to do so may result in removal of the Exhibit from the show at the Exhibitor's expense. Exhibitors are required to be fully set up one hour prior to the start of the exhibit program and cannot dismantle until after the close of the exhibit program.

6. Displays and Decorations

Merchandise, signs, decorations, or display fixtures shall not be pasted, taped, nailed, or tacked to walls. No exhibit, merchandise, or equipment shall be left in any aisle, but shall be confined to Exhibit space. No signs or advertising devices shall be displayed outside Exhibit space or projecting beyond limits of Exhibit space as to interfere with any neighboring Exhibit. Exhibitors are limited to displays 10 feet wide by 10 feet deep by 8 feet high; exhibits should not project beyond the space allotment or obstruct the view or interfere with traffic to other exhibits.

7. Union Labor

Exhibitor must comply with all union regulations applicable to installation, dismantling, and display of the Exhibits, as well as freight handling of exhibit materials.

8. Fire Regulations

Exhibitor shall not pack merchandise in paper, straw, excelsior or any other readily inflammable materials. All cartons stored in the Exhibit Building shall be emptied of contents. Exhibitor shall use no inflammable decorations or covering for display fixtures and all fabrics or other material used for decoration or covering shall be flameproof. If required by local law or ordinances, Exhibitor shall have on hand in its Exhibit space a notarized affidavit establishing that its display material has been treated during the last year by an approved chemical. All wiring devices and sockets shall be in good condition and meet the requirements of local law.

9. Booth and Equipment Services

Space rental includes those terms listed in this Exhibitor Prospectus.

10. Storage and Packing Crates and Boxes

Exhibitor will not be permitted to store packing crates and boxes in the booth or the Exhibit Hall during Exhibit, but these, when properly marked, will be stored and returned, to the booth by service contractors. It is the Exhibitor's responsibility to mark and identify all crates and boxes. Crates and boxes not properly labeled may be destroyed. No trunks, cases, or packing material shall be brought into or out of the Exhibit space during exhibit hours. Exhibitor is responsible to make arrangements for or contract for the removal and/or return of empty packaging.

11. Contractor Services and Information

Evergreen Education Group has, in the best interest of the Exhibitor, selected certain firms to serve as the official contractors to provide necessary services to the Exhibitors. Complete information, instructions, and schedules of prices regarding drayage, labor for set-up and dismantling, electrical work, furniture, special cleaning services, etc., will be included in the Service Kit to be forwarded after booth assignment has been confirmed, but not sooner than 60 days prior to the show. An Exhibitor Service Center will be maintained on the Exhibit Floor to facilitate service requirements from the Exhibitor. Evergreen Education Group assumes no responsibility or liability for any of the services performed or materials delivered by the foregoing persons and parties.

12. Observance of Laws

Exhibitor shall abide by and observe all laws, rules, regulations, and ordinances of any applicable government authority and all rules of the Exhibit Building. It is understood that in addition to complying with the specific exhibition requirements of Evergreen Education Group, Exhibitors are subject to the rules and regulations of the host facility.

13. Insurance Information

Evergreen Education Group will endeavor to assist in the protection of exhibitors by providing overnight security in the Exhibit Hall. However, due to the tremendous value of exhibits, it is impractical and impossible to insure Exhibitors' equipment against loss, theft, damage, and breakage. Neither the Exhibit Building nor any of its employees nor representatives, nor any representative of Evergreen Education Group, nor any subcontractor will be responsible for any injury, loss, or damage to the Exhibitor, the Exhibitor's employees, or property, however caused. In addition, the Exhibitor must assume responsibility for damage to the Exhibit Building property and indemnify and hold harmless the Exhibit Building from liability, which might ensue from any cause whatsoever, including accidents or injuries to Exhibitors, their guests, or employees. The Exhibitor must also assume responsibility for any accident, injury or property damage any person incurs while viewing his exhibit where such accident, injury, or property damage is caused by the negligence of the

Conditions of Contract to Exhibit (page 2 of 2)

Exhibitor, agent, or employees. In view of the foregoing, Exhibitors are urged to place “extra territorial” and other coverage on equipment and exhibits, and arrange for extended public liability insurance with their regular insurance carrier, particularly if they are conducting experiments or demonstrations using heat or high voltage. Evergreen Education Group and the Evergreen Education Group Exhibits Management will cooperate fully but cannot assume responsibility for damage to Exhibitors’ property or lost shipments, either coming into or going out of the premises, or for moving costs. Any damage due to inadequately packed property is Exhibitor’s own responsibility. If Exhibit fails to arrive, Exhibitor will nevertheless be responsible for booth rent and no refund will be made. Exhibitors should carry insurance against such risks.

14. Hospitality Events

Hospitality space may be available in designated conference hotels and the Exhibit Building. All hospitality suite functions are required to be registered with Conference Management and cannot conflict with any of the conference events, sessions, or general receptions. Hospitality space is made available first to conference sponsors. Please contact Conference Management for further information on the possibility of reserving hospitality space.

15. Cancellation or Termination of Exhibit

If, because of war, fire, strike, Exhibit facility construction or renovation project, government regulation, public catastrophe, Act of God, public enemy, or other cause beyond the control of Evergreen Education Group, the Exhibition or any part thereof is prevented from being held, is canceled by Evergreen Education Group, or the Exhibit Space becomes unavailable, Evergreen Education Group, in its sole discretion, shall determine and refund to the Exhibitor its proportionate share of the balance of the aggregate exhibit fees received which remain after deducting expenses incurred by Evergreen Education Group and reasonable compensation to Evergreen Education Group. In no case shall the amount of refund to Exhibitor exceed the amount of exhibit fee paid.

16. Exhibitor Cancellation

Cancellation of any portion of this Application/Contract by the Exhibitor will be accepted only at the discretion of Evergreen Education Group and then only based upon the following refund policy. Prior to December 1, 2023 fifty percent (50%) of the total contract fee will be refunded. After December 1, 2023, no refunds will be given unless space is resold. If the space is resold, fifty percent (50%) of the total contract fee will be refunded. Except as the Exhibitor’s rental obligation may be reduced as set forth in the preceding sentence, the Exhibitor is responsible for total booth rental irrespective of the reason for the cancellation by Exhibitor or because of the failure of an Exhibit to arrive for any reason.

17. Exhibitor Conduct

Exhibitor and its representatives shall not congregate or solicit trade in the aisles. The prior written consent of Evergreen Education Group is required for the employment or use of any live model, demonstrator, solicitor, or device for the mechanical reproduction of sound. Such employment or use shall be confined to Exhibit Space. Evergreen Education Group, in its sole and absolute discretion, may withdraw its consent at any time, in which event Exhibitor shall terminate such activity immediately. All promotional plans must be submitted to Evergreen Education Group for approval. Distribution of pamphlets, brochures, or any advertising matter must be confined to the Exhibit Space. Exhibitor is prohibited from bringing alcoholic beverages into the Exhibit Area. Exhibitor shall refrain from any action that will distract attendees from attendance at the Exhibit during open hours. Exhibitor shall not lead attendees from one Exhibit Space to another or to elevators or escalators. Exhibitor or any of its representatives shall not conduct itself in a manner offensive to standards of decency or good taste.

18. Photographs

No photographs shall be taken without prior consent of Evergreen Education Group and the Exhibitors involved.

19. Insurance Requirements

All exhibitors participating in DLAC are required to obtain a general public liability insurance in the amount of one million dollars (\$1,000,000) per occurrence. Evergreen Education Group and JW Marriott Austin shall be named as additional insureds on the general liability policy. Such insurance maintained by the exhibitor must be issued by an insurance company with an A.M. Best rating of A– or higher and shall include coverage of the indemnification obligations of the exhibitor under these rules and regulations. Each exhibitor is also required to carry workers compensation protecting employees in accordance with the laws of the state or province in which the exhibition is being held. Nothing in this paragraph shall limit the amount of liability an exhibitor may be responsible for. All exhibitors are required to submit a current Certificate of Insurance (COI) to Conference Management prior to the setting up at the Conference.

20. Agreement to Conditions of Contract to Exhibit

Exhibitor agrees to observe and abide by the foregoing Conditions of Contract to Exhibit and by such additional Conditions of Contract made by Evergreen Education Group from time to time for the efficient or safe operation of the Exhibit including, but not limited to, those contained in this contract. In addition to Evergreen Education Group’s right to close an Exhibit and withdraw its acceptance of this Application/Contract, Evergreen Education Group, in its sole judgment, may refuse to consider for participation in future Exhibits an Exhibitor who violates or fails to abide by all such Conditions of Contract to Exhibit set forth in the Application/Contract. There is no other agreement or warranty between the Exhibitor and Evergreen Education Group except as set forth in this document. The rights of Evergreen Education Group under this contract shall not be deemed waived except as specifically stated in writing and signed by an authorized representative of Evergreen Education Group.

EXHIBIT SPACE APPLICATION/CONTRACT

Agreement: Exhibitor hereby requests space at DLAC to be held at the JW Marriott Austin, from February 26-28, 2024. Acceptance of this Application/ Contract by Evergreen Education Group converts it to a full contract for exhibits and shall be considered a binding agreement between the Exhibitor and Evergreen Education Group. Exhibitor accepts all terms and conditions and rules for exhibiting as outlined in the attached Conditions of Contract to Exhibit. Exhibitor agrees that booth fees will be paid in full within 30 days of receipt of invoice unless special arrangements have been made with Exhibit Manager.

Exhibitor Registration:

1. Sign and complete this Exhibit Space Application/Contract to secure your space and email to Faith Anderson, DLAC Exhibit Manager (faith@evergreenedgroup.com).
2. Send a copy of your email to Lindsey Matal, DLAC Exhibitor Registration (DLAC@executiveevents.com).
3. After **July 12, 2023**, complete your online registration at www.deelac.com/exhibitors

Signature of Authorized Representative: _____

Printed Name of Authorized Signature: _____

Title: _____ Date: _____

Company Name: _____

Company Name on Exhibit (if different than above): _____

Address: _____

City: _____ State: _____

Postal Code: _____ Country: _____

Telephone: _____ Fax: _____

Email: _____ Website: _____

Payment method (choose one): Credit Card Wire Transfer Check

If credit card payment (choose one):

Visa MasterCard American Express Discover

Card number: _____ Exp. date: _____ Security code: _____

Name as it appears on card: _____

Billing address (if different from above) _____

Address: _____

City: _____ State: _____ Zip: _____

If check payment:

Please make checks payable to **Evergreen Education Group** and send with a copy of your completed agreement form to:

DLAC Conference Exhibits
c/o Executive Events, Inc.
PO Box 817
Niwot, CO 80544

If wire transfer payment:

Please contact **Faith Anderson, Exhibit Manager**, at faith@evergreenedgroup.com for wire transfer instructions.

Health and safety planning:

We will continue to adhere to current federal, state and local guidelines provided by public health officials regarding large gatherings throughout our planning and hosting of DLAC 2024.