COABE 2021 National Conference
EXHIBITOR PROSPECTUS PACKET

Exhibit Dates: March 22—March 24, 2020

Gaylord Opryland Resort & Convention Center
2800 Opryland Drive
Nashville, TN 37214
Dear Exhibitor,

The Coalition on Adult Basic Education (COABE) and The Tennessee Association for Adult and Community Education (TAACE) invite you to exhibit at the premier adult education event for 2021: The COABE 2021 National Adult Education Conference, March 21–24th. 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 350+ topical conference and pre-conference workshops, and we expect approximately 2,5000+ registrants from around the country.

The conference will take place at the Gaylord Opryland Resort & Convention Center. Exhibitor booths will be located in the Ryman Exhibit Hall.

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 22nd, 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,

Sharon Bonney
Chief Executive Officer
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, jointly sponsored by the Coalition on Adult Basic Education and the Tennessee Association for Adult and Community Education.

EXHIBITION SPACE
Exhibits will be conducted in the Ryman Exhibit Hall. Booth and aisles are carpeted.

Exhibit Hall Hours
Sunday, March 21, 2021
4:00pm Set-up

Monday, March 22, 2021
10:45am Exhibits Open
5:00pm Exhibits Close

Tuesday, March 23, 2021
8:00am Exhibits Open
5:00pm Exhibits Close

Wednesday, March 24, 2021
8:00am Exhibits Open
2:00pm Exhibits Close/ Tear Down

Space and Rates
$995 for 1 booth, additional booths are $975 each
Price for single or multiple booths increases $100 per booth after February 14, 2021 (depending on availability).

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 $100 per registrant

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

EXHIBITOR MOVE-OUT
Wednesday March 24, 2021 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 24, 2021 by 6:00 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 24, 2021 at 4:00 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.
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.
1. Display Space not Claimed: Booths not occupied by the opening of the exhibition may be cancelled 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 2021 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.

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.
## Color Ads

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Cost</th>
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</thead>
<tbody>
<tr>
<td>Premier Ad outside Ballroom (color)</td>
<td>$2,000.00</td>
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<tr>
<td>Premier Ad in the Main Halls (color)</td>
<td>$1,000.00</td>
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<tr>
<td>Full Page Ad (color)</td>
<td>$800.00</td>
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<tr>
<td>Half Page Ad (color)</td>
<td>$500.00</td>
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<tr>
<td>Quarter Page Ad (color)</td>
<td>$250.00</td>
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## Black & White Ads

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Cost</th>
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<tbody>
<tr>
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<td>$600.00</td>
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<tr>
<td>Half Page Ad (black &amp; white)</td>
<td>$300.00</td>
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<tr>
<td>Quarter Page Ad (black &amp; white)</td>
<td>$150.00</td>
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</tbody>
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Complimentary ad space will be provided for most sponsorships.

See Sponsorship Levels for details.

Contact [info@coabe.org](mailto:info@coabe.org) for ad specs.

Please make checks payable to COABE 2021 Conference.

Mail Check to:
Attn: COABE Conference
PO Box 1820
Cicero, NY 13039