



## Education Expo

From catastrophic hurricanes to a global pandemic, Louisiana has faced extraordinary obstacles over the past two years. Nonetheless, our educators have shown unwavering resilience every single day. That is what makes Louisiana what it is. We don't run from adversity; we face it head-on – together. This year's Teacher Leader Summit is making a comeback, just like our educators will do from the adversity Louisiana has experienced. This year's Summit and next school year will be better than ever.

The 2022 Teacher Leader Summit is an annual professional development conference which brings together Louisiana birth to grade 12 educators and content experts. Educators participating in the event will share their knowledge, learn new skills, and prepare for the 2022-2023 school year.

The Louisiana Department of Education (LDOE) invites approved professional learning [partners](#) and non-profit organizations aligned to the Department's priorities to apply to participate in its Education Expo at the 2022 Teacher Leader Summit. The Education Expo is designed to connect Louisiana educators with high quality professional learning partners and non-profit organizations outside of scheduled sessions for Q&A opportunities, relationship building, and the sharing of best practices.

Teacher Leader Summit will take place on Tuesday, May 31 - Thursday, June 2, 2022 at the New Orleans Ernest N Morial Convention Center. The Education Expo schedule is detailed in the following chart.

Date	Expo Hours	Vendor Setup	Vendor Moveout
Monday, May 30	-	1:00 p.m. - 5:00 p.m.	-
Tuesday, May 31	9:00 a.m. - 4:00 p.m.	-	-
Wednesday, June 1	9:00 a.m. - 4:00 p.m.	-	4:00 p.m. - 6:00 p.m.

The following organizations are encouraged to apply:

- Organizations providing professional development on high-quality curricula, as listed in the [Vendor Catalog](#)
- Vendors of texts for high-quality curriculum
- Teacher and principal associations
- Arts organizations
- Education resources
- Digital and virtual learning resources
- Universities with online degree programs
- Prep providers
- Advocacy groups



**What the Education Expo is not:**

As school systems will have already selected their 2022-2023 curricula and professional development providers, the Education Expo is not designed to be a typical trade show with a focus on sales. Instead, the focus is on creating meaningful connections between providers and school systems. At a typical trade show a sales team would man the booth. For the Education Expo, the Department strongly encourages and recommends those manning the booth be content experts, not sales and marketing professionals. Exhibitors agree only to discuss products/services for which they are approved as outlined in their application acceptance letters.

**What is the application process?**

To participate in the Education Expo, all exhibitors are required to submit an application. With a limited number of booth spaces available, it is important to submit the [application](#) (questions on page 7) for review by the **February 4** deadline.

Applicants will be notified via email on **February 21** of their application decision. The Department reserves the right to refuse any application for any reason, including but not limited to, the applicant not being aligned with the Department’s strategies and the priorities of the event.

High quality curriculum provider applications will be evaluated on:

- Number of approved high quality curriculums across subject areas
- Presence in the PD vendor guide
- Reach in high needs areas
- Support for unfinished and/or virtual learning
- Alignment to the Department’s strategies and priorities of the event

Non-profit organization applications will be evaluated on:

- Support for unfinished and/or virtual learning
- Impact on Louisiana educators and/or students
- Alignment to the Department’s strategies and priorities of the event

Booth space is only available through application approval and full payment within Whova. No payment should be sent to the Department. Registration will open after the February 21 decision email has been received; the email will detail next steps.

All questions should be directed to [LDOEEvents@la.gov](mailto:LDOEEvents@la.gov).

**Important Dates:**

February 04, 2022 - *Education Expo applications due*

February 21, 2022 - *Exhibitors will receive application status email confirmation*

March 21, 2022 - *Payment due in full for accepted exhibitors*

May 3, 2022 - *List of Education Expo exhibitors released to attendees via Whova*

May 30, 2022 - *Booth setup takes place from 1 p.m. to 5 p.m.*

May 31, 2022 - *Education Expo takes place from 9 a.m. to 4 p.m.*

June 1, 2022 - *Education Expo takes place from 9 a.m. to 4 p.m.*

June 1, 2022 - *Booth tear down takes place from 4 p.m. to 6 p.m.*



### **Increased Sponsorship Value**

LDOE has increased the value of exhibitor booths by providing the following enhancements to the Teacher Leader Summit Education Expo in 2022.

1. The Education Expo has been extended from one day to two days. The Education Expo will be secured with enhanced security to your booth during after hours.
  - a. Tuesday, May 31: 9:00am - 4:00pm
  - b. Wednesday, June 1: 9:00am - 4:00pm
2. Whova access
  - a. Registration includes access to our mobile event app, Whova, where exhibitors will be able to utilize the following networking features:
    - i. social wall
    - ii. digital booth profile
    - iii. opportunities to exchange text, video, or e-business cards with attendees
    - iv. lead gathering and export functionality
3. Passport Contest
  - a. With the enhancements to the event app, attendees can participate in event contests, including the passport contest. This contest incentivizes attendees to visit every booth inside the exhibitor center, giving exhibitors increased traffic, networking opportunities and lead gathering. Attendees can receive a stamp from your booth in the following ways:
    - i. a booth attendant must scan the attendee QR code from their smartphone
    - ii. interacting with your digital booth profile
4. Engagement Contest
  - a. The engagement contest takes place within the Whova app and incentivizes attendees to interact and engage inside the app. Engagement points are awarded for completing tasks such as liking a digital booth, commenting, joining a meet-up, and more.
5. Booth Size
  - a. The size of exhibitor booths has increased from 10 x 10 feet to 10 x 20 feet.

### **Booth Fees**

Below is a list of booth details along with pricing. Payment requirements and next steps will be outlined in the email to approved applicants. All payments must be received by March 21, 2022.

Additional services are available and are considered above and beyond the cost of the booth. Once an application is approved and payment has been received the Department will share with the approved exhibitor an Exhibitor Services Manual. The Exhibitor Services Manual outlines ancillary items an exhibitor may want to pay for such as: electricity to the booth, round tables, high boy tables, additional chairs, carpet, sneeze guards. All ancillary costs will be arranged by the exhibitor with the General Contractor. Again, more information will be shared upon application approval and receipt of payment.



Booth	Corporation	Non-profit (501c3)
20' x 10' Booth <ul style="list-style-type: none"> <li>- 8' high back wall</li> <li>- 3' high side drape</li> <li>- (1) 6' x 30" H draped table</li> <li>- (2) Limerick side chairs</li> <li>- (1) wastebasket</li> <li>- 7" x 44" one-line booth ID sign*</li> <li>- WiFi access</li> <li>- 2 lunch tickets*</li> </ul>	\$1,000	\$750

\*Lunch is provided for up to two booth attendants. Lunch for additional attendants will need to be purchased as an add on at the time of registration.

Based on venue rules: Nothing may be taped, pinned, stapled, or otherwise attached to walls/wall surfaces in the building. No banners or other materials will be hung from the ceiling/rafters. Exhibitors are permitted to have signage, banners, and table runners within their booth. Anything attached to tables must not damage tables or any rented linens. Anything attached to the pipe and drape must not damage the pipe and drapes. Table runners should be draped from your table and affixed with spring clips. Banners, signage, and other accompaniments may be displayed on easels or banner stands where space is available within your booth. No outside food and beverages are allowed. Please see full Terms and Conditions and Exhibitor Policies.

**Exhibitor Outreach and Marketing**

With the goal to increase attendee satisfaction and provide participants with opportunities for networking, LDOE is providing outreach opportunities to our exhibitors. Once approved for a booth after submitting an application, the options below qualify for a 100% booth fee discount if exhibitors choose to participate.

- Donate swag for tote bags (5000-5500 pieces)
- Donate contest prizes with a combined total value of the applicable booth fee. Prize options include, but are not limited to:
  - Technology (hardware or software)
  - Classroom materials
  - Gift cards
- Sponsor a networking event for at least 30 people.
  - The following audiences can be selected to attend a social through the event app:
    - Teachers
    - Teacher Leaders
    - Early Childhood Directors
    - Teacher Preparation Providers
    - Arts Teachers
    - Librarians





- Counselors
- School Leaders
- System Leaders
- The sponsored networking options available are:
  - Breakfast social:
    - 6:30 a.m. - 7:30 a.m., Wednesday, June 1 or Thursday, June 2
    - These can be held off site close to the Convention Center and can include breakfast or coffee for educators while they meet and greet with exhibitor teams, hear a speaker, socialize, or participate in a professional learning activity.
  - Evening social:
    - 5:00 p.m. - 6:30 p.m., Tuesday, May 31 or Wednesday, June 1
    - These can be held off site close to the Convention Center and can include dinner or drinks for educators while they meet and greet with exhibitor teams, hear a speaker, socialize, or participate in professional learning activity.



## TERMS AND CONDITIONS

Each exhibit booth will consist of 20' back wall pipe and drape, one 8'30" table, two chairs, WiFi access, two lunch tickets, and a booth sign. Additional equipment and services are available on a rental basis from the New Orleans Ernest N. Morial Convention Center (NOENMCC) and must be coordinated through the event organizer at [LDOEEvents@la.gov](mailto:LDOEEvents@la.gov)

Exhibitor set-up will take place on Monday, May 30, 2022 from 1 p.m. to 5 p.m. All unloading of supplies and materials must take place via the designated loading dock behind NOENMCC.

Exhibitor tear-down will take place on Wednesday, June 1, 2022 from 4 p.m. to 6 p.m. All loading of supplies and materials must take place via the designated loading dock behind NOENMCC.

**EXHIBITORS MUST BE FULLY SET UP BY 5 P.M. ON MONDAY, MAY 30, 2022. EXHIBITORS MUST BE IN PLACE AND READY TO FUNCTION BY 8:45 A.M. ON WEDNESDAY, JUNE 1, 2022. EXHIBITORS MUST BE FULLY VACATED FROM NOENMCC BY 6 P.M. ON WEDNESDAY, JUNE 1, 2022.**

- All exhibits must have an attendant during show hours. All displays must be contained within the designated exhibit space.
- Exhibitor's signing this agreement (by way of the online application) shall not sublet any part of the space without prior written approval of the event organizer.
- Use of public address systems and other sound amplification must have prior approval of the event organizer.
- The event organizer reserves the right to refuse any applications not aligned with the strategies of the Department and priorities of the event.
- Exhibit space cancellation notice must be submitted by April 5, 2022 to the event organizer at [LDOEEvents@la.gov](mailto:LDOEEvents@la.gov) to receive a full refund. Cancellations received after April 5, 2022 will receive no refund and said booth space will revert to the event organizer.
- Exhibitors who are approved, pay for space, and no show will not be refunded any portion of the registration fee. These exhibitors will be prohibited from participating in future Teacher Leader Summit Education Expos.
- Exhibitors who are approved but do not pay the registration fee in full by March 21, 2022 will have said booth space canceled and their attendance to the event revoked.
- Should LDOE or NOENMCC cancel the event, exhibitors are entitled to 100% of their registration fee.
- Liability and Lawful Operations: The LDOE and NOENMCC will assume no responsibility for damaged, lost or stolen property. Insurance on the exhibitor's property is the responsibility of the exhibitor.
- Electricity and use of flammable materials must conform to all local regulations. Firearms and other weaponry are not allowed. No gasoline engines will be allowed to operate without written approval from the Fire Marshall and must be organized through Event organizer.
- Exhibitors shall comply with all federal, state and municipal laws and administrative rules, including but not limited to those relating to license and permits, ordinances and regulations applicable to the exhibit.

Indemnification: Any damage to premises is the responsibility of the exhibitor causing the damage. Any restitution for such damage remains the exhibitor's responsibility. The exhibitor agrees to hold the LDOE and NOENMCC harmless of any liability, injury or damage to person or property that may arise out of the use of the premises by the exhibitor



pursuant to this agreement. The exhibitor agrees to hold harmless and indemnify the LDOE and NOENMCC against all actions, liabilities, damages, losses, expenses, debts, taxes, fees, charges, assessments and other claims which may be caused by, arise out of, or are in any way associated with or contributed to directly or indirectly, by any act, omission, negligence, fault, or violation of any law or regulation by the exhibitor or any of the exhibitor's officers, employees, agents, independent contractors, volunteers, guest, or visitors including but not limited to the costs of investigating, processing, litigating, or settling any such claim and the LDOE and NOENMCC reasonable attorney fees.

Any matters not herein provided for shall be at the discretion of the LDOE Event organizer and NOENMCC. The laws of the State of Louisiana shall govern this agreement. If any action is brought with respect to this agreement, it shall be brought in the courts of Baton Rouge in the State of Louisiana.

### Application Questions

1. Contact name: (first, last)
2. Contact email:
3. Contact mobile number:
4. Organization name:
5. Organization mailing address:
6. Which classification best describes your organization?
  - a. Organizations providing professional development on high-quality curricula, as listed in the [Vendor Catalog](#)
  - b. Vendors of texts for high-quality curriculum
  - c. Teacher and principal associations
  - d. Arts organizations
  - e. Education resources
  - f. Digital and virtual learning resources
  - g. Universities with online degree programs
  - h. Prep providers
  - i. Advocacy groups
  - j. National Boards (certifications)
  - k. Non-Profit organization
  - l. None of these
7. Which vendor guide are you currently listed in Louisiana? Select all that apply.
  - a. Academic Content and Professional Development
  - b. AP Professional Development and Support
  - c. Individual Student Graduation and Postsecondary Planning Partners
  - d. Partnerships for Success
  - e. Student Engagement and Success
  - f. Be a Teacher: Teacher Preparation Programs
  - g. Early Childhood Ancillary Certificate Programs
  - h. Mentor and Content Leader Providers
  - i. Louisiana Principal Fellowship Program
  - j. N/A

8. What content area does your organization most align with? Select all that apply.
- a. Career and Technical Education
  - b. Arts
  - c. High School Experience
  - d. Diverse Learners
  - e. ELA
  - f. Early Childhood
  - g. Math
  - h. STEM
  - i. Science
  - j. Literacy
  - k. Social Studies
  - l. Technology
  - m. Instructional Best Practices
  - n. Student Well-being
  - o. System/School Planning
  - p. Curriculum and Assessment
  - q. World Languages
  - r. Other:
9. Select the educational priority and focus area(s) your organization most closely aligns with:
- a. Ensure every child is on track to a professional career, college degree or service
    - i. ACT scores
    - ii. Associate's degrees
    - iii. Cohort tracking
    - iv. Community Service Diploma Endorsement
    - v. Credentials
    - vi. Dual enrollment
    - vii. FAFSA completion
    - viii. High-demand apprenticeships
    - ix. Individualized Graduation Plans
  - b. Remove barriers and create equitable, inclusive learning experiences for all children
    - i. Access to high-quality early childhood education
    - ii. Mental and behavioral health, social emotional learning, and trauma-informed care
    - iii. Proven, evidence-based strategies for diverse learners
    - iv. School choice for students and families
    - v. Supports and services for English Learners
  - c. Provide the highest quality teaching and learning environment
    - i. 1:1 device to student ratio
    - ii. Academic standards
    - iii. Accelerated learning recovery
    - iv. Aligned instructional materials and resources
    - v. Arts and humanities
    - vi. Assessments to inform instruction
    - vii. Comprehensive, equitable accountability system
    - viii. Healthy child development and play
    - ix. Literacy
    - x. STEM



- d. Develop and retain a diverse, highly-effective educator workforce
    - i. Aspiring leader development
    - ii. Elevate teacher voice
    - iii. Improve educator compensation
    - iv. Intentional partnerships with teacher preparation providers
    - v. Job-embedded collaboration and professional development
    - vi. New teacher induction
    - vii. Observation, feedback, and coaching cycles
    - viii. Pre-educator pathways
    - ix. School-based Instructional Leadership Teams
    - x. Teacher Leader opportunities
  - e. Cultivate high-impact systems, structures and partnerships
    - i. Communication and guidance for family engagement and support
    - ii. COVID-19 guidance and support
    - iii. Differentiated and targeted school improvement assistance
    - iv. Early childhood Ready Start Networks
    - v. Establish Insight Groups
    - vi. Equity guidance, tools, and resources
    - vii. Highlight “Models of Excellence”
    - viii. Priorities-based pandemic relief funding management and support
    - ix. Strategic planning, resource allocation, and alignment to critical goals
    - x. Universal connectivity for all students
10. Briefly describe the goals/strategy/mission of your organization:
11. How would having your organization participate in the Education Expo benefit Louisiana birth-grade 12 educators?
12. As school systems will have already selected their 2022-2023 curriculum and professional development providers, the Education Expo is not designed to be a typical trade show with a focus on sales. Instead, the focus is on creating meaningful connections between providers and school systems. At a typical trade show a sales team would man the booth. For the Education Expo, the Department strongly encourages and recommends those manning the booth be content experts, not sales and marketing professionals. Exhibitors agree only to discuss products/services for which they are approved as outlined in their application acceptance letters. Do you acknowledge and accept these terms?
- a. yes
  - b. no
13. The Education Expo and Teacher Leader Summit will adhere to all State and Local safety requirements. You will be required to provide one of the following in order to gain entry to the Teacher Leader Summit:
- proof of at least one dose of an approved COVID vaccine
  - negative PCR/antigen test within 72 hours
- Do you acknowledge and accept these terms?
- a. yes
  - b. no
14. Have you read and understand the terms, conditions, and policies outlined in this FAQ document?
- a. yes
  - b. no
15. If your application is approved, please select which incentive you would like to participate in:
- a. Donate swag for tote bags (5000-5500 pieces)
    - i. requires items to be delivered to the LDOE event coordinator before April 8
  - b. Donate contest prizes with a combined total value of the applicable booth fee



- i. requires prizes to be delivered to the LDOE event coordinator before April 8
- c. Sponsor a networking event for at least 30 people
  - i. requires networking event details, including agenda, location and estimated capacity, to be submitted in writing to the event coordinator before April 8

If an incentive is selected and an approved vendor does not submit required items before April 8, the vendor will have until April 15 to pay the applicable booth fee. If the booth fee is unpaid on April 15, the booth will be forfeited to the LDOE.