



2026 GAEL Summer Conference & Expo
July 12-14, 2026
Jekyll Island Convention Center
Jekyll Island, Georgia

Welcome to the 2026 GAEL Summer Conference

The 2025 GAEL Summer Conference Committee invites you to join more than 1500 school leaders at the Annual Summer Conference of the Georgia Association of Educational Leaders (GAEL). The Conference will be July 12-15, 2026, at the Jekyll Island Convention Center on Jekyll Island. **The EXPO Hall will open Sunday afternoon July 12, 2026, and close Tuesday afternoon, July 14, 2026.**

This conference is your chance to interact with every level of school leader including superintendents, assistant superintendents, principals, assistant principals, curriculum and instructional supervisors, special education directors, human resource directors and financial directors. These leaders are the decision makers at the district and building levels and occupy a distinctive place in the educational chain of command. They are excellent sales prospects and have the power to make purchasing decisions.

Conference attendees are looking for high-tech, interactive exhibits, innovative & unique learning systems and face-to-face interaction with exhibitors.

To ensure maximum visitations with Exhibitors, special times are reserved for attending exhibits. **All refreshment breaks and continental breakfasts are held in the EXPO Hall allowing prime visitation time with all attendees.**

To encourage conference attendees to actively engage with company representatives, attendees can compete in the "Passport to Winnings" drawing. Each attendee will be provided with a passport for exhibitors to sign when they visit a booth. Giving out a signature is at the exhibitor's discretion and should be reserved for attendees who show an actual interest in your products. Attendees must collect 15 different signatures to be entered in the prize drawing. The drawing will occur on Tuesday, July 14, during the afternoon General Session.

We will be continuing the very successful Sunday Afternoon Reception in the EXPO Hall prior to dinner on Sunday evening. Following the Low Country Boil, there will be a Dueling Pianos Celebration in the general session room. Monday night we will have the The University of West Georgia Family Fun Night at the Water park. We invite and encourage all exhibitors to be present for this event!

Each single booth space includes the following:

10'x 10' booth, 6'L x 30"H 3-sided skirted table, 2 chairs, 1 trash can, back drape, side drapes & an id sign.



Sponsor & Exhibitor Information

MANAGEMENT: Management as used herein shall mean the Georgia Association of Educational Leaders Executive Director and Executive Committee; the Exhibit Coordinator is an employee or designee of the Georgia Association of Educational Leaders providing on-site assistance and overseeing the EXPO Hall. In the enforcement and interpretation of the following rules and regulations, the decision of the GAEL Executive Director is final.

ELIGIBLE EXHIBITS: The Management reserves the right to determine the eligibility of any company or product for inclusion in the conference and reserves the right to reject or prohibit any exhibit in whole or in part, or an exhibitor, or his/her representatives, with or without giving cause. No animals will be allowed in the EXPO Hall without prior approval.

SET UP and REMOVAL: Exhibits may be set up from 9:00 a.m. - 5:00 p.m. on Sunday, July 12. Installations **MUST BE** complete by 5:00 p.m. Due to the Reception, **late set-up are not possible**. If an exhibit is not set up on Sunday, **the space may be re-sold to another vendor**. Exhibit removal may begin after 2:00 p.m. on Tuesday, July 14.

SALES TRANSACTIONS: Sales tax is the responsibility of the vendor to collect and pay. GAEL will not be responsible.

AISLE SPACE: All aisle space is under control of the Management and must not be used in any way for exhibit space. No additional furnishings may be added to the exhibit booth space, nor infringe on the aisle spaces. Please remember aisle space is for movement of the attendees and is not a part of the booth. If your products/displays cannot be shown within the booth space, you may purchase additional space.

NON LIABILITY: The exhibitor agrees to make no claim for any reason whatsoever against the Georgia Association of Educational Leaders, the conference facility, the designated exhibitor decorator, and other contractors for loss, theft, damage, or destruction of goods; nor for any injury to him/herself or employees; nor for any damage of any nature or character, including any damage to his/her business by reason of failure to provide space for the exhibit, or the removal of the exhibit; nor for failure to hold the conference as scheduled; nor for any action of any nature of the Georgia Association of Educational Leaders or its members, officers, committees, agents or employees.

DAMAGE LIABILITY: Exhibitors are liable for any damage caused to the building floor, walls, columns, or to standard booth equipment or other decorator property.

RELOCATION OF EXHIBITS: If deemed advisable and in the best interest of the conference attendees, the Management reserves the right to alter locations of exhibits as shown on the official floor plan.



FIRE, SAFETY AND HEALTH: The exhibitor agrees to accept full responsibility for compliance with local, city, and state Fire, Safety and Health Ordinances regarding the installation and operation of equipment. All exhibit materials and equipment must be reasonably located within the booth and protected by safety guards and devices when necessary to prevent accidents and injuries.

EXHIBIT LOCATION: Final decisions about booth location/assignments will be made by GAEL staff and are subject to change at any time. NO exhibitor will assign, sublet, or share the space assigned without the knowledge and consent of GAEL Executive Director or designee. **The booth(s) must be staffed at all times when the EXPO Hall is open. Booth(s) may not be dismantled prior to 2:00 p.m. on July 14, 2026, without prior permission from GAEL.**

DECORATIONS STANDARDS: No combustible decorations, such as crepe paper, tissue paper, cardboard, corrugated paper, shall be used at any time. All packing containers, excelsior, and wrapping paper should be removed from the floor and must not be stored under tables or behind displays. All muslin, velvet, silken or any other cloth decorations must stand a flameproof test as prescribed by fire ordinances. **No mylar balloons.**

EXHIBITOR/SPONSOR RECEPTIONS/HOSPITALITY SUITES: Exhibitors and sponsors are encouraged to refrain from hosting receptions, public or private, during scheduled conference activities.

REQUEST FOR NAMES OF CONVENTION REGISTRANTS: GAEL is a non-profit association of individual members. In accordance with our bylaws, GAEL will only release attendees' email addresses if they authorize it. A complete list of attendees is sent to all vendors AFTER the event.

CANCELLATION OF SHOW: Should the conference and expo be cancelled, postponed, or abandoned due to fire, strikes, weather, or other uncontrollable circumstances before the opening date, this contract will not be binding, and exhibitors will receive credits to their accounts.

INTERPRETATION AND AMENDMENT: Management has full power to interpret or amend these rules if needed. Management and all GAEL staff will make every effort to assist sponsors/exhibitors to make this a collaborative effort and a successful profitable show and we are pleased to work with the exhibitors toward that end.

PAYMENT SCHEDULE:

A. In consideration for the right to exhibit and or sponsor during the GAEL 2025 Summer Conference/EXPO and to be acknowledged by GAEL as a sponsor and/or exhibitor at the Summer Conference/EXPO, the Exhibitor and or Sponsor agrees to make payment in full to GAEL on or before June 6, 2025.

B. The payments described in this Schedule shall constitute payment by Sponsor and/or Exhibitor solely for Sponsors' and or Exhibitors' participation in the Conference and to be acknowledged by GAEL as a sponsor and/or exhibitor at the Conference. Such contributions shall in no manner be considered compensation or reimbursement for services rendered, activities undertaken by GAEL on behalf of Sponsor and/or Exhibitor, or income from a partnership or joint venture.



EXPO Schedule (tentative)

Please note that the schedule is tentative and break times may change. Set-up must be completed by 5:00 p.m. Sunday. Breakdown time is scheduled for after 2:00 p.m. Tuesday (after the start of the afternoon General Session to not disturb attendees). Please reference your physical program and the BAND App!

Breakfast, Lunch and Refreshments are included.

Sunday, July 12th

Setup Time: 9:00 a.m. – 5:00 p.m.

- Grand Opening of EXPO Hall/Reception is at 5:40 p.m.
- Low Country Boil begins at 6:30 p.m.
 - Tickets will be available for purchase onsite.
- Dueling Pianos Celebration is at 8pm
 - All Exhibitors are invited to participate in this!

Monday, July 13th

Expo will be open from 7:15 a.m. until 3:15 p.m.

- Exhibitors may enter the EXPO beginning at 7:00 a.m.
- Breakfast will be served to all attendees and exhibitors beginning at 7:30 a.m. in the EXPO
- Morning Break is at 9:50 a.m.
- Lunch will be served beginning at 11:00 a.m.
- Afternoon Break 2:45 – 3:15 p.m.
- Conference Concludes at 3:15 p.m.
- Expo Closes at 3:15 p.m.

Tuesday, July 14th

Expo will be open from 7:15 a.m. until 2:00 p.m.

- Exhibitors may enter the EXPO beginning at 7:00 a.m.
- Breakfast will be served to all attendees and Exhibitors beginning at 7:30 a.m. in the EXPO
- Morning Break, 10:45 a.m.
- Lunch will be served beginning at 12:00 p.m.
- Door Prizes must be given to Ivy Young by 12:00 p.m.
- Door Prizes will be announced during the 3:00 p.m. General Session.
- Breakdown Booths after 2:00 p.m.



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Sponsorship Opportunities

- ***Diamond- \$9,500***

- *Opportunity for your company's representative to make brief remarks during a General Session*
- *Your company featured in a full-page acknowledgment in the GAEL conference program*
- *Your company name and logo prominently displayed during the conference*
- *Two complimentary premier 8 x 8 booths in a featured location*
- *Recognition by GAEL Leaders during a General Session and throughout the conference*
- *Complimentary corporate membership in GAEL*
- *Pre-Conference Attendee List*
- ***Unlimited staff representatives***
- ***Free booth electricity***

- ***Gold- \$7,000***

- *Your company featured in a 1/2page acknowledgment in the GAEL conference program*
- *Your company name and logo prominently displayed during the conference*
- *Two complimentary 8x8 booth in the Expo Hall in a premier location*
- *Recognition by GAEL Leaders during a General Session and throughout the conference*
- *Complimentary corporate membership in GAEL*
- *Pre-Conference Attendee List*
- ***Four staff representatives***
- ***Free booth electricity***

- ***Silver- \$4,000***

- *Your company featured in a 1/4-page acknowledgment in the GAEL conference program*
- *Your company name and logo prominently displayed during the conference*
- *One complimentary premium 8x8 booth in the Expo Hall*
- *Recognition by GAEL Leaders during a General Session and throughout the conference*
- *Complimentary corporate membership in GAEL*
- ***Three staff representatives***
- ***Free booth electricity***

- ***Exhibit Booth- \$1,300(side hall) - \$1,500(main hall)***

- *Complimentary corporate membership in GAEL*

**Year-long partnerships with GAEL begin at \$20,000 and include additional benefits.
Please contact Dusty Smith or Ivy Young if you are interested in exploring this opportunity.**

Sponsored Event Attendance Policy

To ensure a positive experience for all sponsors and attendees, exhibitors are asked not to attend or promote at sponsored events unless they are specifically invited or listed as a participating sponsor for that event.

The only evening or special events sanctioned for general exhibitor attendance during the GAEL Summer Conference are:

- GAEL Low Country Boil
- GAEL Golf Tournament
- Family Fun Night at the Water Park
- Dueling Pianos

All other sponsored events are privately hosted by partners and are invitation-only unless otherwise noted. We appreciate your cooperation in respecting the hosting partner's event space and guest list.