



2020 National Migrant Education Conference

Albuquerque, New Mexico ★ Sunday, May 3 – Wednesday, May 6, 2020

The National Association of State Directors of Migrant Education (NASDME) is offering **exhibit booths**, **sponsorship**, and **focus group** opportunities at our **Annual National Migrant Education Conference** to be held this year in Albuquerque, New Mexico.

This is the largest migrant conference held each year in the United States. Estimated attendance for the 2020 conference is 1,200 to 1,500 attendees. The attendees are largely from state, regional, and local educational agencies and serve the migratory student population, many of whom are English Learners and/or immigrants. Join us in Albuquerque to showcase your products and services to this group of dedicated educators and program personnel!

EXHIBIT INFORMATION

| | |
|---|---|
| Exhibit Hours: | Monday, May 4, 2020 ~ 7:30 am – 5:00 pm Tuesday, May 5, 2020 ~ 7:30 am – 3:30 pm |
| Cost: | \$800 for an 8' x 8' exhibit booth which includes one (1) conference registration and an 8' high back wall, 3' high side rails, one (1) 6' x 30" draped and skirted table, two (2) side chairs, one (1) 7" x 44" identification sign, and one (1) waste basket. Payment information can be found on the attached Exhibitor Application Form . |
| Location: | Albuquerque Convention Center 401 2 nd Street NW Albuquerque, NM 87102 Hotel information will be available in late January. We plan to have 30 exhibit booths in "prime traffic flow" areas, where we will also have all the refreshment breaks. Please note exhibit booths are assigned on a first come, first served basis. We will have an exhibitor punch-card incentive program to encourage attendees to visit all vendors and to qualify for door-prize drawings. In addition, refreshment stations will be set in the exhibit area during break times. Please refer to the enclosed agenda for details. |
| Set Up: | Exhibitor set-up will be Sunday, May 3 from noon to 3:00 pm. All exhibits must be in place no later than 7:30 am on Monday, May 4. Exhibits not set up by 7:30 am on May 4, will forfeit their assigned exhibit space. |
| Breakdown: | We ask that you do not break down early so that attendees have ample time to visit your booth. Breakdown may begin at 3:30 pm on Tuesday, May 5 and must be completed by 6:00 pm. Materials not removed by this time will be put in storage at Exhibitor's expense. |
| Accommodations: | Exhibitors must make their own lodging arrangements and the location and instructions for making room reservations will be announced when the hotel room block is opened in late January 2020. There will be multiple hotels to choose from. The rates will be approximately \$170 for single occupancy per night and range from \$170 to \$180 for double occupancy per night, plus 13.875% tax. Detailed hotel information will be available in late January. |
| For Payment, Confirmation and Logistics Information Contact: | Corrina Smith MgR & Associates PO Box 67585 Albuquerque, NM 87193 Phone: 505.250.2906 Fax: 888.770.5322 Corrina@mgr-events.com |

EXHIBIT GUIDELINES

Official Exhibitor Contact Person

The person named on the Exhibitor Application Form is considered the official contact for the participating company/organization to receive all information regarding confirmation of events and activities. This person is responsible for assuring information is properly distributed to all Booth Workers. Once your application has been approved, the official exhibitor contact person will receive a packet from our contracted exposition services company regarding additional services you may require.

Conference Materials

Each Exhibiting Organization will receive one complimentary conference program book. Lost or misplaced books cannot be replaced.

Conference Registration

One conference registration is included in the exhibit package. Please fill out the registration form found in this packet.

Booth Workers – Name Badges

A Booth Worker is the person(s) in actual attendance at the conference working at the exhibit booth, which may be in addition to the conference attendee. Booth Workers should be listed on the application submitted. Each exhibit booth package includes two (2) complimentary exhibit badges for the Booth Workers. This badge is for identification purposes only and should be worn at all times while at your exhibit. Any additional name badges will be \$20.00 each. Please include your request on the Exhibitor Application Form.

Electrical Connections and Other Equipment

Electrical connections and other services, such as internet connections or audiovisual equipment, must be arranged through our official exposition services provider. Fees and order forms will be included in the packet the exhibitor contact person will receive from the official exposition services provider. Any costs associated with this equipment must be absorbed directly by the exhibitor.

Shipping/Storage

All exhibitors are asked to make individual arrangements for shipping/handling directly with the exposition services provider. Exhibit materials and booths **may not** be shipped directly to the Convention Center. Any costs associated with shipping/handling must be absorbed directly by the exhibitor.

Restrictions

Exhibitor must confine activities to its exhibit space. No background fixtures or other display items may extend over eight feet in height in the exhibit space. **Exhibitor displays will not be allowed to extend beyond exhibit space into the aisle.** All decorative material must be flame-proof. Every effort will be made to maintain a business-like atmosphere. Extremely loud

noises, such as bells, sirens, buzzers, etc., are not permitted. Audio-visual equipment must be played at a moderate volume.

Security/Liability

The convention center provides standard security during official exhibitor hours. Security will be hired to monitor the area during non-exhibit hours, from Sunday, May 3, 6:30 pm until Monday, May 4, at 7:30 am and Monday, May 4, 5:00 pm until Tuesday, May 5, at 7:30 am. However, please do not leave valuables in your booth unattended at any time, since this is a public building.

Release of Liability

Exhibitor shall be fully responsible to pay for any and all damages to property owned by Albuquerque Convention Center and NASDME, its owners directors, officers or managers which result from any act or omission of Exhibitor. Exhibitor agrees to defend, indemnify and hold harmless, Albuquerque Convention Center and NASDME, its owners, managers, officers or directors, agents, employees, subsidiaries and affiliates, from any damages or charges resulting from Exhibitor's use of the property. Exhibitor's liability shall include all losses, costs, damages, or expenses arising from, out of, or by reason of any accident or bodily injury or other occurrences to any person or persons, including the Exhibitor, its agents, employees, and business invitees which arise from or out of the Exhibitor's occupancy and use of the exhibition premises, the Convention Center or any part thereof.

Participation

The conference sponsors and organizers have the right to reject an exhibitor application if it is deemed that the subject matter and/or content are not appropriate for the conference audience.

Floor Plan

We plan to have at least 30 exhibit booths. **Please note exhibit booths are assigned on a first come, first served basis.** Platinum and Gold Level Sponsors will be allowed to choose their booth location. **The floor plan for the exhibit area will be determined and assigned by NASDME and maintained as originally presented to the Vendor/Exhibitor.** NASDME reserves the unqualified right to modify said plan to the extent necessary for the best interests of the exhibit, the exhibitors, and the facility.

Cancellations-Refunds

Exhibit booth fees and registration fees will not be refunded due to cancellation by the exhibitor or attendee.

Attendee Lists

NASDME does not release attendee registration lists or information to any party or organizations.



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PROGRAM ADVERTISEMENTS AND SPONSORSHIPS

Would you like to position your organization as a supporter of Migrant Education and the important work our attendees do – and at the same time gain attention for your company's products and services? If so, please consider supporting the National Migrant Education Conference. Please indicate your interest on the attached Response Form and our conference staff will contact you. Thank you!

| | | |
|--|---|---|
| Program Advertisements: | Advertisement space is available in the Official Conference Program Book, which is distributed to each attendee upon registration at the conference. Prices are based on receiving camera-ready artwork. Deadline for ad space is March 20, 2020. | |
| | 1/4 page (3 3/4" w x 5" h) B&W: \$250 | Back cover, Color: (Full page) \$2,000 |
| | 1/2 page (7 3/4" w x 5" h) B&W: \$500 | Inside back cover, Color: (Full page) \$1,500 |
| | Full page (7 3/4" w x 10 1/2" h) B&W: \$1,000 | |
| Sponsorships: | Sponsorship Benefits and Levels | |
| | Focus Group Opportunity \$5,000 ♦ Diamond Level ♦ | |
| | <ul style="list-style-type: none"> • Opportunity to conduct a 90-minute Focus Group with Migrant Education leaders. <i>** (See page 9 for information)</i> • <u>Complimentary Exhibit booth space:</u> Opportunity for you to promote your company's interest in Migrant Education. • <u>Two full conference registrations.</u> | |
| | \$3,000 Platinum Level | |
| | <ul style="list-style-type: none"> • <u>Complimentary Exhibit booth space:</u> Opportunity for you to promote your company's interest in Migrant Education. • <u>One full conference registration.</u> • <u>One full-page B&W ad</u> in the conference program. • Company recognition during opening and closing general session. • Recognition on sponsor signs. • Opportunity to provide materials in attendee tote bags. | |
| \$2,000 Gold Level | | |
| <ul style="list-style-type: none"> • <u>Complimentary Exhibit booth space:</u> Opportunity for you to promote your company's interest in Migrant Education. • <u>One full conference registration.</u> • <u>One half-page B&W ad</u> in the conference program. • Company recognition during opening session. • Recognition on sponsor signs. | | |
| \$1,250 Silver Level | | |
| <ul style="list-style-type: none"> • <u>Complimentary Exhibit booth space:</u> Opportunity for you to promote your company's interest in Migrant Education. • <u>One full conference registration.</u> • <u>One 1/4 page B&W ad</u> in the conference program. • Donor recognition during closing session. • Recognition on sponsor signs. | | |

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|------------------------------------|--|
| | <p>\$600 Networking Partner Opportunity</p> <ul style="list-style-type: none"> • <u>One full conference registration.</u> • Recognition in the conference program for contribution. |
| | <p>Sponsorship of Food & Beverage Functions: There are many opportunities for your company to sponsor beverage breaks or meal functions with accompanying recognition. For more information about these opportunities and the benefits, please contact Corrina Smith at 505.250.2906 or Corrina@mgr-events.com.</p> |
| | <p>Donation to the Albert Lee Wright, Jr. Memorial Migrant Scholarship Fund A donation in the amount of \$500, \$1,000 or \$2,000 or more will be used to support the Albert Lee Wright, Jr. Memorial Migrant Scholarship Fund. This scholarship awards at least \$3,000 to one or more deserving graduating migrant high school students and will be presented at the 2020 National Migrant Education Conference.</p> <ul style="list-style-type: none"> • Prominent recognition in the conference program for contribution. |
| | <p>In-Kind Donations</p> <ul style="list-style-type: none"> • Recognition in the conference program for contribution. • Other benefits determined by overall value of donation. <p>NASDME is a 501 (c) (3) non-profit organization and assistance with in-kind donations may be tax deductible. Ideas for in-kind donations include:</p> <ul style="list-style-type: none"> • Door prizes, pens, pencils, notepads, snacks, etc. |
| <p>Contact Information:</p> | <p>Corrina Smith, Associate Conference Planner Phone: 505.250.2906 Email: Corrina@mgr-events.com</p> |

EXHIBITOR APPLICATION FORM

Thank you for your interest in exhibiting at the 2020 National Migrant Education Conference. We very much appreciate your participation. Please complete the information below and submit the form via mail or fax to:

NASDME 2020 National Migrant Education Conference
 c/o Mgr & Associates
 PO Box 67585
 Albuquerque, NM 87193
 Phone: 505.250.2906
 Fax: 888.770.5322
Corrina@mgr-events.com

Step One: Official Contact Information *Please Print*

| | | | |
|-------------------|--|------|--|
| Name: | | | |
| Title: | | | |
| Organization: | | | |
| Address: | | | |
| City, State, Zip: | | | |
| Phone: | | Fax: | |
| Email: | | | |

Step Two: Participation

- Yes! We will exhibit for \$800.
- Yes! We will double our booth size for \$1,600.
- Yes! We will exhibit as part of our Diamond, Platinum, Gold or Silver Sponsorship.
 Please attach Sponsor/Donor Response Form.

Product to be displayed/sold: _____

Step Three: Company Information

Booth Identification Sign Text

Conference Registration

One (1) full conference registration is included with each 8' x 8' exhibit booth. Please fill out the conference registration form below.

Booth Workers

Exhibitor name badges may be obtained by completing the following information. The badge is for identification purposes and must be worn at all times. Two complimentary badges will be issued per exhibit table purchased. Additional name badges will be \$20.00 each. Please attach a separate page with name, title and payment for additional booth workers beyond the complimentary two.

| | | | |
|------|--|-------|--|
| Name | | Title | |
| Name | | Title | |

Step Four: Payment Information

- Exhibit Fee: \$ _____
- Additional Badge Fee (\$20 each): \$ _____
- Complimentary Space included with sponsorship: \$ 0.00

Total Amount Due

\$

Please select a payment option.

Payment in full must accompany application.

- Check or Money Order enclosed payable to **NASDME**. Tax ID# 72-1366400.
- Credit Card
- Visa MasterCard American Express Discover

Cardholder Name:

Card Number:

Expiration Date:

CVV Code:

(3 digits for VISA/MC, 4 digits for AmEx)

Billing Zip Code:

Cardholder Signature:

Step Five: Agreement

I have read and agree to the parameters outlined in the NASDME exhibitor information and guidelines and agree to the following "Hold Harmless Clause," which is part of NASDME exhibit rules and regulations. "Exhibitor assumes responsibility and agrees to indemnify and defend NASDME, the Convention Center, and the Convention Center's Owner, and their respective owners, managers, subsidiaries, affiliates, employees and agents against any claims of losses, costs, damages or expenses arising out of the use of the exhibition premises."

Signature

Date

Step Six: Submit

Please submit your Application to:

NASDME 2020 National Migrant Education Conference
c/o MgR & Associates
PO Box 67585
Albuquerque, NM 87193
Corrina@mgr-events.com

Or via Fax to: Fax: 888.770.5322 (Fax with credit card payment only)

If you have questions regarding application receipt, confirmation or payment, please call 505.250.2906 or email Corrina@mgr-events.com.

SPONSOR/DONOR RESPONSE FORM

Thank you for your support of migrant education and the important work our attendees do for migratory children across the nation. We sincerely appreciate your participation. Please complete the information below and submit the form to:

NASDME 2020 National Migrant Education Conference
c/o MgR & Associates
PO Box 67585
Albuquerque, NM 87193
Corrina@mgr-events.com
Fax: 888.770.5322 (Fax with credit card payment only)

Step One: Official Contact Information

| | | | |
|-------------------|--|------|--|
| Name: | | | |
| Title: | | | |
| Organization: | | | |
| Address: | | | |
| City, State, Zip: | | | |
| Phone: | | Fax: | |
| Email: | | | |

Step Two: Participation

- We would like to be a **Diamond Focus Group Sponsor** with a contribution of \$_____.
Diamond sponsorship **includes exhibit space** and **two conference registrations**. Please also complete the Exhibitor Application Form and Conference Registration Form, and submit with this form.
- We will Sponsor the conference with a contribution of \$_____.
Platinum, Gold and Silver sponsorship **includes exhibit space** and **one conference registration**. Please also complete the Exhibitor Application Form and Conference Registration Form, and submit with this form.
- We will be a **Networking Partner** with a contribution of \$_____.
Networking Partners receive **one conference registration**. Please also complete the Conference Registration Form, and submit with this form.
- We will Purchase a _____ (size) advertisement in the Conference Program \$_____.
- We will make a donation to the Albert Lee Wright, Jr. Memorial Migrant Scholarship Fund in the amount of \$_____.
- We will sponsor a Food & Beverage function for \$_____.
For information, please contact Corrina@mgr-events.com or call 505-250.2906.
- We would like to make an in-kind donation. (Door prizes, pens, note pads, pencils, etc.)
Describe item(s)/quantity donating:_____

Step Three: Company Information

Company Website: _____

Program Advertisement: (if applicable)

- We will send our camera-ready artwork in PDF format to Corrina@mgr-events.com to be received by **March 20, 2020**.
- Artwork is attached/enclosed.

Step Four: Payment Information

- Sponsorship Donation: \$ _____
- Program Advertisement Fee: \$ _____

Total Amount Due

\$

Please select a payment option.

[Payment in full must accompany form.](#)

- Check or Money Order enclosed payable to **NASDME**. Tax ID# 72-1366400.
- Credit Card
 - Visa
 - MasterCard
 - American Express
 - Discover

Cardholder Name:

Card Number:

Expiration Date:

CVV Code:

(3 digits for VISA/MC, 4 digits for AmEx)

Billing Zip Code:

Cardholder Signature:

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Step Five: Submit

Please submit your Sponsor Response Form to:

NASDME 2020 National Migrant Education Conference
c/o MgR & Associates
PO Box 67585
Albuquerque, NM 87193
Corrina@mgr-events.com

Or via Fax to: Fax: 888.770.5322 (Fax with credit card payment only)

If you have questions, please call 505.250.2906 or email Corrina@mgr-events.com.

HOW NASDME “FOCUS GROUPS” WORK FOR YOU

NASDME's Focus Groups are held to allow educational leaders the opportunity to influence the development, refinement, and delivery of products and services entering the educational setting in the U.S. so that those products and services can best meet the needs of migratory children. Because the schools and regions that NASDME's administrators lead are important consumers, a focus group gives them a unique opportunity to comment on and shape what goes into the schools they serve.

At NASDME's National Conference, corporate client representatives receive a private, 90-minute panel discussion with five leading educators. The agenda is determined by the corporate client and can address any issue. The client gains incredibly valuable information on those agenda issues and topics. Panels of expert administrators provide frank, candid insight and feedback that clients typically incorporate to upgrade their products and services and to modify their marketing plans.

NASDME is proud to work closely with State Directors and administrators from across the country. These State Directors and administrators are seasoned, leading experts in the field of migrant education.

1. What is a focus group?

A focus group is a ninety (90) minute session where the corporate client representatives receive candid feedback on specific topics from five administrators from from all over the country. All topics discussed are strictly confidential.

2. Who sets the agenda for the panel?

The agenda is set by the client in consultation with the administrator chairing the focus group. Thus, the contact person from the corporate client and their focus group panel chairperson are the two key agenda and process setters. The key to a successful panel is careful planning and clearly stated and understood expectations by both parties.

3. What types of items should/could be included in the pre-conference planning?

- a. Selection of clearly articulated, focused topic(s) for the focus group such as a marketing plan for a specific commodity or service.
- b. Identification and distribution of any materials to be provided to the panel members prior to the sessions.
- c. If desired, development and distribution of a questionnaire to the focus group members in advance of the session. If the information requested is required prior to the focus group then the questionnaire needs to be distributed, collected and collated well in advance of the meeting of the focus group panel.
- d. Identification of any special facilities and/or audiovisual equipment required for the focus group. For example, the corporate client may want to videotape the discussion. The client is responsible for all A/V costs and internet arrangements.

4. How do the panel members know what the client expects during the focus group session?

With good communication and planning by the corporate client and the panel chairperson, the following information and activities further assists panel members:

- a. An agenda prepared in advance and circulated to all participants.
- b. Distribution of materials to describe the client's company and the service or commodity to be focused on during the focus group.
- c. Distribution of a questionnaire, if this is part of the process.

5. How does a focus group function?

- a. To enable the corporate client to focus on the content, not the process, the focus group is chaired by the NASDME-selected chairperson.
- b. The chairperson calls on the NASDME members to introduce themselves and briefly describe their regions.
- c. The chairperson introduces any other guests in attendance.
- d. The chairperson and corporate client introduce the agenda.
- e. The chairperson leads the corporate client and NASDME team through the agenda.
- f. Allowance is made for a break of 5 minutes approximately half way through the session.
- g. Time is built in for the chairperson or corporate client to sum up the session, determine any follow-up activities required, and/or identify any further steps to be followed.
- h. Wrap-up of the panel session is made by the corporate client and the chairperson.

VENDOR CONFERENCE REGISTRATION FORM

2020 NATIONAL MIGRANT EDUCATION CONFERENCE

SUNDAY, MAY 3 - WEDNESDAY MAY 6, 2020 IN ALBUQUERQUE, NEW MEXICO

First Name _____ Middle Initial _____ Last Name _____

Preferred First Name for Name Badge _____ Title _____

Employer/Organization _____

Phone _____ Email _____ Billing Email _____

Mailing Address _____

City _____ State _____ Zip Code _____

Are you an eligible migrant parent? Yes No

Will you attend the Wednesday Luncheon? Yes No

Do you require a vegetarian meal? Yes No

Do you have any accessibility needs? Yes No

If yes, please describe: _____

Preferred language for workshops: English Spanish Other: _____

REGISTRATION QUESTIONS

If you have any questions, please call (866) 485-9729
or email NASDMEregistration@mgr-events.com

