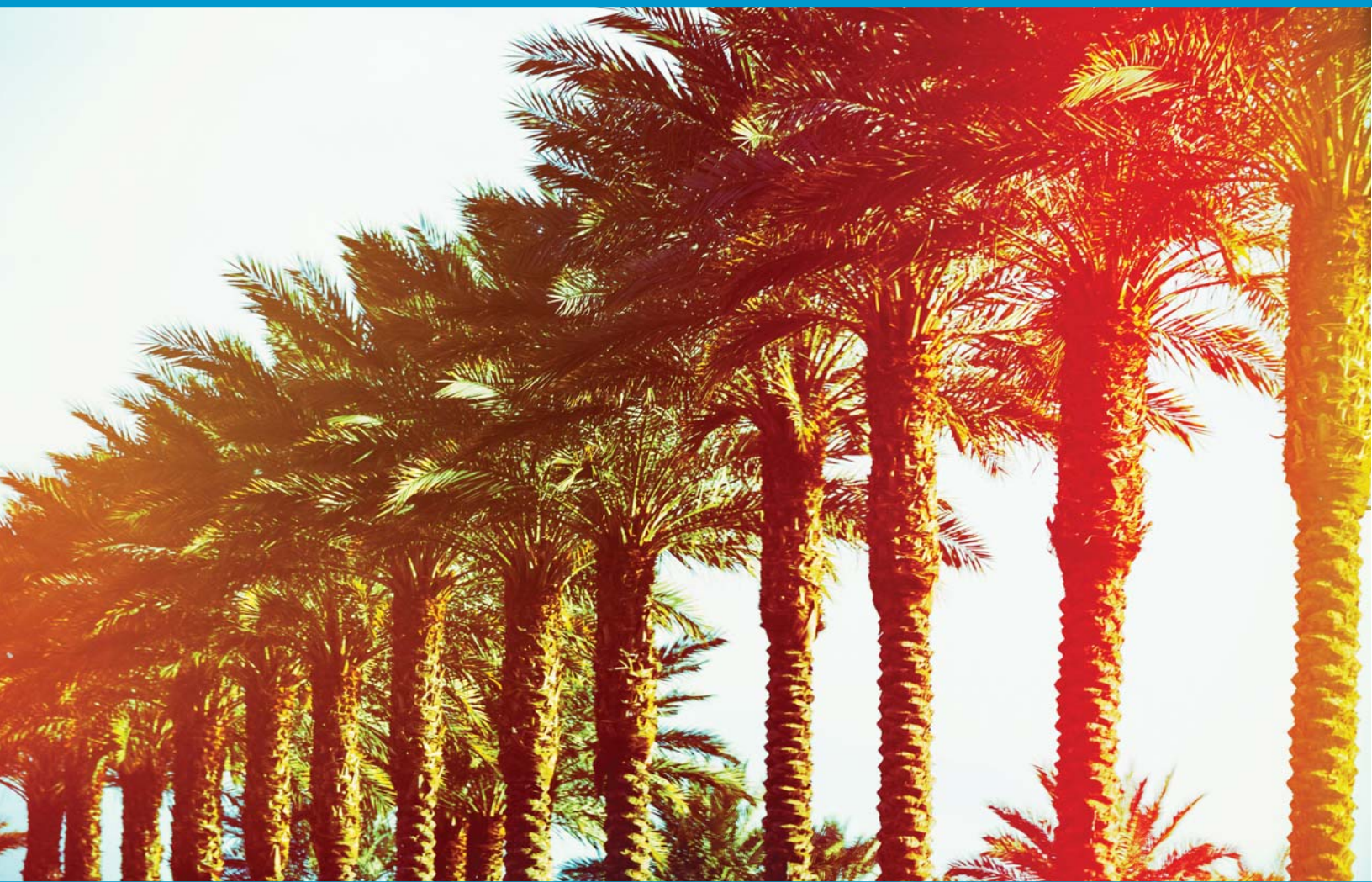




Equity & Excellence Access in Higher Education

JW Marriott Desert Springs Resort & Spa
Palm Desert, California
July 20 - 24, 2020

Exhibitor & Marketing Info



AHEAD

Association on
Higher Education
And Disability®



Equity & Excellence

Access in Higher Education

**Welcome from Jane Johnston,
AHEAD Manager of Member Services**



Since 1977 AHEAD has been providing invaluable resources to professionals who work in disability services in higher education and beyond. AHEAD's Annual Conference draws an average of 1200 attendees who seek to gain knowledge about disability services in higher education. Accessible technology, improving

accommodations, postsecondary transition tools, universal design, and legal updates are just a few of the topics our attendees pursue.

You're invited to join us July 20-24 in Palm Desert, California. We invite you to be creative! Put your company or organization in the spotlight. From sponsoring to exhibiting to presenting, you can leave a lasting impression on this important audience.

Feel free to contact me with any questions.

Sincerely,

Jane Ayres Johnston
AHEAD Manager of Member Services
jane@ahead.org / 704-947-7779 ext. 3301

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Advertising & Marketing
Advertising & Marketing Application

Important Deadlines

- ☐ April 1, 2020 - Last Chance for Early Bird Exhibitor Rate
- ☐ May 25, 2020 - Advertising and Marketing Applications Due
- ☐ May 31, 2020 - Final Advertisements Must be Submitted
- ☐ June 1, 2020 - Exhibitor Applications Must be Submitted

AHEAD Association on
Higher Education
And Disability®

8015 West Kenton Circle, Ste. 230, Huntersville, NC 28078

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<https://equidox.co/>

Exhibitor Information

Exhibit Hall Schedule of Events

Hotel Information

Exhibit Hall Map

Exhibitor Application

Exhibitor Contract

Photo: JW Marriott Desert Springs



Exhibit Hall Schedule of Events

The 2020 Exhibit Hall will be at the JW Marriott Desert Springs Resort & Spa. In addition to the schedule below, exhibitors are welcome and encouraged to stay for, and participate in, the entirety of the 2020 Conference that will begin with Preconference Institutes on Monday, July 20 (additional registration required) and end on Friday, July 24.

Wednesday, July 22

6:00 am - Noon	Decorator Move In
Noon - 4:30 pm	Exhibitor Registration and Move In
4:30 - 5:00 pm	VIP Guided Tour
5:00 - 7:00 pm	Exhibit Hall Grand Opening and President's Reception

Thursday, July 23

9:00 am - 4:00 pm	Exhibit Hall Open (Activities in the Exhibit Hall include: Poster Sessions, Breakfast, Grab-and-Go Lunch, and Refreshments)
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Friday, July 24

9:00 - 11:30 am	Exhibit Hall Poster Sessions and Extended Refreshment Break
11:30 am - 12:30 pm	Exhibitor Breakdown
6:30 - 9:00 pm	Awards Dinner (Exhibitors Welcome)

Hotel Information



**Hotel rate: \$174 per night;
Please do not book until
announced on ahead.org in
March 2020**

JW Marriott Desert Springs
74-855 Country Club Drive
Palm Desert, California 92260

Exhibit Hall Map

The 2020 Exhibit Hall will be in the JW Marriott Desert Springs, CA. While every effort has been made to ensure this drawing is accurate; this floor plan representation is subject to alteration and the Palm Desert Fire Marshall approval and should be referred to for general illustrative purposes only.

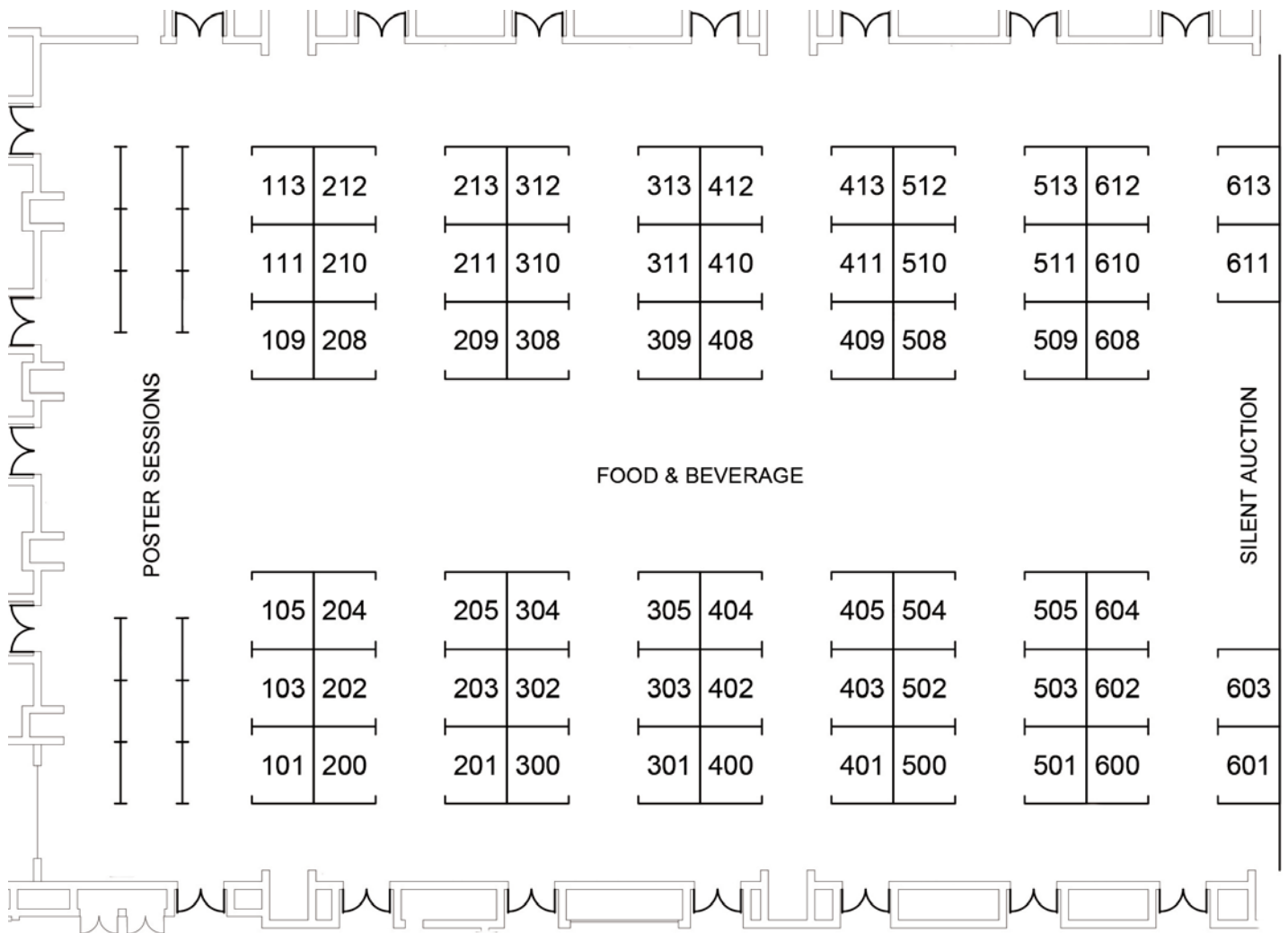


Exhibit Hall Booth Space Application

2020 AHEAD Annual Conference • July 20-24, Palm Desert, California

Please print or type information below as you'd like it to appear in booth signage, publications, and promotional materials. **Attach a 50-word description of your organization or product to this application to be included in the Exhibit Hall Program.** Send completed application to Jane Johnston (em: jane@ahead.org • fax: 704-948-7779).

Contact Information

Company Name: _____

Contact Name: _____

Address: _____

City, State, or Province: _____ Zip or Postal Code: _____

Telephone: _____ Fax: _____

Email: _____

On-Site Representative's Name - One Included (This person will receive all correspondence regarding this event, and be provided full credentials for all conference events.)

1.) _____ Email: _____

Additional Representative's Name - \$100.00 per person (Each of these persons will be permitted to be on the floor of the Exhibit Hall, but will not receive full conference materials, credentials or admission to conference events.)

1.) _____ Email: _____

2.) _____ Email: _____

3.) _____ Email: _____

Conference Registrants for your Company - \$695.00 per person (Each of these persons will be provided with full materials, credentials and access to all conference events throughout the week.)

1.) _____ Email: _____

2.) _____ Email: _____

3.) _____ Email: _____

Exhibit Hall Booth Space Application

2020 AHEAD Annual Conference • July 20-24, Palm Desert, California

Exhibit Space Preference (See Floor Plan):

1st Choice _____ 2nd Choice _____ 3rd Choice _____

Are there particular companies/organizations you prefer NOT to be near?

Are there particular companies/organizations you prefer to be near?

___ Please check here if you have a disability-related need or concern. An AHEAD staff member will contact you.

Booth Rental Fees

Early Bird*

\$1200 (For profit/Non-member)

\$1000 (For profit/Member)

\$1000 (Non-profit/Non-member)

\$500 (Non-profit/Member)

Regular

\$1300

\$1100

\$1150

\$900

** To qualify for the early bird rate, return your application with payment by April 1, 2020.*

Fee Includes:

One 8' x 10' draped booth with one 6' x 30" table, two chairs, recycle bin, and an identification sign. One person from each organization (primary on-site representative) is given credentials to attend all conference events. Additional persons may be credentialed for the exhibit hall only for \$100 each, or are welcome to register as attendees and attend all events for \$695. A complete decorator's kit from the contracted general services company will be provided to all exhibitors in mid-May 2020. Organizations that need additional furniture or services (electrical, internet, etc.) will make arrangements with the designated contractor. Additional costs incurred by exhibitors are the exhibitor's sole responsibility.

Fee also includes the option to participate in the Online Exhibit Hall. Please email your company logo in high-resolution to jane@ahead.org and seven days after submitting your payment in full it will be posted on the 2020 Exhibit Hall page with a direct link to your website.

Exhibit Hall Booth Space Application

2020 AHEAD Annual Conference • July 20-24, Palm Desert, California

50 Word Description and Online Exhibit Hall Participation

_____ I have attached a 50-word description of my organization or product to this application to be included in the Exhibit Hall Program

_____ I would like to participate in the Online Exhibit Hall and will send a high-res logo to jane@ahead.org

Total Cost

Number of Booths Requested _____ x Booth Fee (pg. 7) = \$ _____

Number of Additional Representatives _____ x \$100 = \$ _____

Number of Additional Conference Registrants _____ x \$695 = \$ _____

GRAND TOTAL = \$ _____

Payment Information (Please check one, and provide information applicable to your form of payment)

_____ Check made payable to AHEAD Check # _____

_____ Purchase Order for AHEAD Purchase Order # _____

_____ VISA/MasterCard/AMEX/Discover Account # _____

Expiration Date: ____ / ____ / ____ Security Code: _____

Billing Address: _____

Email Receipt: _____

Cardholder's Name (as it appears on card): _____

Cardholder's Signature: _____

*Your signature below indicates that you understand and agree that this application is subject to the conditions outlined in the AHEAD 2020 Exhibitor's Contract provided with this application, and in accordance with the stated booth rental fee; that the space assigned by AHEAD staff shall be acceptable; that the product descriptions provided on this application are those that are planned for the exhibit and any changes must be received in writing by AHEAD prior to the exhibit. **AHEAD FEIN# 34-1265325***

Representative's Signature _____ Date: _____

2020 Exhibitor Contract

AHEAD Conference & Exhibit Hall July 20-24, JW Marriott Desert Springs Resort & Spa

All exhibitors for the 2020 Conference shall, by completing the application form and forwarding same with payment as stipulated below, agree to each and every of the following points.

Application for Exhibit Space

All fully completed applications for exhibit space at the Conference shall be submitted to AHEAD 2020, 8015 West Kenton Circle, Suite 230, Huntersville, NC 28078. All exhibits shall relate to the activities of AHEAD and its members and shall not detract from the general character of the Conference. Accordingly, AHEAD reserves the right to reject any exhibit application, which it feels at its sole discretion, is not appropriate for the Conference. AHEAD's decision will be final.

Exhibit Space Fees

The price of each exhibit space (booth) shall be three hundred U.S. dollars (\$1300.00) for for-profit organizations and one thousand one hundred fifty U.S. dollars (\$1150.00) for not-for-profit organizations. All fees shall be paid in U.S. funds in full at the time of registration.

Assignment of Space

Exhibitors may request specific booths; however, booths shall be assigned by AHEAD in the event that the booth requested by an exhibitor has previously been assigned to an applicant whose application and mandatory deposit check were received at an earlier time. The number of booths, which an exhibitor may rent, shall be limited only by Exhibition Hall space requirements and limitations.

Application and Payment Deadline

The deadline for the receipt of an exhibitor's application and payment shall be June 1, 2020 at 4 pm EST.

Cancellation Deadline

No refund shall be made to any exhibitor who cancels the contracted booth(s) after June 1, 2020. Further, no refund shall be made to any exhibitor who fails, for any reason, to occupy the space reserved. Payment, minus a \$300.00 processing fee, will be refunded upon a written request for cancellation received by AHEAD before 4 pm EST on June 1, 2020. In the unlikely event that the Conference is canceled by AHEAD, all monies shall be promptly returned to the applicants.

Standard Exhibit Area (Booth)

Each exhibit area (booth) shall consist of a space approximately 8' wide by 10' deep and shall contain one draped table, one chair, one sign, and a wastebasket. The height of all displays must not exceed 10'. The exhibitor shall adhere to decorum and good taste, as well as safety and structural integrity. No exhibitor shall erect any walls, partitions, paintings, decorations or other types of obstructions, which would interfere with the view of any other exhibitor's booth.

Additional Furniture/Electric

Additional furniture (audiovisual equipment, internet connectivity, tables, chairs, etc.) and electricity will be available to the exhibitors at an additional charge. The exhibitor should forward such requests to the contracted decorating company via the Decorator's Kit, which will be provided, to all confirmed exhibitors by May 17, 2020. The cost for such additional furniture shall be the sole expense of the exhibitor.

Exhibitors' Badges

Included in the exhibitor's registration fee shall be a standard sign for the booth with the exhibitor's organization name, together with one Exhibitors' Badge, which will allow entry to the Conference for July 20-24, 2020. Additional exhibitors (those in excess of the one included in the booth fee) will not be allowed to participate in the Conference unless they pay the full Conference registration fee. Additional Exhibit-Hall-only credentials can be purchased in advance for \$100.00 each.

Exhibit Schedule

The tentative exhibit schedule is outlined in the preceding literature. AHEAD reserves the right to modify or change exhibit hours at its sole discretion and without advanced notice to exhibitors.

Display Setup/Dismantling

All exhibitors shall complete their booth display setup by 4:00 p.m., Wednesday, July 22, 2020. All exhibits must be dismantled from the Exhibit Hall area no later than Noon on Friday, July 24, 2020 and no sooner than 10:30 am that same day.

Security

Security personnel shall be provided on the evenings of Wednesday and Thursday, July 22 & 23; however, neither AHEAD nor the JW Marriott Desert Springs shall be responsible for the loss by theft or otherwise of any property of the exhibitor and thus recommends that exhibitors remove any portable technology or other valuables from the Exhibit Hall overnight.

Combustible Decorations

No combustible decorations shall be used at any booth at any time. All packaging, containers, excelsior and wrapping paper, which are not flameproof, must be removed from the exhibit floor and may not be stored under tables or behind displays. All muslin, velvet, silken or other cloth decoration must meet flameproof standards imposed and prescribed by the fire ordinances of the city of Palm Desert, CA. All materials and fluids, which are flammable, shall be kept in city-approved safety containers. Open flames, butane gas and like items shall not be permitted on the exhibition floor.

Prohibited Posting

No decoration, poster, sign or similar items shall be posted on, tacked on, nailed, screwed or otherwise attached to any column, wall, floor or any other part of the Exhibition Hall building or furniture.

Distribution of Materials/Sales

The printed advertising or other materials of the exhibitor may be distributed only from within the exhibitor's own booth. Drawings, contests, or lotteries of any kind and description may be permitted only if pre-approved by AHEAD. Direct sales by vendors are permitted so long as said vendor secures all required city, parish, and state licenses and tax permits in advance of the conference.

Alcoholic Beverages

Except as may be provided or sanctioned by AHEAD as a part of the general Conference, the sale, distribution and/or consumption of alcoholic beverages in the exhibit area shall be strictly prohibited.

ADA Compliance

The exhibitors shall be in full compliance with Title III of the Americans with Disabilities Act in all of its offerings of public information and services during the Conference, specifically including accessible formats of all printed materials.

Shipping Instructions

Additional information and shipping instructions shall be sent to each exhibitor within four weeks of the start of the Conference. All expenses related to shipping will be the sole responsibility of the exhibitor.

Payment of License Fees/Taxes

Exhibitors shall be solely responsible for the payment of any ASCAP or BMI licensing fees. AHEAD shall not be responsible for the payment of any such fee or tax, and the exhibitor hereby expressly holds AHEAD harmless for the obligation of the payment of any such fee or tax and further agrees to indemnify AHEAD in the event that a demand for the payment of any such fee or tax is made upon AHEAD.

Hold Harmless

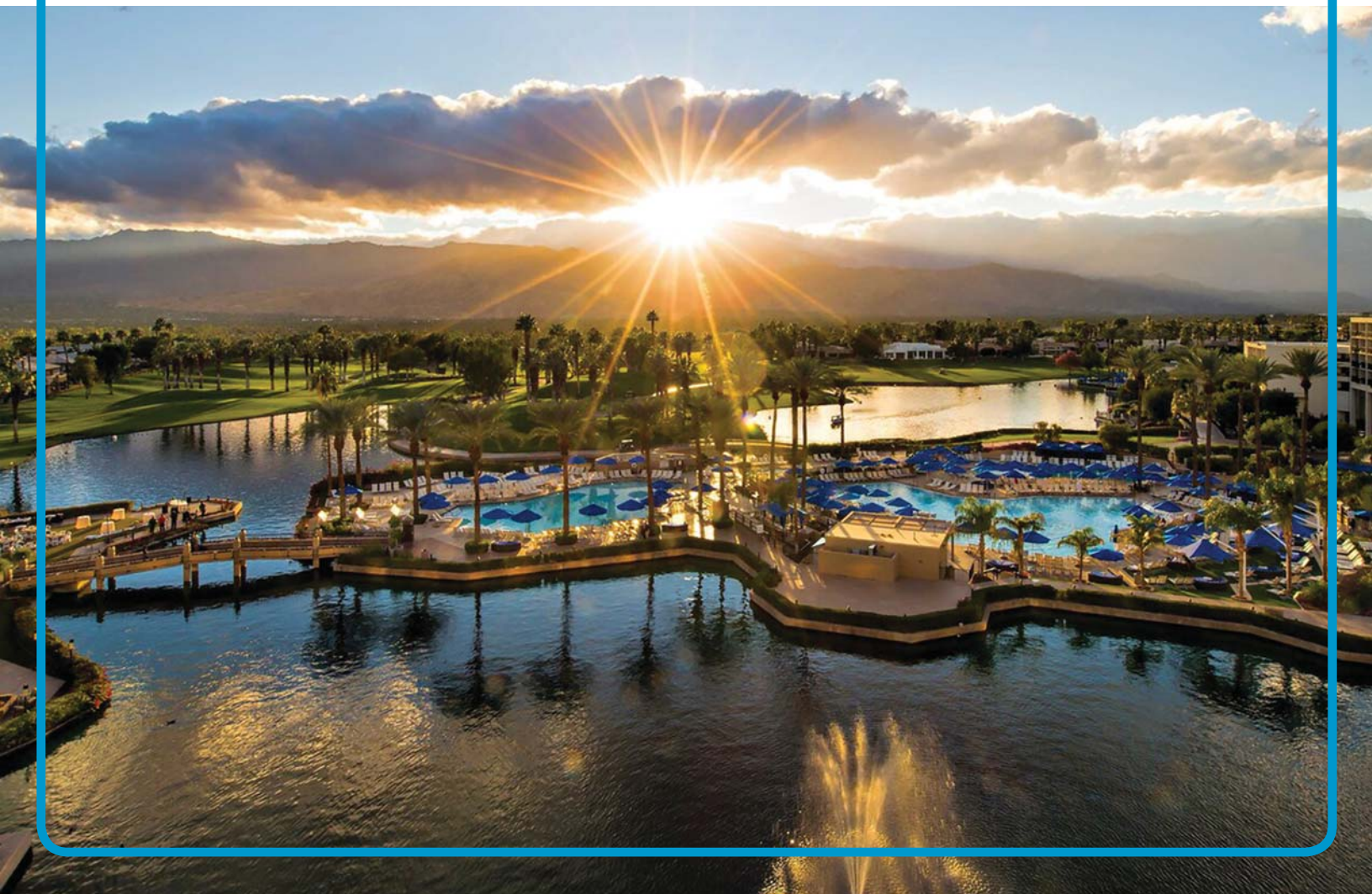
Exhibitors shall hereby protect, save and hold AHEAD and the management of the JW Marriott Desert Springs, their respective employees, agents, contractors and sub-contractors harmless from any and all claims for loss, costs, liability, expense or any other claim arising from, out of and/or by reason of the exhibitor's occupancy and use of the exhibition premises or exhibition booth or any part thereof during the course of the Conference. The certification also extends to the payments of or liability for nonpayment of any fee or tax levied upon the exhibitor.

Sponsor Information

Sponsorship Details

Sponsorship Application

Photo: JW Marriott Desert Springs



Conference Sponsorship Details

Become a sponsor at the AHEAD Conference and get exclusive access to attendees! Act now to get the sponsorship level best suited for your organization, and use this unique opportunity to reach over 1200 new customers. If you have another sponsorship idea, contact Jane Johnston, Manager of Member Services at 704-947-7779 or jane@ahead.org. Most sponsorships include (a) booth space and preferred location in exhibit hall, (b) advertising space in conference program book, and (c) literature distribution in attendees' registration materials. All sponsorships include printed sponsor logo on all signs, literature, materials, ads related to the applicable event, and participation in the Online Exhibit Hall.

Overall Conference Sponsorship \$10,000 (up to three available) or \$25,000 for Exclusive Sponsorship

- Your logo and/or company name prominently displayed on the conference website and in the conference program book
- Two Exhibit Hall booths
- Up to four complimentary conference registrations
- Up to three pamphlets/brochures included in all conference bags
- Full-page ad in program book and pre-conference marketing
- Pre- and post-conference mailing list databases of members and attendees
- Partner membership to AHEAD for 2020
- Marketing in the Online Exhibit Hall and conference app

Professional Headshot Lounge Sponsorship \$5500 (one available or two at \$3000 each)

- Every Attendee who visits your booth gets a coupon for a professional business headshot
- Your logo and/or company name prominently displayed on the conference website and in the conference program book
- One Exhibit Hall booth
- One complimentary conference registration
- Full-page ad in the conference program book and pre-conference marketing
- One pamphlet or brochure included in all conference bags
- Marketing in the Online Exhibit Hall and conference app

Coffee Break Sponsorship \$3500 (two available)

- Named sponsorship of your designated break, including prominent display of your company name/logo
- Your logo and/or company name prominently displayed on the conference website and in the conference program book
- One Exhibit Hall booth
- One complimentary conference registration
- One pamphlet or brochure included in all conference bags
- One half-page ad in the conference program book and pre-conference marketing
- Marketing in the Online Exhibit Hall and conference app

Bag Sponsorship \$2500 (two available)

- Your company name/logo printed on 1,200 conference bags and distributed to all attendees
- Your logo and/or company name prominently displayed on the conference website and in the conference program book
- One Exhibit Hall booth
- One complimentary conference registration
- One half page ad in the conference program book and pre-conference marketing
- Marketing in the Online Exhibit Hall and conference app

Gold-Level Sponsorship \$3000

- One-hour Product Introduction presentation
- Your logo and/or company name prominently displayed on the conference website and in the conference program book
- One Exhibit Hall booth
- One complimentary conference registration
- One pamphlet or brochure included in all conference bags
- One full-page ad in the conference program book and pre-conference marketing
- Pre- and post-conference mailing list of members and attendees
- Marketing in the Online Exhibit Hall and conference app

Silver-Level Sponsorship (Gift Card Give Away Game) \$2500

- Five \$25 Visa gift cards to recognize members for visiting your booth. Gift cards will be randomly given out at designated times during Exhibit Hall high contact hours. Your participation in this promotion to draw foot traffic into your booth will be highlighted in marketing materials and the conference program book, website, and app.
- Your logo and/or company name prominently displayed on the conference website and in the conference program book
- One Exhibit Hall booth
- One complimentary conference registration
- One half-page ad the conference program book and pre-conference marketing
- One pamphlet or brochure included in all conference bags
- Marketing in the Online Exhibit Hall and conference app

Bronze-Level Sponsorship \$1500

- Your logo and/or company name prominently displayed on the conference website and in the conference program book
- One Exhibit Hall booth
- One complimentary conference registration
- One pamphlet or brochure included in all conference bags
- Marketing in the Online Exhibit Hall and conference app

Charging Table Sponsorship \$1500 (eight available)

- Named sponsorship of a charging table with prominent display of your company name/logo
- Your logo and/or company name prominently displayed on the conference website and in the conference program book
- One Exhibit Hall booth
- One complimentary conference registration
- One half page ad the conference program book and pre-conference marketing
- Marketing in the Online Exhibit Hall and conference app

Sponsorship Application

2020 AHEAD Annual Conference • July 20-24, Palm Desert, California

Sponsorship Level*

- _____ Overall Conference - \$10,000 (up to three available) or \$25,000 for Exclusive Sponsorship
- _____ Professional Headshot Lounge Sponsorship - \$5500 or two at \$3000 each
- _____ Coffee Break Sponsorship - \$3500 (two available)
- _____ Bag Sponsorship - \$2500 (two available)
- _____ Gold-Level Sponsorship - \$3000
- _____ Silver-Level Sponsorship (Gift Card Giveaway Game) - \$2500
- _____ Bronze-Level Sponsorship - \$1500
- _____ Charging Table Sponsorship \$1500 (eight available)

** Some sponsorships may not be available depending on order date. Exhibitors are responsible for providing company logo in electronic format.*

Contact Information

Name on Contract _____

Company Name on Contract _____

Address for Contract _____

Email _____ Phone _____

Booth Preference _____

Are there any companies you prefer not to be near? _____

Are there any companies you prefer to be near? _____

Any additional information Conference Management should be aware of? _____

Sponsorship Application

2020 AHEAD Annual Conference • July 20-24, Palm Desert, California

Payment Information (Please check one, and provide information applicable to your form of payment)

<input type="checkbox"/> Check made payable to AHEAD	Check # _____
<input type="checkbox"/> Purchase Order for AHEAD	Purchase Order # _____
<input type="checkbox"/> VISA/MasterCard/AMEX/Discover	Account # _____
Expiration Date: ____ - ____	Security Code: _____

Billing Address: _____

Email Receipt: _____

Cardholder's Name (as it appears on card): _____

Cardholder's Signature: _____

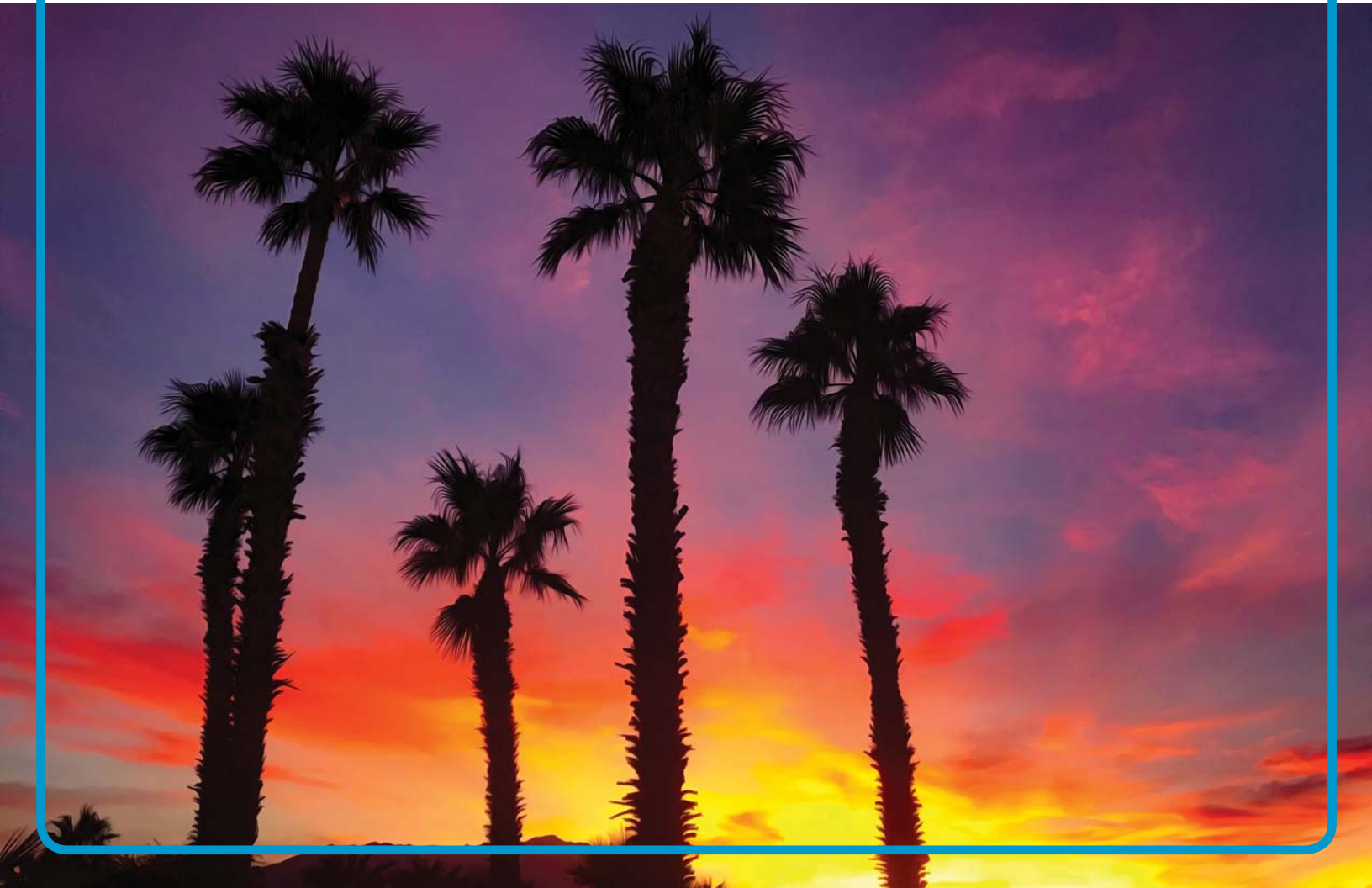
**Send completed application to Jane Johnston (em: jane@ahead.org • fax: 704-948-7779)
Or mail to: AHEAD, 8015 West Kenton Circle, Suite 230, Huntersville, NC 28078
AHEAD FEIN# 34-1265325**

■ Advertising Information

Advertising & Marketing

Advertising & Marketing Application

Photo: Palms at sunset



Advertising and Marketing

Advertise in the On-site AHEAD Conference Program

The Conference Program contains information pertaining to sessions, presenters, and activities. All conference attendees, speakers, and primary exhibitor representatives receive a copy at registration. An invaluable tool, the Conference Program is referred to many times during and after the event.

Format for Conference Program: 5.5" x 8.5," Full Color
Art must be in JPEG or PDF format at 300 dpi resolution or higher.

Advertising Specifications

AD SIZE	RATES	DIMENSIONS
Full Page	\$750	5" x 8"
Half Page	\$450	5" x 4"

Deadline for submitting Advertising and Marketing Application: May 25, 2020
Advertisements must be submitted by May 31, 2020

Advance and Follow-up Marketing: Keys to Success

Exhibitors and advertisers may purchase an AHEAD member **mailing list (no emails)** at a significantly reduced price of \$350 (a \$600 value). This benefit is your ticket to successful pre-show marketing, and will be sent to you in early May 2020. Partner members receive a complimentary mailing list once AHEAD has processed your membership application.

All exhibitors and advertisers are also entitled to order a conference attendee mailing list for a cost of \$200, which will be delivered in August 2029. Both lists may be purchased for a reduced cost of \$400.

Advertising and Marketing

Reach Attendees Through Literature Distribution

You can have your literature prepackaged with every conference attendee’s registration materials. This is an effective and inexpensive way to capture the attention of over 1200 AHEAD Conference attendees, prompting them to seek out your booth in the exhibit hall. Placing your literature in the registration packet is also a great option for those of you who are unable to attend the conference.

Distribution Costs

QUANTITY	NON-MEMBER COST	MEMBER COST
One brochure/pamphlet	\$350	\$280
Two brochures/pamphlets	\$450	\$360
Three brochures/pamphlets	\$550	\$440
Additional per piece over three	\$100	\$100

Your company is responsible for providing the brochures/pamphlets. Please plan to provide at least 1200 copies, and include a Word document with ad copy for accessibility purposes.

Advertising and Marketing Application

2020 AHEAD Annual Conference • July 20-24, Palm Desert, California

Company Name: _____

Contact Name: _____

Phone: _____ Email: _____

Order Information (All orders must be prepaid)

_____ Half Page Ad (\$450)

_____ Full Page Ad (\$750)

_____ Member Mailing List (5/2020 - \$350)

_____ Attendee Mailing List (8/2020 - \$200)

_____ Both Mailing Lists (\$400)

_____ Literature Distribution: **One Brochure**
(AHEAD Member \$280 / Non-Member \$350)

_____ Literature Distribution: **Two Brochures**
(AHEAD Member \$360 / Non-Member \$450)

_____ Literature Distribution: **Three Brochures**
(AHEAD Member \$440 / Non-Member \$550)

_____ Literature Distribution: **Additional** (per piece)
(AHEAD Member \$100 / Non-Member \$100)

Grand Total: _____

Payment Information (Please check one, and provide information applicable to your form of payment)

_____ Check made payable to AHEAD Check # _____

_____ Purchase Order for AHEAD Purchase Order # _____

_____ VISA/MasterCard/AMEX/Discover Account # _____

Expiration Date: ____ / ____ / ____ Security Code: _____

Billing Address: _____

Email Receipt: _____

Cardholder's Name (as it appears on card): _____

Cardholder's Signature: _____

Send completed application to Jane Johnston (em: jane@ahead.org • fax: 704-948-7779)
Or mail to: AHEAD, 8015 West Kenton Circle, Suite 230, Huntersville, NC 28078
AHEAD FEIN# 34-1265325