Exhibitor and Marketing Information
July 15-19, 2024 • Baltimore, Maryland
Welcome from Jane Johnston, AHEAD Director 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 usually draws approximately 1350 attendees.

All attendees have the same goals and 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 15-19 in Baltimore, Maryland. We invite you to be creative! Put your company or organization in the spotlight. From sponsoring to exhibiting in person 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 Director of Member Services
jane@ahead.org / 704-947-7779

Exhibitor Information
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Important Deadlines
☐ April 1, 2024 - Last Chance for Early Bird Exhibitor Rate
☐ May 3, 2024 - Advertising and Marketing Applications and Final Advertisements Due
☐ June 1, 2024 - Exhibitor Applications Must be Submitted

16810 Kenton Drive, Suite 220, Huntersville, NC 28078
www.ahead.org
Exhibit Hall Schedule of Events

The 2024 Exhibit Hall will be in the Hilton Baltimore Inner Harbor. In addition to the schedule below, exhibitors are welcome and encouraged to stay for, and participate in, the entirety of the 2024 Conference that will begin with Preconference Institutes on Monday, July 15 (additional registration required) and end on Friday, July 19.

**Wednesday, July 17**
- Noon-5 pm: Exhibitor Setup
- 5:30-7 pm: Exhibit Hall Grand Opening and President’s Reception

**Thursday, July 18**
- 9 am-4 pm: Exhibit Hall Open (Activities include: Poster Sessions, Breakfast, Grab-and-Go Lunch, and Refreshments)

**Friday, July 19**
- 9-11:30 am: Exhibit Hall Poster Sessions and Extended Refreshment Break
- 11:30 am: Exhibitor Breakdown

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Hotel Information

Room blocks will open for reservations on or about March 15th, 2024.

**Headquarters Hotel**
Hilton Baltimore Inner Harbor = $209.00+tax single or double occupancy

**Alternate Hotel**
Baltimore Marriott Inner Harbor at Camden Yards = $179.00+tax single or double occupancy

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Exhibit Hall Map

The Exhibit Hall Map will be emailed out February 1, 2024 and we will be in touch to secure booth locations. You will be contacted in the order in which we receive your application.
Exhibit Hall Booth Space Application

2024 AHEAD Annual Conference • July 15-19, Baltimore, Maryland

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 and on the app.** Send completed application to Jane Johnston (em: jane@ahead.org).

**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** - $200.00 per person (Each of these people 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** - $795.00 per person (Each of these people 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
2024 AHEAD Annual Conference • July 15-19, Baltimore, Maryland

Exhibit Space
The Exhibit Hall Map will be emailed out February 1, 2024 and we will be in touch to secure booth locations. You will be contacted in the order in which we receive your application.

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

<table>
<thead>
<tr>
<th>Early Bird*</th>
<th>Regular</th>
</tr>
</thead>
<tbody>
<tr>
<td>$1500 (For profit/Non-member)</td>
<td>$1800</td>
</tr>
<tr>
<td>$1250 (For profit/Member)</td>
<td>$1500</td>
</tr>
<tr>
<td>$1250 (Non-profit/Non-member)</td>
<td>$1500</td>
</tr>
<tr>
<td>$1000 (Non-profit/Member)</td>
<td>$1150</td>
</tr>
</tbody>
</table>

* To qualify for the early bird rate, return your application with payment by April 1, 2024.

Fee Includes:
One 8’ x 8’ 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 $200 each, or are welcome to register as attendees for all events for $795. A complete decorator’s kit from the contracted general services company will be provided to all exhibitors in mid-May 2024. 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 after submitting your payment in full it will be posted on the 2024 Exhibit Hall page with a direct link to your website.
Exhibit Hall Booth Space Application
2024 AHEAD Annual Conference • July 15-19, Baltimore, Maryland

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 = $________

Number of Additional Representatives ________ x $200 = $________

Number of Additional Conference Registrants ________ x $795 = $________

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)
Or mail to: AHEAD, 16810 Kenton Drive, Suite 220, Huntersville, NC 28078

Your signature below indicates that you understand and agree that this application is subject to the conditions outlined in the AHEAD 2024 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: ___________
2024 Exhibitor Contract
AHEAD Conference & Exhibit Hall July 15-19, Baltimore, Maryland

All exhibitors for the 2024 Conference shall, by completing the application form and forwarding 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 2024, 16810 Kenton Drive, Suite 220, 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 one thousand five hundred U.S. dollars ($1500.00) for for-profit organizations and one thousand two hundred fifty U.S. dollars ($1250.00) for non-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, 2024 at 4 pm EST.

Cancellation Deadline
No refund shall be made to any exhibitor who cancels the contracted booth(s) after June 1, 2024. Further, no refund shall be made to any exhibitor who fails, for any reason, to occupy the space reserved. Payment, minus a $350.00 processing fee, will be refunded upon a written request for cancellation received by AHEAD before 4 pm EST on June 1, 2024. In the unlikely event that the Conference is cancelled 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 8’ 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, 2024. 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 15-19, 2024. 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 $200 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 pm, Wednesday, July 17, 2024. All exhibits must be dismantled from the Exhibit Hall area no later than Noon on Friday, July 19, 2024 and no sooner than 11:30 am that same day.

Security
Security personnel shall be provided on the evenings of Wednesday and Thursday, July 17th and 18th; however, neither AHEAD nor the Hilton Baltimore Inner Harbor 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, silk or other cloth decoration must meet flameproof standards imposed and prescribed by the fire ordinances of the city of Baltimore, MD. 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 exhibit 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 Exhibit 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 hereby protect, save and hold AHEAD and the management of the Hilton Baltimore Inner Harbor, their respective employees, agents, contractors and sub-contractors harmless from and against 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 exhibit premises or exhibit booth or any part thereof during the course of the Conference. The certification also extends to the payments or liability for nonpayment of any fee or tax levied upon the exhibitor.
Conference Sponsorship Details

Become a sponsor at the AHEAD Conference and get exclusive access to attendees! If you have other sponsorship ideas not listed on this form, contact Jane Johnston, Director of Member Services at 704-947-7779 or jane@ahead.org.

**Overall Conference Sponsorship**

$12,000 (up to three available), or $27,500 for Exclusive Sponsorship
- Your logo and/or company name prominently displayed on the conference website/app, Online Exhibit Hall, and in the conference program book
- Two Exhibit Hall booths
- Up to four complimentary conference registrations
- 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 2025

**Gold-Level Sponsorship**

$4000
- One-hour Product Introduction presentation
- Your logo and/or company name prominently displayed on the conference website/app, Online Exhibit Hall, and in the conference program book
- One Exhibit Hall booth
- One complimentary conference registration
- One full-page ad in the conference program book and pre-conference marketing
- Pre- and post-conference mailing list of members and attendees

**Silver-Level Sponsorship**

$2750
- Your logo and/or company name prominently displayed on the conference website/app, Online Exhibit Hall, 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

**Lanyard Sponsorship**

$4000 (One available)
- Your company name/logo printed on conference lanyards
- 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

**WiFi Sponsorship**

$5000, or two at $2500 each
- Your company name/logo printed on the app WiFi page
- Your logo and/or company name prominently displayed on the conference website/app, Online Exhibit Hall, 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

**Coffee Break Sponsorship**

$5000 (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/app, Online Exhibit Hall, 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

**Bag Sponsorship**

$5000 (two available)
- Your company name/logo printed on conference bags and distributed to all attendees
- Your logo and/or company name prominently displayed on the conference website/app, Online Exhibit Hall, 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
Sponsorship Application
2024 AHEAD Annual Conference • July 15-19, Baltimore, Maryland

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

___ Overall Conference - $12,000 or $27,500 for Exclusive Sponsorship
___ Coffee Break Sponsorship - $5000 (two available)
___ Lanyard Sponsorship - $4000 (one available)
___ Bag Sponsorship - $5000 (two available)
___ Gold-Level Sponsorship - $4000
___ Silver-Level Sponsorship - $2750
___ WiFi Sponsorship - $5000, or two at $2500 each

Contact Information
Name __________________________________________
Company Name __________________________________
Address ________________________________________
Email __________________________________________
Phone _________________________________________
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?
_______________________________________________
_______________________________________________
_______________________________________________

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

___ Check (payable to AHEAD); Check # ______________
___ Purchase Order for AHEAD; PO # __________________
___ 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)

Or mail to: AHEAD, 16810 Kenton Drive, Suite 220, Huntersville, NC 28078
AHEAD FEIN# 34-1265325
Advertising and Marketing

Advertise in the 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

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>RATES</th>
<th>DIMENSIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$900</td>
<td>4.5” x 7.5”</td>
</tr>
<tr>
<td>Half Page</td>
<td>$550</td>
<td>4.5” x 3.5”</td>
</tr>
</tbody>
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Deadline for submitting application and advertisement: May 3, 2024

Banner Ad in Conference App
(Placed at the bottom of each page in the app; sold on a first-come, first-serve basis.)

<table>
<thead>
<tr>
<th>Day</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday</td>
<td>$250</td>
</tr>
<tr>
<td>Tuesday</td>
<td>$250</td>
</tr>
<tr>
<td>Wednesday</td>
<td>$450</td>
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<tr>
<td>Thursday</td>
<td>$450</td>
</tr>
<tr>
<td>Friday</td>
<td>$450</td>
</tr>
</tbody>
</table>

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 $400 (a $600 value). This benefit is your ticket to successful pre-show marketing, and will be sent to you in early May 2024. 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 $250, which will be delivered in August 2024. Both lists may be purchased for a reduced cost of $500.
Advertising and Marketing Application
2024 AHEAD Annual Conference • July 15-19, Baltimore, Maryland

Company Name: ________________________________________________________________

Contact Name: _______________________________________________________________

Phone: ___________________________ Email: _______________________________________

**Order Information** (All orders must be prepaid)

- ______ Half Page Ad ($550)
- ______ Full Page Ad ($900)
- ______ Member Mailing List ($400)
- ______ Attendee Mailing List ($250)
- ______ Both Mailing Lists ($500)
- ______ Banner Ad in Conference App (Monday & Tuesday: $250 per day; Wednesday–Friday: $450 per day)

**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)
Or mail to: AHEAD, 16810 Kenton Drive, Suite 220, Huntersville, NC 28078
AHEAD FEIN# 34-1265325