

Living the Mission:

celebrating



years of GEAR UP

NCCEP / GEAR UP ANNUAL CONFERENCE
JULY 21 - 24, 2024 / WASHINGTON, DC



Join us in Washington D.C.!

Washington Hilton | July 21-24, 2024

Sponsor & Exhibitor Prospectus

About the Annual Conference

This national convening of approximately 2,000 GEAR UP practitioners and business/community partners is coordinated by the National Council for Community and Education Partnerships (NCCEP).

This conference highlights best practices for college readiness and success and the accomplishments of Gaining Early Awareness and Readiness for Undergraduate Programs (GEAR UP) grantees. It also serves to facilitate the forging of new alliances among K-16 faculty; to foster learning about other federal and foundation-sponsored college awareness efforts, and other academic and student support programs; and to promote the discovery of new ways to engage local communities, businesses, and professional associations in the work of GEAR UP partnerships.

The conference is particularly relevant to education practitioners, business leaders, and policy makers who seek to learn more about creating and sustaining K-16 education collaboratives that can help improve public education and promote students' academic achievement.

CONNECT WITH GEAR UP

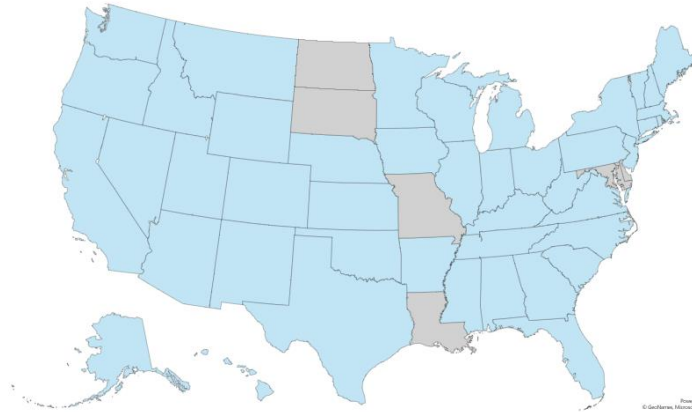
NCCEP offers you the opportunity to showcase your organization's products and services before approximately 2,000 GEAR UP college access professionals at the NCCEP/GEAR UP Annual Conference in Washington, D.C., July 21-24, 2024. Conference attendees come to get ideas and to access materials, products, and services they can use in their federally funded programs. They are also looking for partnering opportunities and cutting-edge technologies in assessment, program data collection, reporting and evaluation, instructional technologies, and program management services. By sponsoring an event, setting up an exhibit booth, and advertising, you build the foundation for a long-term relationship with the GEAR UP community and with NCCEP.

PREVIOUS ATTENDEES INCLUDE

- Middle/High School Educators
- Postsecondary Educators
- GEAR UP Directors
- Parents and Students
- Business Partners
- Community- Based Organizations

GEAR UP ACROSS THE NATION

Gaining Early Awareness and Readiness for Undergraduate Programs (GEAR UP) currently serves over 571,236 students enrolled in over 2,792 secondary schools across 44 states.



Sponsor | Exhibit

The NCCEP/GEAR UP Annual Conference offers multiple ways to maximize your exposure to the GEAR UP community — sponsorship, exhibiting, and advertising. We invite you to explore one or all options as you consider the best way to engage with GEAR UP programs. We can also work with your business to create a custom package to showcase your company to attendees.

OPTION 1: BECOME A SPONSOR!

NCCEP has a limited number of Annual Conference sponsorships available to help you meet your marketing and brand awareness goals before the GEAR UP community. No matter which sponsorship package you choose, you will benefit from significant sources of brand exposure.

DIAMOND \$25,000 (2 AVAILABLE)

OPENING PLENARY ROLL CALL OF GEAR UP STATES

This ceremony allows for our GEAR UP community to celebrate the attendance of their state at the Annual Conference. With banquet style seating and the use of noise makers and pom poms to help with shoutouts, this coveted event kicks off our 3-day conference! With this sponsorship you receive:

- 2–3-minute speaking opportunity at the Opening Plenary
- Company logo on an individual slide in the plenary session slide show
- One (1) complimentary conference registration
- One (1) 10x10 exhibit booth and all exhibitor booth amenities
- Acknowledgement in the conference app

YOUTH LEADERSHIP SUMMIT

The Youth Leadership Summit is a life-changing experience that provides a peer-to-peer learning opportunity focused on life, leadership, and learning-to-learn skills for 9th -12th grade high school students within GEAR UP Programs. With this sponsorship you receive:

- 2–3-minute speaking opportunity at Wednesday AM Plenary
- Company logo on Youth Leadership Summit t-shirt
- Company logo on a shared slide in the plenary session slide show
- One (1) complimentary conference registration
- One (1) 10x10 exhibit booth and all exhibitor booth amenities
- Acknowledgement in the conference program app

PLATINUM \$15,000 (4 AVAILABLE)

BREAKFAST PLENARY (1) / LUNCHEON PLENARY (2)

The Plenaries are scheduled throughout the 3 days of the conference and attendees enjoy a meal while listening to insightful keynote speakers on timely topics. Attendees walk away feeling energized and excited. With is sponsorship you receive:

- On-stage acknowledgement of your sponsorship by an NCCEP representative
- Company logo on an individual slide in the plenary session slide show
- One (1) complimentary conference registration
- One (1) 10x10 exhibit booth and all exhibitor booth amenities
- Acknowledgement in the conference app

DIRECTORS' RECEPTION

This event hosts GEAR UP's State and Partnership directors and provides them an opportunity to network and connect. GEAR UP State and Partnership directors are tasked with leading their respective GEAR UP program, ensuring students, families, and communities benefit from services. With this sponsorship you receive:

- 2–3-minute greeting to reception attendees
- Company branding on reception invitation and signage
- Company logo on a shared slide in plenary session slide show
- One (1) complimentary conference registration
- One (1) 10x10 exhibit booth and all exhibitor booth amenities
- Acknowledgement in the conference app

GOLD \$10,000 (2 AVAILABLE)

FAMILY LEADERSHIP INSTITUTE

Designed to empower parent and family advocates with tools, resources, and strategies, the Family Leadership Institute helps advance the goals of GEAR UP in their communities. With this sponsorship you will receive:

- 2–3-minute speaking opportunity during the Institute's welcoming session

- Company branding on all Institute’s materials
- Company logo on a shared slide in the plenary session slide show
- One (1) 10x10 exhibit booth and all exhibitor booth amenities
- Acknowledgement in the conference app

RECEPTION FOR BOARD OF DIRECTORS & GEAR UP ADVISORY COMMISSIONERS

This invite-only gathering will allow our Board of Directors and GEAR UP Advisory Commissioners, the leaders that help us meet the needs of GEAR UP grantees nation-wide, the opportunity to connect and network during the conference. With this sponsorship you’ll receive:

- 2–3-minute greeting to reception attendees
- Company branding on reception invitation and event signage
- Company logo on a shared slide in plenary session slide show
- One (1) 10x10 exhibit booth and all exhibitor booth amenities
- Acknowledgement in the conference app

SILVER \$8,000 (2 AVAILABLE)

GEAR UP EXHIBIT HALL LOUNGE

Located in the Exhibit Hall, the lounge is a great way for attendees to network with one another, prepare for their next session, or rest after their workshops. With this sponsorship you’ll receive:

- Company name prominently displayed on full color signage
- Company logo on a shared slide in the plenary session slide show
- One (1) 10x10 exhibit booth located next to the lounge and all exhibitor booth amenities
- Acknowledgement in the conference app

LANYARDS

Every attendee will receive a lanyard upon check-in, allowing access to the plenaries, Exhibit Hall, and sessions throughout the conference. With this sponsorship you will receive:

- Company logo will be featured on attendee lanyards for repeated visibility throughout the conference
- Company logo on a shared slide in plenary session slide show

BRONZE \$6,000 (6 AVAILABLE)

PHOTO BOOTH IN EXHIBIT HALL

A fun way to engage with attendees as they visit the exhibit hall. Prepped with props and signage to make for an exciting picture-taking experience, what a great way for attendees to create memories at the Annual Conference! With this sponsorship you’ll receive:

- Company branding prominently displayed on full-color signage by Photo Booth
- Company logo will be featured on printed photos on a shared slide in the plenary session slide show
- Company logo on a shared slide in plenary session slide show

MOBILE APP

Every attendee will have access to the mobile app and can use it to get information on concurrent sessions and plenaries of the day, notifications for networking breaks and raffles, and access to maps to navigate the hotel. With this sponsorship you receive:

- Company logo will be featured on conference mobile app
- Company logo featured on signage on how to access the App
- Company logo on shared slide in plenary session slide show

NETWORKING BREAK & RAFFLE (4)

Networking breaks are provided throughout the conference as an opportunity for our attendees to visit the Exhibit Hall and network. With each break we'll host a raffle and encourage attendees to visit your booth to enter. With this sponsorship you receive:

- Company name prominently displayed on a full-color sign in Exhibit Hall
- Representative will be invited to the microphone to be recognized and assist with raffle drawing during the respective raffle
- Company logo on a shared slide in plenary session slide show

OPTION 2: BECOME AN EXHIBITOR!

EXHIBIT HALL BOOTH: \$1,800

Exhibiting is a great way for you to talk directly with GEAR UP attendees about your product and services. The Exhibit Hall features daily networking coffee breaks with a must-be-present-to-win raffle featuring the latest electronic gadgets! Exhibit fee includes:

- 10x10 draped booth (includes 6' table, 2 chairs, wastebasket) and booth identification sign.
- Two (2) complementary conference registrations (meal tickets not included), **allowing you full access to the conference, but not conference meals.** (Please note that all company representatives must be registered and wear a badge during the conference. Additional attendees will be billed.)
- Organizational listing on the conference app.
- Twenty-five (25) word organizational profile with contact information included in conference app.
- E-mail list of pre-registered attendees and a second updated e-mail list post-event, which may be used for strategic promotion of your products (1x only pre-event use before July 20, 2024, and 1x only post-event use before August 24, 2024).

SAFETY PROTOCOLS

By registering and attending this event, attendees agree to abide by the federal, state and/or local guidelines relative to COVID-19, or any other national health concern that may arise.

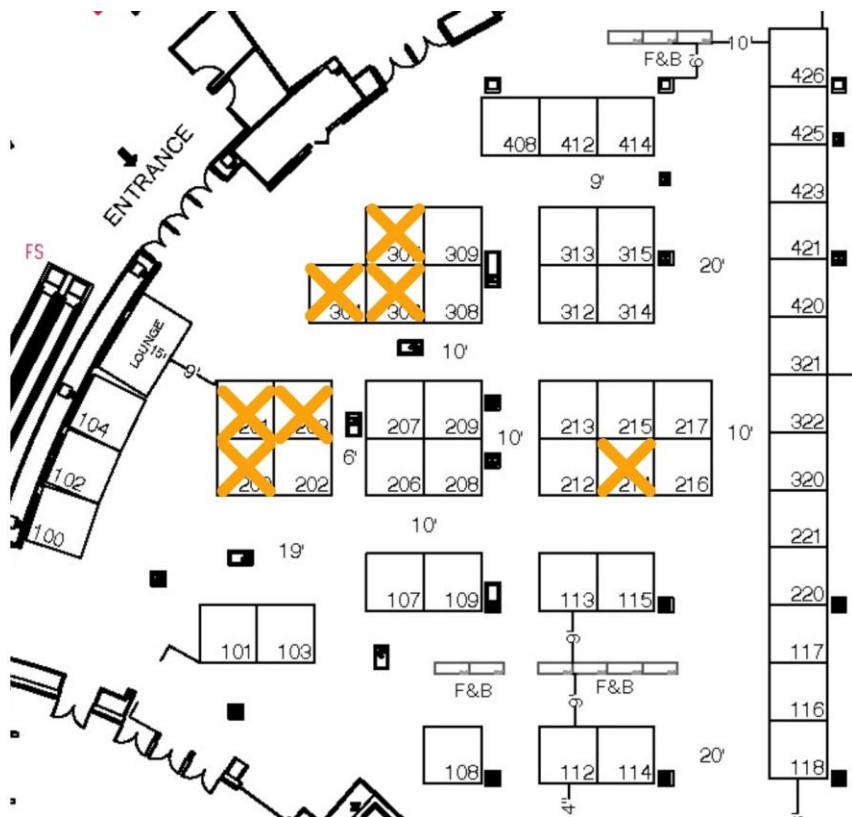
REGISTRATION PROCESS

Exhibitor and Sponsor registration is online: <https://tinyurl.com/2024NCCEPGUAnnualVendorReg>

Please Note: Registration for either an exhibitor booth or sponsorship is NOT guaranteed until you receive confirmation from an NCCEP Representative. We will reach out to confirm registration, exhibitor booth, and sponsorship.

Sponsorship cancellations must be made, in writing, no later than June 21, 2024. After June 21, refunds will be processed, less a 50% administration fee.

EXHIBIT HALL FLOOR PLAN



HOTEL INFORMATION

We look forward to welcoming you to the Washington Hilton, site of the [2024 NCCEP/ GEAR UP Annual Conference](#). The Washington Hilton is a contemporary urban hotel situated in the heart of the nation's capital. The hotel offers easy access to museums, monuments, world-class dining, entertainment, and more. We are offering a special overnight room rate, and you can access it through the link below to make your hotel reservations:

<https://book.passkey.com/go/2024NCCEPGEARUP>

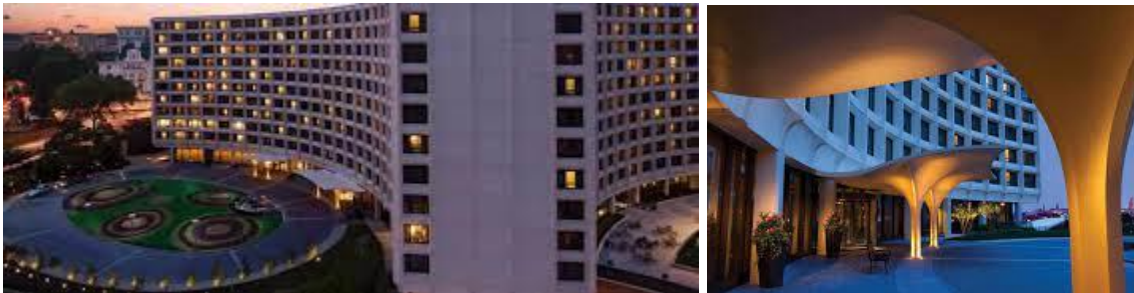


EXHIBIT HALL SCHEDULE

SUNDAY • JULY 21, 2024

5:00 pm – 8:00 pm

Exhibitor Registration & Set-up

MONDAY • JULY 22, 2024

10:00 am – 5:30 pm

Exhibit Hall Open

10:15 am – 11:00 am

Networking Break in Exhibit Hall with Raffle

3:30 pm – 4:00 pm

Networking Break in Exhibit Hall with Raffle

TUESDAY • JULY 23, 2024

9:00 am – 4:00 pm

Exhibit Hall Open

10:15 am – 11:00 am

Networking Break in Exhibit Hall with Raffle

3:30 pm – 4:00 pm

Networking Break in Exhibit Hall with Raffle

4:00 pm – 6:00 pm

Exhibitor Tear-down

Questions?

For more information about exhibiting at the conference, please contact Janeé Williams at Exhibit@edpartnerships.org

RULES & REGULATIONS FOR EXHIBITING AT THE 2023 ANNUAL CONFERENCE

Part of Contract: These rules and regulations constitute a bona fide part of the contract for space. Show Management reserves the right to render all interpretations and decisions, should questions arise, and to establish further regulations as may be deemed necessary to the general success and well-being of the exposition. Show Management's decisions and interpretations shall be accepted as final in all cases.

1. Purpose of Exhibit: The NCCEP/GEAR UP Annual Conference is educational in nature and the Exhibition Hall, in conjunction with the conference sessions, is a vital element of the educational process. The demonstration of products and services rendered to the education community is an important aspect of the conference.

2. Contract for Space: Applicants for exhibit space are required to execute and forward a contract to the National Council for Community and Education Partnerships (NCCEP). To be valid, each application must be accompanied by the full rental payment and must specify the products and services rendered and scheduled for demonstration at the exhibition. Any exhibitor failing to occupy space at the conference is not relieved of the obligation to pay the full rental fee.

3. Space Assignment: Assignment of space will be made as space reservations are received, on a first-come, first-served basis, after sponsor spaces have been assigned. In all cases, efforts will be made to assign space in as close compliance as possible with applicant's preferences. Assignments are determined on the basis of the date of NCCEP's receipt of the contract and/or the general grouping of exhibits for the best interest of the exhibitors and conference attendees. Show Management reserves the right to change assignments when such action is deemed to be in the best interest of the total Exhibition. NCCEP will provide display space as indicated on the official floor plan, insofar as possible, but reserves the right to make any changes necessary in the interests of any exhibitor.

4. Payment for Space: Any contract for space must be accompanied by full payment made payable to NCCEP. State/federal agencies must provide properly executed purchase orders for their contracts to be accepted. Federal/state agencies must remit full payment by July 30, 2024.

5. Cancellation: Should the exhibitor be unable to occupy and use the space contracted for, he or she shall promptly notify the exhibit management in writing (NCCEP, 1331 H Street NW, Suite 900, Washington, DC 20005). All sums paid by the exhibitor, less a 50% cancellation fee, will be refunded. No refund or cancellation may be made after June 21, 2024. This cancellation policy applies to all exhibiting organizations, including federal/state agencies requiring deferred payments.

6. Service Contractors: NCCEP will furnish all exhibitors with a Service Manual that will specify Official Exhibit Service Contractors and contain instructions, the shipping address, and order forms for booth accessories and services required. Orders for furniture, carpeting, labor, and other requirements not processed in advance must be procured at the Official Contractors Service Desk in the Exhibit Hall. All exhibitors and contractors must abide by union jurisdiction in force at the time of the exposition.

7. Subletting of Space: The exhibitor shall not assign, sublet, or appropriate the whole or any part of the space assigned or have representatives, equipment, or materials from firms other than his or her own in the exhibit space without written consent of Show Management. Only one company shall be considered the exhibitor and entitled to the benefits of exhibiting; any other company or unity in the exhibit space shall be considered a subsidiary/affiliate.

8. Display Construction and Limitations: NCCEP will provide side drapes 36" high and back wall drapes for all 10' x 10' exhibits. Standard, uniformly styled booth identification signs featuring the exhibiting company's name and booth number will be provided. No ceiling-hung signs are allowed. Exhibit Hall aisle will be carpeted. Please avoid aisle-line demonstrations likely to result in aisle traffic congestion.

Equipment is excluded from height restrictions, but it should be placed in the exhibit so as not to obstruct the view of neighboring exhibits. In the interest of all participating exhibitors, and to preserve uniformity, displays must conform to the following limitations: Standard 10'x10' Booths: Regular and specially built back walls including signs may not exceed a maximum height of 8'. Low side dividers between exhibits should not exceed 3' in height. If a high divider is desired, it can neither exceed 8' in height nor extend from the back wall more than one-half of the depth of the space. All display fixtures more than 4' in height and placed within 10 linear feet of an adjoining exhibit must be confined to that area of the exhibitor's space.

10. Exhibit Installation and Dismantling: No materials can be accepted in the exhibit hall prior to Sunday, July 21, 2024, and installation of displays must not begin prior to 5 pm. All installations must be completed for final inspection by 9 pm. Installations requiring additional time must have the prior approval of Show Management. Any space not claimed and occupied or for which no special arrangements have been made may be resold or reassigned by NCCEP without any obligation on the part of NCCEP for any refund whatsoever. Show Management will order any unattended freight in unclaimed display space to be removed at the close of the show and stored at the exhibitor's sole risk and expense. No installing, dismantling, rearranging, repairing, servicing, removing, or supplementing of exhibits will be permitted during the exposition without the prior permission of Show Management. Displays must remain intact and manned until 4:00 pm, Tuesday, July 23, 2024, at which time dismantling may begin. All exhibits must be packed and ready for removal by 6:00 pm. Exhibits or materials remaining in the building after 6:00 pm will be returned to the exhibitor via truck freight at the exhibitor's sole risk and expense.

10. Display Operations (Prize Drawings; Promotions): Prize drawings will be allowed within guidelines furnished by NCCEP. Interviews, demonstrations, distribution of literature, etc., are permitted only within the exhibitor's space. Samples or souvenirs (if distributed) must relate directly to products or services displayed in the exhibitor's booth. Booth activities which result in congregating in the aisles are prohibited. NCCEP will not permit non-exhibitors to canvass, solicit, hold conferences, or distribute literature or other promotional devices during the exposition.

11. Noise and Sound: Musical instruments, radios, sound motion picture equipment, record players, or noise-creating devices or amplifying systems shall be operated only at a level which will not interfere with other exhibitors' displays or add unduly to general acoustic inconvenience, and their operation must conform to Show Management requirements. Prevailing union regulations regarding use of operators for equipment must be observed by all exhibitors.

12. Litter: If exhibitors are demonstrating or giving away items or materials that may litter the booth or area, those exhibitors will be charged for the cleaning.

13. Non-Liability: It is expressed, understood, and agreed by each and every contracting exhibitor, his agents, and his guests that neither NCCEP, nor its employees, nor its contractors shall be liable for loss or damage to the goods and properties of exhibitors. Such goods and properties remain at all times in the sole possession and custody of each exhibitor. Upon signing the Contract, the exhibitor releases and agrees to indemnify NCCEP, its managers, officers, members, sponsors, employees, and agents and save them harmless from any suit or claim for property damage or personal injury by whomsoever sustained, including the exhibitor and its agents or employees, on or about the exhibitor's participation in the exposition, including such damage or injury resulting in part from the negligence of one or more of the aforementioned indemnities.

14. Insurance: The exhibitor acknowledges that it is the sole responsibility of each exhibitor to obtain the necessary insurance.

15. Security: While the Washington Hilton provides reasonable assurances for the safety of individuals and their property, the safekeeping of exhibitors' property shall remain the responsibility of the exhibitor. Exhibitors are advised to consult with their insurance broker for proper coverage of display material from the time it is shipped from their premises until it is returned.

16. Attendance and Leads: NCCEP does NOT guarantee attendance at any of its programs or events and is not responsible for the amount or quality of leads obtained by exhibitors at NCCEP programs or events. No refunds will be issued to exhibitors expressing dissatisfaction with their success at the NCCEP show.

17. The National Council for Community and Education Partnerships reserves the right to establish additional conditions, rules, and regulations as it deems necessary to enhance the success of the exposition and to decline or prohibit any exhibit which in its judgment is out of keeping with the character of the conference, this reservation being all-inclusive as to persons, things, printed matter, products, and conduct.