EXHIBITOR INVITATION

LERN Annual Conference

SAN DIEGO, CALIFORNIA | NOV. 19 - 22, 2019

“Information That Works!”
The Learning Resources Network (LERN) is the leading association in lifelong learning in the world. This conference is the largest gathering of lifelong learning decision makers and professionals.

Administrators from all over the world attend LERN’s Annual Conference for practical information and networking. Attendees come to find ways to improve their performance. They are looking for new information as well as new products.

Here is what past exhibitors have said about the LERN annual conference:

“We get a great turnout which turns into a great number of leads. We like that we get to network with other vendors. We are looking forward to next year!”
Xenegrade Corporation

“We keep coming back to LERN because it is a unique opportunity to meet current and future clients face-to-face, hear their stories and meet their needs. There is no community like it.”
Modern Earth Web Design

“One of the premier American universities sent people to the LERN Conference because they knew all the important vendors and thought leaders would be there.”
Augusoft

“The LERN conference provides a welcome opportunity for us to talk with potential clients face-to-face and to connect with our current clients. And we always enjoy being part of this vibrant community.”
Data to Design
Why You Should Exhibit This Year

This is the largest continuing education and lifelong learning conference in the world.

The most exciting week of the year in lifelong learning! LERN is recognized as the leading organization in lifelong learning and has a world-class reputation among administrators and decision makers who will be attending the conference.

Who Will Attend

Professionals in the field of lifelong learning from throughout Canada and the United States as well as other countries will attend.

Practitioners will come from state universities, four-year colleges, community colleges, public schools, associations, recreation departments, museums, hospitals, independent programs, and other organizations offering continuing education, leisure learning or other lifelong learning programs.

Lifelong learning organization decision makers. Those attending are administrators, including deans, directors, department chairs and program managers.

Professionals looking to improve the efficiency and the capabilities of their organizations. They attend the LERN conference to learn practical skills and find out about and purchase new products.

Benefits

1. LERN has created dedicated coffee breaks designed to maximize booth traffic.

2. Free advance conference participant mailing list to all exhibitors.

3. Conference attendees are buyers! Deans, directors, department chairs and program managers make up most of the conference’s participants.

4. Tote bag promotional item drop.

5. Attendees visit the Exhibit Hall for exhibitors, LERN Central, and sessions.

6. Free company listing with contact info on our website.

7. Over 95% satisfaction rate among exhibitors.
AGENDA

Tuesday, Nov. 19, 2019
1 pm – 4 pm
• Exhibitor Set Up

5 pm – 6 pm
• All-conference reception, located in the LERN Exhibit hall
• Exhibits are open! A great way to make first contact with attendees

Wednesday, Nov. 20, 2019
8 am - 4 pm
• Opening Session & Keynote
• 30 or more Concurrent Sessions and roundtable discussions
• Professional Networking Luncheon & Certification Awards (pre-signup required)
• Exhibits open until 4pm

5:00 am - 6 pm
• Presidents Reception (pre-signup required)

Thursday, Nov. 21, 2019
8 am - 4 pm
• 30 or more Concurrent Sessions and roundtable discussions
• NineShift : Work, life and education in the 21st Century (9am-9:50am)
• International Awards Luncheon (pre-signup required)
• Exhibits open until Noon
• Exhibit take down at Noon

Friday, Nov. 22, 2019
8 am - 11 am
• More Concurrent Sessions
• Conference ends by 11am
LERN’s Hall of Learning

LERN’s Hall of Learning – Exhibit Hall and LERN Central – is the place to be.

- Registration
- Customer service booth
- Conference coffee break and snack bar area
- LERN’s bookstore
- LERN International Awards poster display
- All conference reception
- Sponsored breaks and dessert

Past LERN Conference exhibitors include:

ACEware Systems
Administrative Software Applications, Inc.
AppsToGo
ASAP
Augusoft
Bilingual Books
Blackboard
Boston Reed College
Cambridge Educational Services
Career Step
Casey Printing
The Center for Legal Studies
Classware
Computer Consultants International
Condensed Curriculum International
Data to Design
DataTrain Institute
Development Dimensions International
Digital University
EBRC
Entrinsik
Everything Marketing
The Fairfax Lectern
Funutation Tekademy
GeoDemographics, Ltd
Greater Washington Society of Association Executives
Intelliworks
Jaxxon Promotions, Inc.
JMH Consulting
Jenzabar
JER Online
JonesKnowledge.com
Jossey-Bass, Inc.
Kangaroo Method
Labyrinth Learning
Magna Systems
MeetingWare International
MK Education
Modern Earth
MySpanishTeacher.com
National Institute for Social Media
National Mail-It
Peopleware, Inc.
Pronto Spanish
Qualcomm
The Quality Group
Quality In Action
RecWare by Sierra Digital
University of South Dakota
University of Wisconsin-Madison
The Wedding Planning Institute
World Instructor Training Schools
Xenegrade
and more ...

Over 95% satisfaction rating among exhibitors

2 Hotels from Which to Choose

With a record attendance expected, LERN has secured two hotels. The Paradise Point is the headquarter hotel and site of all meetings. The Hyatt Regency Mission Bay is less than 8 minutes away by car. More information for making reservations and online links are available on the LERN website. If calling to make a reservation, the room blocks are listed as “LERN Annual Conference”. The cutoff date for making reservations is October 28.

The Paradise Point room rate for the LERN Conference is just $199/night. The overflow hotel, The Hyatt Mission Bay will have a room rate of $159/night.

Go to https://lern.org/events-education/2019-lern-annual-conference/ to make your hotel reservations. Only use this link in-order to get the discounted conference rate. You can also call 855-463-3361 to register but make sure to reference the LERN Conference Room Block in-order to get the best rate.

Notable Observations from 2018

- 63% repeat attendees
- 37% new attendees
- 22% universities
- 17% parks and recreation
- 14% public schools
- 39% community colleges
- 8% other
EXHIBITOR RULES & REGULATIONS

Each exhibitor must fill out an application for exhibit space. Please send application and payment to:
LERN, PO Box 9, River Falls, WI 54022, USA.

- Prepayment is required to secure booth space.
- All booths are provided with side and back drapes, six-foot draped table, two chairs and wastebasket.
- Each exhibitor will receive a 7” x 44” company identification sign.
- All exhibitors will receive a mailing list of conference participants prior to the event. It may be used for sending one promotional mailing to attendees.
- Please note that exhibitor registration does not include meal functions or admission to concurrent sessions. Tickets for these events may be ordered separately by contacting info@lern.org.
- Exhibitors may set up 1pm-4pm Tuesday, Nov. 19.

The exhibit hall will be open to conference attendees during the following hours:
5p-6pm Tuesday, November 19
7:30am-4pm Wednesday, November 20
7:30am-Noon Thursday, November 21.

- Information on drayage, electrical, extra booth furniture, and other exhibit booth services will be forwarded in your exhibitor acceptance packet.
- Exhibit booths may be canceled up to Sept. 1, 2019. Cancellations received on or before Sept. 1, 2019, are subject to a $500 cancellation fee. No cancellations or refunds will be accepted after Sept. 1, 2019.

LERN prohibits businesses and their employees not formally registered as Conference Exhibitors from soliciting business at the LERN Conference and reserves the right to remove any non-exhibitors from the Conference who violate this non-solicitation requirement.

LERN further reserves the right to notify the Conference hotel of any unauthorized businesses and employees who are subject to exclusion and removal from the Conference.

Questions
Contact us at info@lern.org or (800) 678-5376.

Insurance
LERN requires that every exhibitor carry adequate liability and property insurance. Liability insurance should provide public liability coverage for bodily injury and property damage occurring from an accident in your exhibit booth. Property insurance should cover theft or damage of your property from the time materials leave their point of origin until they reach their post-show destination, including the time on the show floor. Some exhibitors also insure against nonarrival of freight material at the show site. The most economical and practical way to obtain this coverage is to contact your current insurance company and ask them for a rider on your existing policy.

THE CONFERENCE MOBILE APP

The LERN Annual Conference Mobile App provides attendees with all of the information they need to make the most of their conference experience, and it provides you with an opportunity to make an impression—even if an attendee isn’t at your booth at that moment.

Stats from the 2017 LERN Annual Conference Mobile App:

- Total Engagements: 60,700
- Total Time Attendees Spent Using the App: 795 Hours
- Banner Impressions: 108,000
- User Contributions: 6,220
- Conference Game Engagements: 6,270
LERN Annual Conference

Nov. 19 - 22, 2019 – Paradise Point Resort – San Diego, CA

We hereby contract for exhibit booth space and fully accept the policies for exhibitors as set forth by LERN. No cancellations or refunds after Sept. 1, 2019.

Name of Company

Company Booth Sign

Contact Name

Main Contact Email Address

Mailing Address City, State/Province ZIP/Postal Code

Phone Fax

Booth Options

<table>
<thead>
<tr>
<th>2019 LERN Annual Conference Exhibitor Booth Packages</th>
<th>Silver $1,849</th>
<th>Gold $2,999</th>
<th>Platinum $4,999</th>
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</thead>
<tbody>
<tr>
<td>Exhibit Space</td>
<td>8’ x 10’</td>
<td>8’ x 20’</td>
<td>8’ x 20’</td>
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<tr>
<td>Booth Staff Passes</td>
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<td>4</td>
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<tr>
<td>Priority Level Booth Placement</td>
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<td>1st</td>
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<tr>
<td>Company Booth Sign</td>
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<tr>
<td>Tote Bag Promotion Item Drop</td>
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<tr>
<td>Pre and Post Conference Attendee Mailing List Company</td>
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<td>Company Listing in Conference Notebook</td>
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<td>Company Listing and Link on Conference App</td>
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<td>Interactive Conference Mobile App Game</td>
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<tr>
<td>Coffee Break Sponsorship</td>
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<tr>
<td>All-Conference Reception Sponsorship</td>
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</table>

Select Your Booth*

- Silver: $1,849 For Exhibitors Not Staying at Conference Hotel:
- Gold: $2,999
- Platinum: $4,999

Select Additional Opportunities

- Hosted Buyer Meeting: $495
- Charging Station: $495
- Conference App
  - Banner Ad: $995
  - 3 Targeted Push Notifications: $99
  - Social Wall Rotating Ad: $199

Method of Payment

- Check enclosed. Total Payment
- Credit card. Credit card.

Card Holder's Name (please print)

Card Number

Expiration Date CVC #

Address

All conference participants, including exhibitors, not staying in the LERN Hotels Room Block, are required to pay an increased registration fee. You are encouraged to stay in the LERN Hotels Room Block, support the LERN Annual Conference, and get the best sleeping room rates for all.

Return to: LERN, PO Box 9, River Falls, WI 54022, USA.
Fax: (888) 234-8633
Email: info@lern.org

All exhibitors subject to LERN approval. No refunds after Sept 1, 2019.
Our Attendees Stay.

They attend all the sessions. They don’t hit the town until the day is over. They value the exhibitors at the Conference.