

# 2025 SPRING MEETING

**Empowering** CTE's Leaders & Learners

## Sponsor Code of Conduct

The following guidelines are intended to help both sponsors and attendees maximize their experience at Advance CTE's meetings. Please contact [meetings@careertech.org](mailto:meetings@careertech.org) for questions or additional information.

### Sponsor Attendance

- Sponsor representatives may not exceed the number of individuals listed on the registration list. If a representative is no longer able to attend, sponsors must notify Advance CTE in writing to [meetings@careertech.org](mailto:meetings@careertech.org) at least 48 hours prior to the start of the event.
- The Advance CTE Spring Meeting team reserves the right to restrict, reject, or prohibit any sponsor exhibit in whole or part because of noise or for any other reason that violates the code of conduct. If a sponsor is rejected because of a violation of this conduct, or for any stated reason, no return of exhibit fees shall be made. The exhibitor shall abide at all times by any and all regulations and requirements of the hotel and Advance CTE.

### Sponsor Booths

Sponsors are provided an exhibit booth to engage with attendees and impart knowledge of latest trends, products, and services in their industry.

- **DO:** Encourage attendees to visit your table in between sessions. Focus on building relationships with attendees, showcasing your products or services, conducting a conversation about their interests and needs, and answering questions they may have.
- **DO:** Keep equipment demonstrations and other sales presentations confined to the sponsor booth area, and keep a noise level respectful to fellow exhibitors, staff, and attendees.
- **DO:** Notify Advance CTE at least two weeks prior to the event if a sponsor booth requires a power source.

- **DO:** Share your products and resources with members in the appropriate spaces, but be mindful of "overselling". Our members are often approached with sales pitches and don't enjoy aggressive sales pitches or being "oversold".
- **DO:** Be mindful of others and ensure that your table does not obstruct the general view, or walking areas, or hide other exhibits. Exhibit tables are 6 feet long, two feet wide, and 30" tall.
- **DO:** Do limit the distribution of your information, giveaways, and products to your exhibit booth. To ensure a positive experience for all attendees, we reserve the right to address any issues as needed, which could include removal from the event space.

## Sponsor Participation During Sessions

Sponsors are invited to attend Spring Meeting sessions to gain knowledge on state CTE leader perspectives.

- **DO:** Converse with attendees to learn about their work and needs.
- **DO:** Review the meeting agenda and session descriptions prior to attending Spring Meeting to determine which sessions are most beneficial for your business or personal development.
- **DO NOT:** Make product pitches during this session to allow attendees to maximize learning time with their peers.
- **DO:** Conduct meetings or events with attendees outside of the official hours of Spring Meeting to ensure Advance CTE can maximize time with our registrants and members!