

# 2027 Exhibitor and Sponsor Application and Contract

## 89th ITEEA Annual Conference in Louisville, Kentucky

### March 31-April 3, 2027

International Technology and Engineering Educators Association (ITEEA)



ITEEA Partner Booth Pricing*			
Exhibiting	10x10 Corner	10'x20'	20'x20'
Early Bird before 9/30/26	\$1,899	\$2,999	\$4,599
Regular after 10/1/26	\$2,199	\$3,499	\$5,299

\*For current 2026-27 ITEEA Partners, or new 2026-27 ITEEA Partners who add partnership at the time of booth reservation (see below).

Standard Booth Pricing			
Exhibiting	10x10 Corner	10'x20'	20'x20'
Early Bird before 9/30/26	\$2,299	\$3,499	\$5,299
Regular after 10/1/26	\$2,599	\$3,999	\$5,999

Exhibitor booths 10x20 and larger include one (1) complimentary Action Lab (\$499+ value)!

**All exhibitor booths include:**

- One complimentary Exhibitor Registration per 10' x 10' Booth.
- Additional exhibitor registrations may be purchased for \$450.
- Complimentary pre- and post-Conference attendee list, including name, email, company, title, and mailing address.
- Logo recognition on the conference website.
- Recognition in the Conference mobile app, including editable company profile with booth number listed.
- A standard 8' high back drape, 3' high side rails, and 44" x 7" identification sign.

One Day Partner Pavilion*	
Non-Profit Partners & Institutional Members	State Affiliates
\$500	FREE

\*You must be or be a current ITEEA Partner/Member to qualify.

**All pavilion partners receive:**

- One complimentary One-Day Exhibitor Registration, table/chair, logo recognition, and an editable company profile in the conference mobile app.

### 2027 Action Lab Workshops (20 available): Showcase Your Products and Services at ITEEA 2027!

Showcase your products and services in our always popular **Action Labs**, available exclusively to exhibitors and sponsors. Receive:

- Exclusive time to highlight your company's product(s) or services in your own session room.
- Session listing on the ITEEA website and mobile conference app.
- Promotion of Action Labs to all registered attendees.

**Options:**

One 45-minute session: \$599; \$499 for ITEEA Partners

Two 45-minute sessions: \$1,099; \$899 for ITEEA Partners

Action Labs are assigned on a first-come, first-served basis. All sessions are subject to approval by ITEEA.

### Not yet an ITEEA partner/member? Become one today!

- Corporate Partnership (for-profits): \$499.00
- Nonprofit Partnership (nonprofits): \$425.00
- Institutional Membership (colleges/universities): \$425.00

Partner/Member benefits include discounts on exhibiting and advertising, complimentary advertising opportunities, and more.

For a full list of benefits, visit [www.iteea.org](http://www.iteea.org)

### Sponsorships:

Sponsorships are exclusive unless noted otherwise. For a detailed list of sponsorship opportunities, visit: <https://www.iteea.org/sponsor>

<input type="checkbox"/> Exhibit Hall All-Attendee Lunch	\$18,000	_____
<input type="checkbox"/> Registration Area Giveaway	\$8,000	_____
<input type="checkbox"/> Coffee and/or Snack Break	\$6,000	_____
<input type="checkbox"/> Conference Bag	\$6,000	_____
<input type="checkbox"/> Lanyards and Badge Holders	\$5,000	_____
<input type="checkbox"/> Conference Mobile App Sponsor	\$4,000	_____
<input type="checkbox"/> Go Baby Go Dream Ride	\$3,000	_____
<input type="checkbox"/> Welcome Letter	\$2,500	_____
<input type="checkbox"/> ITEEA Activity Center	\$1,500	_____

**Sponsors at all levels receive the following standard benefits\*\*:**

- Complimentary Pre- and Post-Conference attendee lists, including name, email, company, title, and mailing address.
- Recognition as a sponsor on the ITEEA Conference website and in pre-conference marketing, including promotional emails and social media post(s).
- Acknowledgment in the signage/materials related to your sponsorship.
- Mobile app push notification related to sponsorship, if applicable.
- Complimentary rotating banner ad in the Conference mobile app.
- Recognition in *Technology and Engineering Education (TEE)* sponsorship ad (May 2027 issue).

Additional benefits are included with sponsorships of \$4000+.

\*\*ITEEA to provide sponsor-relevant fulfillment specification and deadline details associated with material benefits.

### SELECT PREFERRED BOOTH SIZE PREFERRED BOOTH # \_\_\_\_\_

10'x10'    10'x20'    20'x20'    Custom

Exhibit Booth Rate: \$ \_\_\_\_\_

Discount (if applicable): \$ \_\_\_\_\_

Booth Subtotal: \$ \_\_\_\_\_

**YES!** Become a Partner! (add applicable fee): \$ \_\_\_\_\_

**YES!** Add an Action Lab! (add applicable fee): \$ \_\_\_\_\_

Add additional Exhibitor Registration(s) for \$450/each: \$ \_\_\_\_\_

**YES!** Add a Sponsorship! (add applicable fee): \$ \_\_\_\_\_

Subtotal: \$ \_\_\_\_\_

**YES!** I'd like to donate the credit card fee (3%): \_\_\_\_\_

Total Amount Due: \$ \_\_\_\_\_

Return completed Application with payment to ITEEA in one of two ways.

Credit card payment only: Email to [marketplace@iteea.org](mailto:marketplace@iteea.org)

Payment by check: Mail to International Technology and Engineering Educators Association, 1908 Association Drive, Suite C, Reston, VA 20191.

If you require payment by Purchase Order, contact [marketplace@iteea.org](mailto:marketplace@iteea.org) to place your request.

Questions? Contact ITEEA at 703.860.2100



INTERNATIONAL TECHNOLOGY AND ENGINEERING EDUCATORS ASSOCIATION

**2027 Exhibitor and Sponsor Application and Contract**  
**89th ITEEA Annual Conference Louisville, Kentucky**  
**March 31-April 3, 2027**  
**International Technology and Engineering Educators Association**



**Company Information**

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Exhibitor/Sponsor Company (legal)

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Company Doing Business as Name (if different to be listed in Exhibitor Directory)

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Company Contact

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Address

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City State Zip Code +4

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Phone Website

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Email

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Signature

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Print Name Date

Signature and payment must accompany application—those without will not be processed. Signature above affirms authorization to bind company, acceptance that this application constitutes a contract, and agreement to abide by all terms and conditions. This contract is subject to (1) acceptance by International Technology and Engineering Educators Association and (2) such additional terms and conditions as are set forth within and on the attached pages, which constitute a part of this Contract. The above information will be used for all published listings, billing, and correspondence.

**Payment Information**

See payment policy (page 3, section 2).

- Check payment (make payable to ITEEA)
- Credit card payment (select type):
  - American Express
  - Discover
  - MasterCard
  - Visa

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Card number Expiration CVV

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Cardholder name

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Billing Address

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City / State / Zip code +4

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Phone

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Cardholder Signature Date

Credit card information furnished to ITEEA will be used only as necessary to process payment and will not be stored or shared with any other party except as may be required by law. All sales are final.



**EXHIBITS, WORKSHOPS, SPONSORSHIPS AND MORE...**  
**LOUISVILLE, KENTUCKY**  
**MARCH 31 - APRIL 3, 2027**



# 2027 Exhibitor and Sponsor Application and Contract

## International Technology and Engineering Educators Association



### Terms and Conditions, 2027 Annual Conference

#### 1. TERMS OF AGREEMENT

- A. Application:** Any company/organization that is an ITEEA Partner/Member or eligible for partnership/membership may submit an application to exhibit at the 2027 Annual Conference. All applications are subject to ITEEA approval. ITEEA reserves the right to determine the suitability of all exhibitor products or services for the conference and, in its sole judgment, may approve, reject, or revoke any application for any reason.
- B. Terms:** The applicant, if approved by ITEEA as a 2027 Annual Conference exhibitor, agrees to abide by the terms and conditions of this contract and any rules and regulations set forth in the 2027 Annual Conference Exhibitor Portal and/or Service Kit before, during, and after the ITEEA Annual Conference, and by other reasonable rules considered necessary by ITEEA, the official decorator, and the Louisville Convention Center. ITEEA shall have the sole authority to interpret and enforce all rules and regulations, to make any amendments thereto, and to make further rules and regulations as necessary to ensure the orderly conduct of the 2027 Annual Conference. The parties hereby agree and acknowledge that any waiver of or failure to exercise any right provided for herein shall not be deemed a waiver of any further or future right under this contract.

#### 2. PAYMENT, BOOTH CANCELLATION, REFUND, AND BOOTH REDUCTION POLICY

A 50% nonrefundable deposit is required with applications submitted by Dec. 15, 2026, with the balance due in 30 days. Applications received after Dec. 15, 2026, require payment in full, including the 50% nonrefundable deposit. Companies not paid in full by the payment deadline risk forfeiting their booth space. All cancellations must be requested in writing. Cancellation relinquishes all benefits provided to exhibitors. All requests for refunds, less the nonrefundable deposit, must be received by Dec. 15, 2026. Deposits are nonrefundable. No refund will be awarded if the cancellation request is received after Dec. 15, 2026, regardless of resale of assigned booth. ITEEA will not credit nonrefundable fees toward future exhibiting or advertising fees. Booth reduction requests may be made in writing until Dec. 15, 2026; however, exhibitors are responsible for 75% of their original booth fee, and the difference in rates between the exhibitor's initial booth rate and downsized booth rate cannot be applied to any other ITEEA services.

**3. EXHIBIT LOCATION** Exhibit booths will be at the Louisville Convention Center.

**4. BOOTH EQUIPMENT AND SERVICES PROVIDED** Excluding island booths, back- and side-wall draping and one identification sign (7" high x 44" wide) will be provided by ITEEA at no cost to the exhibitor. Color and type of drape is determined by ITEEA. Other drapery as well as furnishings, including carpet, tables, and chairs, may be ordered at exhibiting company's expense. Adequate lighting will be provided in the exhibit hall; however, other services, such as compressed air and water, electricity, telephone, and internet access will be provided by the Louisville Convention Center at an additional charge to the exhibiting company. Order forms for these services will be provided in the 2027 Annual Conference Exhibitor Portal and/or Service Kit.

**5. RULES AND REGULATIONS** All exhibitors must abide by the rules and regulations of any relevant and applicable governmental entity, labor union agreement, the Louisville Convention Center, and as may be published in the 2027 Annual Conference Exhibitor Service Manual. ITEEA abides by the general guidelines and protocols published by the International Association of Exhibits and Events.

- A. Exhibit Booth Structure:** No walls, partitions, decorations, or other obstructions may be erected that in any way interfere with the view of another exhibitor. Exhibitors that wish to use any nonstandard booth equipment, signs, decorations, or arrangements of display materials that in any way conflict with the stated regulations herein must submit a detailed sketch or layout (including all dimensions) no later than February 5, 2027, for approval.
- B. Standard Exhibit Configuration** (10' x 10' and 10' x 20' booths): Exhibits must not be higher than 8' in the back and 4' on each side. Display fixtures over 4' high must be confined to within 5' of the backline of the booth; nothing over 4' high may be within 5' of the aisle line (in the front half of the booth).

- C. Island Exhibit Configurations:** Island exhibits must not be higher than 16' (subject to exhibit hall ceiling height). Multistory exhibits must be approved through stamp or signature of a structural engineer indicating that the structure is properly engineered for the proposed use. All island configurations and multistory exhibits must be pre-approved by ITEEA.
- D. Exhibit Materials:** No combustible decoration, such as crepe paper, cardboard, or corrugated paper, may be used at any time. All packing containers, excelsior, and wrapping paper, which must be flameproof, are to be removed from the floor and must not be stored under tables or behind displays. All muslin, velvet, silken, or any other decoration must stand a flameproof test as prescribed by the fire ordinance governing the Louisville Convention Center. Open flames, butane gas, acetylene, oxygen tanks, or other flammable materials are prohibited. Balloons are prohibited.
- E. Exhibit Booth Staffing:** Exhibitors are required to staff their booths at all times the exhibit hall is open, including opening the booth on time and being present throughout the open hours until the exhibit hall is closed each day. All booth staff must be employees or contractors of exhibiting company and registered for the 2027 Annual Conference. Any exhibitor that breaks down before the final closing of the exhibit hall will be fined \$1,000.
- F. Soliciting Confined to Booth:** Soliciting, demonstrating, surveying, or any other commercial activity may be conducted only within the confines of an exhibitor's own booth and may not interfere with neighboring booths. "Suitcasing" or soliciting business or conducting other commercial activity in the aisles of the exhibit hall, in a booth of another exhibitor, during educational sessions, or anywhere else in the Louisville Convention Center, including public areas and guest, meeting, and hospitality rooms (except as approved in advance by ITEEA) is strictly prohibited; violators will be required to leave the premises.
- G. Contests/Raffles/Giveaways:** Contests, lotteries, raffles, and games of chance may be conducted only with the prior approval of ITEEA and the Louisville Convention Center and must comply with all applicable state and local sweepstakes laws.
- H. Noise:** The sound on any audio equipment must be kept at a volume not to exceed that of normal conversation or 80 decibels.
- I. Music License and Other Intellectual Property:** Each exhibitor shall obtain all necessary licenses and permits to use music, photographs, or other copyrighted material in booths.
- J. Destruction of Property:** Nothing shall be posted on, tacked, nailed, screwed, taped, stapled, or otherwise attached to ceilings, columns, walls, floors, painted surfaces, or other parts of the building or furniture. No holes may be drilled, cored, or punched in the building. All property destroyed or damaged by an exhibitor must be replaced in original condition by the exhibitor at the exhibitor's expense.
- K. Subletting Space:** Booth sharing is prohibited, except if approved by ITEEA. No exhibitor may assign, sublet, or apportion all or any part of its contracted space. Any materials other than those manufactured or distributed by the exhibitor in the regular course of business may not be displayed by the exhibitor or be allowed to be displayed by other persons or firms.
- L. Decorum:** ITEEA may, in its sole discretion, exclude or require modification of any display or demonstration that it considers improper, disruptive, unsafe, or otherwise not in keeping with the character of the 2027 Annual Conference. Exhibitors shall be bound by all decisions of ITEEA in all matters related to the Annual Conference.

**6. RIGHT TO REMOVE THE EXHIBITOR'S PROPERTY** ITEEA reserves the right to remove from the exhibit hall any or all of the property of any exhibitor should the 2027 Annual Conference be canceled or relocated, or should the exhibitor violate any of the terms and conditions of this contract. This right may be exercised without prior notice.

**7. PATENT, COPYRIGHT, OR TRADE SECRET** The exhibitor agrees to hold ITEEA and its officers, directors, employees, and agents, harmless from all loss, claims, causes of action, obligations, suits, damages, liability, expenses, and costs including attorney's fees, arising from or out of any violation or infringement (or claimed violation or infringement) by exhibitor or exhibitor's agents or employees of any patent, copyright, trademark, service mark, trade secret, or other intellectual property right or privilege.

**8. FLOOR PLAN** ITEEA may modify the floor plan at any time as may be required to ensure, in its sole judgment, the best interests of 2027 Annual Conference exhibitors and attendees.

**9. SECURITY** Neither ITEEA nor the Louisville Convention Center will be in any way liable or responsible for the loss, theft, damage to, or disappearance of personal or commercial property from exhibitor's booth or the exhibit hall. ITEEA will provide security personnel in the exhibit hall during setup, during the show, and during tear-down. However, exhibitors that desire additional security to protect their booth, company, or personal property should coordinate with the Louisville Convention Center before the 2027 Annual Conference.

**10. CANCELLATION OR RELOCATION OF ANNUAL MEETING** Neither party shall be liable for failure to perform its obligations under this agreement if the conference is cancelled or interrupted due to events beyond its reasonable control, including, but not limited to, strikes, acts or threats of terrorism, riots, wars, fire, acts of God, and acts in compliance with any applicable law, regulation, or order (whether valid or invalid) of any governmental body, except that the exhibitor will be charged pro rata for any productive use of booth space before or after such event. Individual acts of theft or vandalism resulting in loss of or damage to exhibitor's property shall not be considered an event covered by this paragraph.

#### 11. LIABILITY AND INSURANCE; INDEMNITY

- A.** ITEEA shall not be liable for loss or damage of any property of exhibitor that exhibitor may suffer during installation, the Annual Conference itself, or during removal by reason of burglary, fire, accident, or any destructive cause.
- B.** Exhibitor shall, at its own expense, secure and maintain through the period of the 2027 Annual Conference, inclusive of move-in and move-out days, commercial liability insurance with combined single limit of at least \$1 million per occurrence for bodily injury and property damage. Such insurance shall name as additional insured the following: ITEEA, the Louisville Convention Center, and their respective members, officers, agents, and employees. At least 60 days prior to the move-in date, exhibitor shall provide ITEEA with a certificate of insurance as evidence of coverage.
- C.** Exhibitor agrees to indemnify, hold harmless, and defend ITEEA and the Louisville Convention Center, and their respective members, officers, directors, agents, and employees ("Indemnittees") from and against all liabilities, damages, actions, losses, claims, and expenses (inclusive of attorney's fees) on account of personal injury, death, or damage to or loss of property or profits arising out of or contributed to by any act, omission, negligence, gross negligence, willful misconduct, fault, or violation of law or ordinance by the exhibitor or its employees, agents, contractors, patrons, or invitees.

**12. GOVERNING LAW; WAIVER** This contract shall be governed, enforced, and construed in accordance with the laws of the State of Kentucky. Any legal action relating to this contract shall be brought in state or federal courts located in the State of Kentucky, and the parties hereby irrevocably consent to the personal and subject matter jurisdiction of such courts for such purpose. ITEEA's waiver of, or failure to exercise, any right provided for in this contract shall not be deemed a waiver of any further or future right under this contract.



Please send completed contract with payment to [marketplace@iteea.org](mailto:marketplace@iteea.org) or by mail to ITEEA.