



2020-2021

Exhibiting/Advertising Booklet



Dear Exhibitor/Advertiser,

Welcome to the 2020–2021 ACSI Exhibiting/Advertising Booklet. We are pleased to announce the Professional Development event schedules. The invitation is extended to you to participate in the Virtual Professional Development Forums, Flourishing Schools Institutes, Leadership Retreats, Virtual Early Education Conferences, and other events that are scheduled throughout the school year. Please allow us to assist you as you review this year's catalog. This is indeed a valuable resource as you consider and select exhibiting and advertising opportunities at any or all of the events.

ACSI is the largest association of Protestant private schools worldwide. About 2,400 U.S. members—representing over 600,000 students—turn to ACSI for professional development, school improvement, and resources that support our children. Over 40 years ago, ACSI was established on a rich foundation laid by committed leaders rooted in the Word of God. We continue that tradition today, and we are still passionate about furthering our mission, which is to strengthen Christian schools and equip Christian educators worldwide as they effectively prepare students for life.

As always, our exhibit spaces are reserved on a first-come, first-served basis, so send your reservation promptly to secure an exhibit space of your choice. In addition, advertising opportunities will be available for Professional Development Forums, Leadership Conferences, Early Education Conferences, and other events. Please go to [Exhibitor and Advertising](#) on the [ACSI website](#) for more information.

We look forward to meeting you at our events this year, and as always, please feel free to contact me or Marisela Delgado with any questions you might have.

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ACSI Organization Overview

As the largest association of Protestant schools in the world, the Association of Christian Schools International (ACSI) provides a full range of education services worldwide through a headquarters office and divisional and regional offices and staff:

- 3 U.S. divisional offices
- 2 Canadian regional offices
- 18 international offices

ACSI serves more than 24,000 member Christian schools in more than 106 nations, enrolling about 5.5 million students. United States member school statistics are:

- 1,741 U.S. Early Education–Grade 12 member schools
- 231,019 students in U.S. Early Education–Grade 12 member schools
- 260 Stand-alone Early Education programs
- 18,189 students in Stand-alone Early Education programs
- 58 member Christian colleges/universities
- 52,600 education students in member colleges and universities

ACSI is a 501(c)(3) religious nonprofit organization.

*Numbers above taken from April 2020 statistics



Virtual Professional Development Forums

ACSI's Virtual Professional Development Forums give Christian school educators the opportunity to learn from nationally acclaimed experts, be refreshed through community and worship, earn continuing education units for certification, and be equipped with effective strategies to help their students. This year's theme will be Flourishing Schools, based on research that has been done by ACSI. While any of the Forums will be open to schools both nationally and internationally, they will also appeal to certain geographical areas. **These will be virtual events.**

2020 Dates:

September 24-25	Pacific Time Zone
October 8-9	Eastern Time Zone
October 15-16	Mountain Time Zone
October 22-23	Central Time Zone
October 29-30	Eastern Time Zone
November 23-24	Pacific Time Zone

Expected Total Attendance at all Forums: 4,500+

Audience: School Leaders and Teachers

Opportunities Available

Exhibits

There will be a virtual Exhibit Hall for the events where attendees and exhibitors will be able to interact with one another live. You will be able to design your exhibit area and offerings, including giveaways. Pricing will be set for individual dates or for all six Virtual Forums.

- Individual Dates: **\$800 per Forum**
- All Six Dates: **\$4,200 (A \$100 discount per Forum)**

Exhibitors will receive a list of schools attending the Virtual Forums after each date.

Advertising

There will be a virtual Advertising section for the PD Forum events on the conference platform:

- Full page ad for all six Virtual Forums - **\$2,000**
- Half page ad for all six Virtual Forums - **\$1,000**
- Full page ad for individual Virtual Forums - **\$400 each Forum**
- Half page ad for individual Virtual Forums - **\$200 each Forum**

In addition, consider placing an ad on the PD Forum Mobile App which each attendee will be encouraged to download prior to the virtual event:

- Full page ad for all six Virtual Forums - **\$2,000**
- Half page ad for all six Virtual Forums - **\$1,000**

To sign up for advertising, please go to [Exhibitor/Advertising](#) on the [ACSI website](#).

Sponsorship

For more information about being a sponsor at the Forums and/or the ACSI Strategic Partnership Program, please contact David Ray, Assistant Vice President of Strategic Partners/Exhibits.

Virtual PD Forum Advertising Specifics

There will be a virtual Advertising section for the Virtual PD Forum events on the conference platform:

Full Page Ad: **\$2,000 for all six Virtual PD Forums**
 \$400 for each select date

- Dimensions: 8.50 x 11.00 inches

Half Page Ad: **\$1,000 for all six Virtual PD Forums**
 \$200 for each select date

- Dimensions: 8.50 x 5.50 inches

Mobile App: **Full page ad for all six Virtual PD Forums - \$2,000**
 Half page ad for all six Virtual PD Forums - \$1,000

Additional Details:

- All ads should be submitted as press-ready PDF's – CMYK, 300 dpi, all fonts embedded.
- Crop and bleed marks not necessary except for the main Forum notebook inside cover ads.
- Ads will not bleed off the page unless specified otherwise above.

Advertisement Art Due Date: August 1, 2020

To sign up for advertising, please go to [Exhibitor/Advertising](#) on the [ACSI website](#).

Flourishing Schools Institute

ACSI's Flourishing Schools Institutes are opportunities for professional development and allows regional school leaders to engage, network, collaborate, and spend intentional time with national leaders. The Institute will focus on all the domains of the Flourishing Schools Initiatives, research that has been conducted by ACSI. The conferences will be held in the winter, spring, and the summer of the school year in select areas of the country. **These are scheduled to be live events.**

Dates and Locations:

January 27-29, 2021	Lancaster, PA
April 13-15, 2021	Oak Brook, IL
June 16-19, 2021	Frisco, TX

Expected Total Attendance at all Conferences: 600+

Audience: School Leaders

Opportunities Available:

Exhibits

Exhibit space is available at all sites for **\$600** per table. To sign up for exhibits, please go to [Exhibitor/Advertising](#) on the [ACSI website](#). All tables will be six or eight feet in length with one or two chairs. Exhibitors will receive a list of schools attending the Flourishing Schools Institute after each event.

Advertising

Advertising will be part of the program that would be available for all three Institutes.

- Full page ad - **\$1,200**
- Half page ad - **\$750**

To sign up for advertising, please go to [Exhibitor/Advertising](#) on the [ACSI website](#).

Sponsorship

For more information about being a sponsor at the Leadership Conferences and/or the ACSI Strategic Partnership Program, please contact David Ray, Assistant Vice President of Strategic Partners/Exhibits.

Flourishing Schools Institute Exhibiting

Lancaster, PA—January 27–29, 2021

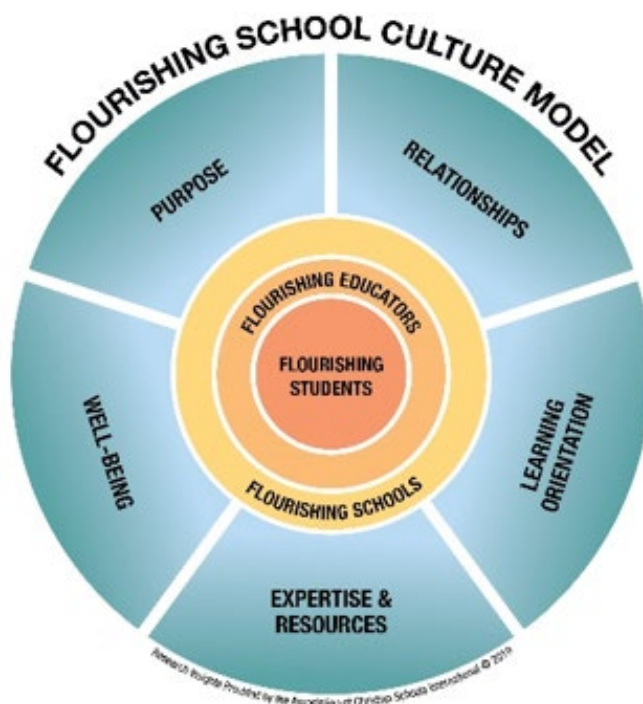
DoubleTree Resort by Hilton Lancaster
2400 Willow Street Pike
Lancaster, PA 17602
Est. Attendance: 200+
Exhibit Fee: **\$600**

Oak Brook, IL—April 13–15, 2021

Hilton Chicago/Oak Brook Hills Resort/Conference Center
3500 Midwest Road
Oak Brook, IL 60523
Est. Attendance: 200+
Exhibit Fee: **\$600**

Frisco, TX—June 16–19, 2021

Hyatt Regency Frisco/Dallas
2875 Parkwood Boulevard
Frisco, TX 75034
Est. Attendance: 200+
Exhibit Fee: **\$600**



Flourishing Schools Institute Advertising

Advertisements will be in a conference booklet that will be distributed to all participants at the three Flourishing School Institutes.

Full Page Ad: \$1,250

- Dimensions: 4.75 x 7.75 inches

Half Page Ad: \$750

- Dimensions: 4.75 x 3.75 inches

Additional Details:

- All ads should be submitted as press-ready PDF's – CMYK, 300 dpi, all fonts embedded.
- Crop and bleed marks not necessary except for the main Forum notebook inside cover ads.
- Ads will not bleed off the page unless specified otherwise above.

Advertisement Art Due Date: November 1, 2020

To sign up for advertising, please go to [Exhibitor/Advertising](#) on the [ACSI website](#)



Leadership Retreats and Roundtables

ACSI Leadership Retreats and Roundtable are opportunities for professional development and allows regional school leaders to engage, network, collaborate, and spend intentional time with national leaders. The conferences are generally held in the winter/spring of the school year in select areas of the country. **These are scheduled to be live events.**

Dates and Locations:

February 28-March 2, 2021

Prescott, AZ

April 25-27, 2021

Seaside, OR

Expected Total Attendance at both Conferences: 200+

Audience: School Leaders

Opportunities Available:

Exhibits

Exhibit space is available at for **\$400** per table per site. Exhibitors will receive a list of schools attending the Leadership Retreats and Roundtables after each event.

Advertising

Advertising will be part of the conference program that would be available for both conferences.

- Full page ad - **\$1,000**
- Half page ad - **\$500**



Leadership Retreats and Roundtables Exhibiting

Prescott, AZ—February 28–March 2, 2021

Prescott Resort and Conference Center
1500 East State Route 69
Prescott, AZ 86301
Est. Attendance: 100
Exhibit Fee: **\$400**

Seaside, OR—April 25–27, 2021

Seaside Civic and Convention Center
415 First Avenue
Seaside, OR 97138
Est. Attendance: 125
Exhibit Fee: **\$400**



Leadership Retreats and Roundtables Advertising

Advertisements will be in a conference booklet that will be distributed to all participants at both Leadership Retreat and Roundtable events.

Full Page Ad: \$1,000 for both Leadership Retreat and Roundtable events

- Dimensions: 8.50 x 11.00 inches

Half Page Ad: \$500 for both Leadership Retreat and Roundtable events

- Dimensions: 8.50 x 5.50 inches

Additional Details:

- All ads should be submitted as press-ready PDF's – CMYK, 300 dpi, all fonts embedded.
- Crop and bleed marks not necessary.
- Ads will not bleed off the page. The ads will have a ¼" border.

Advertisement Art Due Date: December 1, 2020

To sign up for advertising, please go to [Exhibitor/Advertising](#) on the [ACSI website](#).

Virtual Early Education Conferences

ACSI's Virtual Early Education Conferences are designed to provide professional development training to leaders and teachers of children under the age of 5 while also providing opportunities for engagement, networking, collaboration, and spending intentional time with national leaders in the EE field. The Virtual Conference will be attended by both U.S. and International School programs.

Dates and Locations:

February 20, 2021	One-day Virtual Conference
March 6, 2021	One-day Virtual Conference
March 18-19, 2021	Two-day Virtual Conference

Expected Total Attendance at all Conferences: 3,500+

Audience: Early Education Leaders and Teachers of Children under the age of 5

Opportunities Available:

Exhibits

There will be a virtual Exhibit Hall for the events where attendees and exhibitors will be able to interact with one another live. You will be able to design your exhibit area and offerings, including giveaways. Pricing will be set for individual dates or for all three Virtual Early Education Conferences.

- Individual Dates: **\$250 per EE Conference**
- All Three Dates: **\$600 (A \$50 discount per EE Conference)**

Exhibitors will receive a list of schools attending the Virtual Early Education Conferences after each date.

To sign up for exhibits, please go to [Exhibitor/Advertising](#) on the [ACSI website](#).

Advertising

There will be a virtual Advertising section for the Early Education Conference on the event platform:

- Full page ad for all three EE Conferences - **\$1,000**
- Half page ad for all three EE Conferences - **\$500**
- Full page ad for individual EE Conferences - **\$500 each conference**
- Half page ad for individual EE Conferences - **\$250 each conference**

To sign up for advertising, please go to [Exhibitor/Advertising](#) on the [ACSI website](#).

Sponsorship

For more information about being a sponsor at the Early Education Conferences and/or the ACSI Strategic Partnership Program, please contact David Ray, Assistant Vice President of Strategic Partners/Exhibits.

Early Education Conference Advertising

There will be a virtual Advertising section for the Virtual Early Education Conferences events on the conference platform:

Full Page Ad: **\$1,000 for all three Virtual Early Education Conferences**
 \$500 for each select date

- Dimensions: 8.50 x 11.00 inches

Half Page Ad: **\$500 for all three Virtual Early Education Conferences**
 \$250 for each select date

- Dimensions: 8.50 x 5.50 inches

Additional Details:

- All ads should be submitted as press-ready PDF's – CMYK, 300 dpi, all fonts embedded.
- Crop and bleed marks not necessary.
- Ads will not bleed off the page.

Advertisement Art Due Date: November 1, 2020

To sign up for advertising, please go to [Exhibitor/Advertising](#) on the [ACSI website](#).



Global Events

Professional development events for International schools are arranged through ACSI's Global Department. These events are attended by both school leaders and educators from around the world. **These events are scheduled to be live events.**

While not specifically arranged and managed through the Strategic Sponsorship Program, companies and organizations that participate in some way in these events (exhibiting and sponsorship) will receive credit toward their partnership level.

Please contact Anne Jones (icec@acsi.org) at ACSI Global (719.867.0210) for more information and details on specific exhibiting and sponsorship opportunities.

ICEC Conference – Kigali, Rwanda

March 28-31, 2021

Expected Attendance: 170+

Audience: International School Leaders and Teachers

Opportunities Available: Exhibiting and various sponsorships

ISLC Conference – Croatia

April 25-27, 2021

Expected Attendance: 75-100

Audience: International School Leaders

Opportunities Available: Exhibiting and various sponsorships



ACSI Strategic Partnership Program

The ACSI Strategic Partnership Program is designed to give companies and organizations the opportunity to engage with our member schools and provide services, benefits, and programs that will enhance their Christian education mission.

Engagement opportunities include:

- Exhibiting at a variety of Professional Development events
- Sponsorship of a variety of events and activities
- Value-add opportunities developed by your own company or organization
- Scholarships for professional development and also students

Companies and organizations will get to choose from a menu of opportunities that will best allow them to engage with school leaders and educators. We track these opportunities, and in turn, the companies and organizations move up in the categories of partnership and receive additional benefits.

All agreements are for one year, beginning October 1, 2020, and ending September 30, 2021.

The goals of the ACSI Strategic Partner Program are:

- To honor our committed and dedicated partners by publicly recognizing their support of ACSI and our member schools' mission for Christian education.
- To provide additional quality services and benefits to member schools that are not directly available through ACSI.
- To allow companies and organizations the opportunity to leverage the ACSI brand and our relationship with member schools to engage Christian educators regarding quality services, benefits, and programs.
- To provide consistency in sponsorships of the Association's programs and offerings.

Please contact David Ray by phone at 719.867.0106 or by email at david_ray@acsi.org for more information about the Strategic Partnership Program.

ACSI Exhibitor Terms and Contract

These terms and policies are applicable to the Virtual Professional Development Forums, Flourishing Schools Institutes, Leadership Retreats and Roundtables, and Virtual Early Education Conferences.

Exhibitor Terms and Conditions:

Registration Form: Exhibitors must submit a completed online registration form indicating their live or virtual event site(s) of choice and payment option. Completion and submission of the online registration form will indicate and confirm that the exhibitor has read and has agreed to all of the terms and conditions outlined in this document. If there are any questions or concerns regarding any of the information contained in this document, please contact exhibitors@acsi.org or [888.892.4259](tel:888.892.4259).

Booth Assignment: ACSI assigns live or virtual exhibit spaces on a first-come, first-served basis after receipt of exhibitor application and accompanying payment and acceptance of the application by ACSI. ACSI reserves the right to refuse any exhibitor application for any reason. Consideration will be taken to try to prevent competitor exhibitors from being placed directly next to one another in either the live or virtual conference setting. Exhibitors who have not paid in full for their live or virtual booth will not be allowed to exhibit.

Virtual Exhibitor Description: Each exhibitor will be given a space in the virtual Exhibitor Hall. You may include links to products and services, chat live with attendees before the event, during breaks, and at the close of each day, and do giveaways of products, services, and gift cards. Your booth will be clearly marked with your company's name.

Live Event Exhibitor Booth Description: Exhibitor booth space will include one 6'x3' or 8'x3' table (size determined by event site), with at least one to two chairs.

Electrical Access for Booth Location for Live Events: While most event sites are able to provide electrical access to many or most booth locations, and ACSI will do its best to accommodate those requesting electrical access when assigning booths, ACSI cannot guarantee electrical service to all those requesting it at a particular event site. If there is additional cost for access to electricity, it will fall upon the exhibitor to make payment directly to the venue for electrical service.

Payment Due: Payment for all requested booth space is due net 30 days of date of invoice OR before the first scheduled event date (whichever comes first). Exhibitor may not be allowed to exhibit if payment in full has not been made prior to date of exhibit. Payment options are as follows:

1. Mail payment to 731 Chapel Hills Dr., Colorado Springs, CO 80920
2. Call and make payment via CC or Bank Account to the ACSI A/R Accountant, at [719.867.0140](tel:719.867.0140) or ACSI Care Team at [800.367.0798](tel:800.367.0798).

3. ACH

- Account# 9217450197
- Routing/ABA# 102000076
- Email remittance advice to deposits@acsi.org

Exhibitor Non-Compete/Sales of Products Guidelines:

- Companies/businesses that market products or services that directly compete with products and services of the Association will not be permitted to exhibit live or virtually at ACSI-sponsored events/activities. This includes but is not limited to textbook publishers who produce instructional materials that directly compete with instructional materials produced by ACSI/Purposeful Design Publications.
- Fundraising organizations that employ a philosophical approach to fund development that uses students as sales agents to sell products or services will not be permitted. In addition, the specific sale of products or services as an end in themselves and not specifically connected to the educational mission of a Christian school will not be given an audience at ACSI events.

If you have any questions as to whether or not your product is in alignment with this policy, please contact exhibitors@acsi.org or [888.892.4259](tel:888.892.4259).

Cancellation and Refund Policy:

- 60 or more days before booth setup..... Less \$50
- 8–59 days before booth setup..... Less 50%
- 7 or fewer days before booth setup..... No Refunds

No refunds will be given unless cancellation is submitted in writing to the ACSI Exhibit Coordinator at exhibitors@acsi.org. Payments on discounted registration fees are non-refundable.

Additional Terms of Contract:

ACSI has reserved the right to require exhibitors to remove from their live or virtual displays any item or sign that does not conform to the moral standard, tone, or general standards of ACSI or the evangelical Christian school movement as solely determined by ACSI.

The exhibitor agrees that the live and virtual exhibit shall be set up and maintained through the duration of the event in full compliance with the terms of this contract. ACSI reserves the right to reject, eject, or prohibit any live or virtual exhibit in whole or part, or any exhibitor or exhibitor representatives, without giving cause. In such a case, ACSI's liability shall not exceed the return of the live or virtual exhibit fee to the exhibitor in the amount that is unused at the time of ejection.

As a contractual condition of live or virtual exhibiting at an ACSI event, an exhibitor shall be fully responsible for paying for any and all damages to the live or virtual exhibit site. An exhibitor agrees to defend, indemnify, and hold harmless ACSI and its employees and the event site owners, managers, agents, employees, subsidiaries, and affiliates

from any damages or charges. An exhibitor's liability shall include all losses, costs, damages, or expenses arising from, out of, or by reason of any accident or bodily injury or other occurrences to any person or persons, including the exhibitor, its agents, employees, and business invitees that arise from or out of the exhibitor's use of the live or virtual site location.





For more information on
ACSI Exhibiting and Advertising opportunities,
please contact us by email at
exhibitor@acsi.org or by phone at
888.892.4259