EXHIBITOR KIT AND POD MANUAL
Dear CoSN2020 Exhibitor,

Thank you for your support and participation in the Premier Conference and Expo for EdTech professionals in the United States.

We are very excited you are participating in CoSN’s 2020 Annual Conference, scheduled for March 16 - 18, 2020 at the Washington Hilton in Washington, DC.

This Exhibitor Services Manual is intended to provide you with complete information on all of the resources available for successful participation in @InnovationCentral. To maximize the benefits of your participation at CoSN2020, please carefully review the content of this Exhibitor Service Manual:

- **General Information:** a brief description of the basic details of @InnovationCentral
- **Rules:** the guidelines and regulations of @InnovationCentral
- **Housing & Travel Arrangements:** information to book your travel
- **Order Forms & Checklist:** for all additional services for @InnovationCentral and submit required documents on time

Don’t forget to bring copies of your service orders to the Annual Conference for reference. If you have any questions or need assistance in the interim, please feel free to contact me at mredmond@cosn.org.

We are dedicated to making this year’s event a successful one for everyone and we look forward to working with you in the coming months.

Sincerely,

Megan Redmond
Director of Conferences and Meetings
Consortium of School Networking (CoSN)
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Management
Management will be available in the office throughout the entire conference. Below is contact information for staff members who may be able to assist you if you have questions.

CoSN Conference Director
Megan Redmond, mredmond@cosn.org
Office: (202) 470-2778

CoSN External Relations Director
Caroline Rinker, crinker@cosn.org
Office: (202) 470-2783

External Relations
Jennifer DeWitt, jdewitt@cosn.org
Office: (202) 595 1977

Registration
Juliana Gonzalez, jgonzalez@cosn.org
Office: (202) 470-2780

CoSN Offices
Phone: (202) 861-2676 (9:00am – 5:00pm EST)
Address: 1325 G St. NW, Suite 420
Washington, DC 20005

Conference URL: http://cosnconference.org/

Contracted Vendors

<table>
<thead>
<tr>
<th>Conference Electrical and Internet:</th>
<th>Washington Hilton</th>
</tr>
</thead>
<tbody>
<tr>
<td>1919 Connecticut Ave NW, Washington, DC 20009</td>
<td></td>
</tr>
<tr>
<td>See section 4 to access the form for your electrical and additional internet needs</td>
<td></td>
</tr>
<tr>
<td>Contact: Bari Neugroschel</td>
<td></td>
</tr>
<tr>
<td>Phone: (202) 797-5772</td>
<td></td>
</tr>
<tr>
<td><a href="mailto:bari.neugroschel@hilton.com">bari.neugroschel@hilton.com</a></td>
<td></td>
</tr>
</tbody>
</table>

| AV: | BAV – Information coming soon! |
| Contact: TBD |

| Lead Retrieval: | Lead Retrieval will be an option for Exhibitors and details will be coming soon. |

Scheduled Hours
Please review the following schedule and note the exhibitor set-up times and conference hours.

@InnovationCentral Hours:
@InnovationCentral hours listed below are the hours you are required to staff your pod. Though the @InnovationCentral room will remain open and accessible during sessions, we strongly urge you to participate in the conference by attending sessions, meet members and learn about key EdTech issues.
**General Conference Information**

**Central Hours:**
- **Monday, March 16:**
  - 3:00 pm – 4:15 pm: Pre-Plenary
  - 4:15 pm – 6:00 pm: Opening Plenary
  - 6:00 pm – 7:45 pm: Opening Reception
- **Tuesday, March 17:**
  - 11:45 am – 1:30 pm: Lunch
- **Wednesday, March 18:**
  - 11:45 am – 1:15 pm: Lunch
  - 3:15 pm – 4:30 pm: Closing Plenary

**Move-in and Move-out Times:**
Exhibitors can set up tabletop display and equipment. *(Please refrain from loud noises during the General Sessions).*

| Move-in: | Monday, March 16, 2019: | 10:00 am – 3:00 pm |
| Move-out: | Wednesday, March 18, 2019: | 4:30 pm – 7:00 pm |

**Staff Registration: Exhibitor Badges**

*Registration prices go up on December 19, 2019 and February 20, 2020*

**How to add Exhibitor and Sponsor Staff Registrations**

Pod only organizations receive one complimentary registration with the purchase of the pod. The number of complimentary registrations a sponsor receives is listed in the **sponsorship contract**.

To add or modify your registration, please click [here](#) and sign in with your pod number and pod password. Your pod number and password can be found in your pod confirmation email. Go to the Staff tab and add your attendees.

Additional exhibitor registrations can be purchased for $525 (up to 5). Or corporate member registrations can be purchased on the **main registration site** for $895 (before 12/18/19) or $945 (12/19/19 – 02/19/20) or $995 (after 02/20/19). A corporate member registration includes a ticket to **Monumental Impact: Advocacy Dinner & Auction**. For a complete list of different registration options, please visit our **registration options site**. Please complete this registration **before March 11, 2020**. Have any registration questions? Contact Juliana Gonzalez, Conference Coordinator at [jgonzalez@cosn.org](mailto:jgonzalez@cosn.org)

**Freight Shipments & Information**

The Washington Hilton provides a full-service Package Room staffed to provide on property package handling & delivery service to our guests.
Standard Hours of Operation
Monday - Tuesday 7:00 a.m. - 6:30 p.m.
Wednesday, Thursday, Friday 6:00 am – 6:30 pm
Saturday 8:30 a.m. - 5:00 p.m.
Sunday 9:00 a.m. - 5:30 p.m.

How Shipments must be addressed?

Washington Hilton
1919 Connecticut Avenue, NW
Washington, DC 20009

Actual Recipient Name
Exhibitor Company’s Name/ Pod Number
COSN2020
Guest Arrival Date
Washington Hilton
1919 Connecticut Avenue, NW
Washington, DC 20009
Box 1 of X

For security reasons, all unidentified shipments or questionable packages will be refused. The Hotel policies on safe package handling are based on advice from the United States Postal Service (USPS) and the Federal Centers for Disease Control and Prevention (CDC).

Fees
Handling fees are assessed for each package received by the Hotel. Fees are determined by the size and weight of the shipment according to the following scale:

- Boxes: $20 per box or $0.75 per pound (if over 32 lbs.). Handling fee includes first movement to its final location. Additional movements: $5 per package.

Retention
Packages will be stored for a period of (30) thirty days. Within the thirty day period, the package room staff will notate a record of at least three (3) attempts to contact the package recipient. After the thirty day period, all unclaimed packages will be taken to lost and found for disposition.

Outgoing packages
- Boxes must be properly closed and labeled (Pre-Paid or with Account number).
- Boxes without payment information or complete destination address will not be shipped out.

Guests will be responsible for the packing of all return packages. The Package Room offers both ground and air shipping. If you wish to ship using your own account number from a carrier, a preprinted air bill from the carrier with the account number generated by the carrier should be provided. If you do not have a preprinted air bill, the package room will use their air bill and can charge your room, VISA, Master Card, or American Express account.
Hotel service fees are determined by the size and weight of the shipment according to the following scale:
Outgoing shipments: $10 per box or 32¢ per pound.

Please note this fee is not the freight charge. Actual freight charge is determined based on the carrier of your choice, e.g., FedEx®, UPS®, DHL®, etc.
No COD packages will be accepted.

**Pod Specs and Signage**
Pods measure 42 1/4” (w) x 42” (h) x 22 3/4” (d). The height at the top of the accessory pole is 96” tall.
Size of graphic is 18.375” x 11.875” featuring your company’s logo and sponsorship level (if applicable) and will be attached to the top of the pole. Please review the graphic specifications below and submit your logo to sponsorship@cosn.org by **Thursday, February 6, 2020** to ensure proper printing of your sign.
Pods will be blue and will include the sign as pictured.

Size: 18.375” x 11.875”

File Types:
• Adobe Illustrator
• EPS (vector paths)
• PDF (export X-4:2008)
**Attendee Restrictions**
CoSN2020 is open to anyone involved in the education industry. Exhibitor Badges are for exhibit staff only and all clients and guests need to register as a conference attendee.

**Demonstrations and Pod Display Activities**
Exhibitors shall not engage in any activity that leads to congestion in the aisles. Exhibitors wishing to include demonstrations, presentations, drawings or crowd gathering activities of any type must confine such activity within their specific display area and during @InnovationCentral hours only. Please contact us regarding the possibility of purchasing extra space outside of @InnovationCentral for demos or private meetings.

*Retractable advertising banners or pop-up displays will not be permitted in innovation central so please do not ship these items. All marketing materials/technology displays must fit on the pod counter that is part of your pod package.*

**Handouts and Literature Distribution**
Literature, samples or other promotional materials may only be handed out within the confines of contracted display space. Management will discard any materials placed elsewhere.

**Photography**
Taking of pictures or recordings within @InnovationCentral or meeting rooms is only permissible with prior authorization by management. Management and accredited members of the press are exempt from this rule. Picture taking or video recordings of an exhibitor’s own tabletop display is permitted with approval from Management.

**Smoking Policy**
CoSN2020 and the Washington Hilton have a NO SMOKING policy in the conference space and @InnovationCentral. Thank you for your cooperation.

**Sound Systems/Presentations/Demos**
Management reserves the right to restrict exhibits, which, because of noise, method of operation, materials or any other reason, become disruptive. The sound level from an exhibitor’s tabletop display shall not intrude nor violate the rights of any and all adjacent areas. Sound, to whatever degree possible, should be confined to the exhibitor’s display.

**Improper Exhibitor Conduct**
Tampering with another party’s exhibit will not be tolerated. Said activity is actionable under law. In such case, the offender will be immediately removed from the @InnovationCentral area at his/her expense, and will be restricted from future participation.
Insurance

CoSN Statement
Exhibitors must carry worker’s compensation, commercial general liability including products and completed operations, independent contractors, personal injury and blanket contractual liability insurance at limits of at least $1,000,000 per, $1,000,000 aggregate. These coverage’s must be evidenced by a Certificate of Insurance with a 30-day notice of cancellation provision to the holder and supplied to and naming The Consortium for School Networking as additional insured of at least 30 days before the proposed exhibit date.

It is strongly recommended that Exhibitors also carry insurance to cover the loss of or damage to their exhibits or other personal property while such property is located at or is in transit to or from the exhibit site. The Consortium for School Networking and Management assume no liability for any loss, damage or injury to any property of the Exhibitor or to any of its officers, agents, employees or contractors, whether attributable to accident, fire, water, theft or any other cause whatsoever. Neither the Management, nor the owners or lessees of the exhibition premises will assume any responsibility for exhibitor’s property against damage, loss and theft.

Security

Limitation of liability
CoSN assumes no liability for loss or damage to exhibitors’ property. Each exhibitor must take responsibility for the security of all items in his or her display. While Management will provide security for the exhibit area during move-in, move-out and over-night, Management is not liable and cannot assume responsibility for loss or damage to exhibitor’s materials. Exhibitors are responsible for extending a rider on their present insurance policy to cover damage or theft of their materials or displays while in transit to and from, and during @InnovationCentral.

Security Tips
1. Do not mark the outside of your shipping cartons with the contents; instead use a code. A label that reads “Sony 26” Color Monitor” is an open invitation to thieves.
2. Furnish your shipping company with an accurate and complete bill of lading.
3. Do not leave materials in containers to be stored with empties.
4. When @InnovationCentral closes, pack as quickly as possible and do not leave your display unattended.
5. During move-out remain with your display and equipment until it has been packed and is ready to ship. Do not leave your pod unattended during the hectic and heavily populated move-in and move-out times.
6. Business tools such as tape recorders, pocket calculators and give-away items are the things most often stolen. They should be guarded and stored safely at night.
Hotel Information

Hilton Washington
1919 Connecticut Ave, NW
Washington, DC 20009
202-483-3000

Special attendee rate: $299/night + tax Single/Double Traditional Rooms when booked by February 12, 2020, or until the block is sold out. Make your online booking HERE

Travel Information

The closest airport to the venue is Ronald Reagan Washington National Airport (DCA). Super Shuttle, Metro, Taxis, Uber, and Lyft provide service in Washington, DC and are found just outside of the luggage pick up area. Ground transportation pricing is subject to change as rates are not determined by the hotel.

- **Taxi/Uber/Lyft:** There are designated pickup areas, clearly marked by your arrival area. Travel can take between 20-40 minutes depending on traffic. Weekday rush hour is between 3:30 pm-6:30 pm so please plan accordingly. Fares may vary but are usually between $25 - $35.
- **SuperShuttle:** is available at the airport or can be scheduled ahead online. Fares begin at $18/person. Book here
- **Public transportation:** Attendees can access the Blue or Yellow lines of the Metro directly from DCA and can switch at either Metro Center or Gallery Place to take the Red Line to DuPont Circle – approximately 2 1/2 blocks from the Hilton. Fares vary based on commuting times.
- **Hotel parking:** Self-Parking Facilities $42USD* per day - Valet Parking Facilities $50USD* per day.
  *Subject to availability.

There are two other regional airports:

- **Dulles International Airport:** can only be accessed via ground transportation. Travel time is approximately 40-60 minutes.
- **Baltimore Washington International Airport:** can be accessed via ground transportation or regional commuter train (MARC). Travel time is approximately 50-90 minutes depending on traffic.
Internet, Phone, and Electrical

*To place orders for any pod needs at the Washington Hilton by March 6, 2020:

Please click here and fill out the form order for electric, phone lines and internet. (Wifi internet will be available to all conference attendees at unguaranteed speeds. If you are downloading or streaming, please order internet).

For any issues or questions re the order form at the hotel, please contact:
Bari Neugroschel
bari.neugroschel@hilton.com
Phone: (202) 797-5779

Lead Retrieval (TBD)
Lead retrieval services will be available for exhibitors. Information about how to order and/or use Lead Retrieval will be coming soon.

Use our conference app to:
- Track your contacts for free!
- Anyone can scan the QR code on a badge to collect individual information

AV
BAV will be the Audio/Visual Provider for CoSN2020. Details on ordering AV, internet and electricity will be coming soon.
• **Will I receive a list of registrants?**
  Exhibitor’s lists contain registrant name, org, title and mailing address. Pre-conference registration list will be sent on February 24, 2020. Post-conference registration lists will be sent within one week of the end of the conference. The lists are only to be used one time.

  To comply with best practices, all registrants had the option to “opt out” of sharing their information with sponsors and exhibitors. Those who have done so are not included in the list you will receive. Therefore, actual registration will likely be higher than what is represented on the list you receive.

• **I want to hold a lunch/reception/gathering/etc. for invited guests during the conference. How do I do that?**
  Space is very limited to hold private meetings on Tuesday and Wednesday. If you are interested in holding a meeting on Sunday, March 15, Monday, March 16, or Thursday, March 17 please contact Caroline Rinker crinker@cosn.org, Jennifer DeWitt sponsorship@con.org or Megan Redmond mredmond@cosn.org with specifications to determine availability. Any room requests sent directly to the hotel will also be sent for approval to conference management. No event or meeting larger than 20 people can be scheduled during primary conference hours: Monday, March 16 from 4:00 pm - 8:00 pm; Tuesday, March 17 from 10:30am – 11:45am and 1:30pm – 2:30pm; Wednesday, March 18 after 3pm.

• **What are the hours of @InnovationCentral?**
  The Columbia Ballroom houses the pods and CoSNCamp. Breakout sessions will take place across the foyer from the Columbia Ballroom. Time dedicated to @InnovationCentral (and requiring a staffed pod) is Monday 3:00 pm – 4:15 pm and 6:00 pm – 7:45 pm during the opening reception; Tuesday from 11:45 am – 1:30 pm and Wednesday from 11:30 am - 1:15 pm. People will be coming and going from the Columbia Ballroom, Monday from 12:00 pm – 7:45 pm, and Tuesday from 7:30 am – 5:00 pm, and Wednesday 7:30 am – 5:00 pm. Though you can stay at your pod during any of these times we urge you to attend sessions. **As a reminder, please do not leave anything valuable unattended at your pod during any time.**

• **When can I set up?**
  Monday, March 16, from 10:00 am – 3:00 pm in the Columbia Ballroom

• **When can I break down?**
  Wednesday, March 18, from 4:30 pm – 7:00 pm

• **What is my pod number?**
  Find your company’s name and pod number listed [here](#)
• **Can I bring my pop up banner?**
  Pop up banners are not allowed on the floor at @InnovationCentral around pods. You may bring signage that can fit on your pod tabletop only and the signage cannot be taller that the pod signage (96" from the ground) and cannot obscure your neighboring exhibitor pods. If you have signage that does not meet these guidelines, you will be asked to remove it.

• **Pod Cancellation Policy**
  All written cancellations and refund requests for Pods received by **January 1, 2020**, will forfeit 25% of the exhibit space cost as the cancellation fee. If a pod purchase is cancelled, all associated attendee registrations will also be cancelled. Membership dues are non-refundable. Exhibitors with incomplete payments will not be permitted onto the exhibit floor. CoSN must receive a written request by January 1, 2020 to registration@cosn.org. After this date, no pod refunds will be issued.

• **I need another copy of my invoice/receipt.**
  You can find a copy of your invoice/receipt on your confirmation email. If you can’t find it, please contact sponsorship@cosn.org or call (202) 595-1977

• **What if I have a question not detailed in this impressive document?**
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**Will I receive a list of registrants?**
Sponsor lists contain registrant name, org, title, mailing address, and email address. Pre-conference registration list will be sent on February 24, 2020. Post-conference registration lists will be sent within one week of the end of the conference. The lists are only to be used one time.

To comply with best practices, all registrants had the option to “opt out” of sharing their information with sponsors and exhibitors. Those who have done so are not included in the list you will receive. Therefore, actual registration will likely be higher than what is represented on the list you receive.

**My sponsorship includes a session**
Review your sponsorship agreement to see if it includes a 30 min session. You can find the date and time of your session on the main program here. If you do not see it on the site, send the title, description, and presenter info to Jennifer DeWitt at sponsorship@cosn.org. Any edits to previously posted sponsor sessions can be sent to Jennifer as well. Please allow us 5 business days to make updates. We STRONGLY encourage you to send your session info as soon as possible. Having detailed session info in the program will increase the attendance at your session.

**I want to hold a lunch/reception/gathering/etc. for invited guests during the conference. How do I do that?**
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**When can I set up?**
Exhibitor load-in is on Monday, March 16, from 10:00 am – 3:00 pm in the Columbia Ballroom.

**When can I break down?**
Wednesday, March 18, from 4:30 pm – 7:00 pm
• **What is my pod number?**
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**ACTION CHECKLIST**

• **February 6, 2020:** Submission of logo for signage deadline
  Submit to sponsorship@cosn.org

• **February 12, 2020:** Housing Deadline [Hotel reservations](#)

• **December 18, 2019 and February 19, 2020:** Exhibitor Staff Registration Deadline (see section 1.4)

• **March 6, 2020:** Submission of Internet Order and Electrical Order deadline (see section 4 above)

• **March 16, 2020** – See You in Washington, DC!