



# Kentucky World Language Association

## 2024 Annual Conference Exhibitors & Sponsors

The **2024 Kentucky World Language Association Annual Conference** is the largest gathering of world language educators and professionals in the state of Kentucky. KWLA conference attendees include current elementary, middle, high, and post-secondary instructors, pre-service teachers, and district leaders who are looking for the latest products and services available to their students and classrooms.

The KWLA annual conference provides exhibitors and sponsors an opportunity to meet face-to-face with over 200 teachers as well as receive digital advertising on our social media accounts with over 2,500 followers. This year, our conference is returning to **Louisville, KY**, so we anticipate a larger-than-average attendance rate. This location is convenient to teachers from Jefferson County Public Schools, one of the 30 largest school districts in the United States, and as well as those from Southern Indiana.

For any questions on exhibiting, sponsoring, or advertising with **KWLA**, please contact Beck Sexton, conference chair, at [conference@kwla.org](mailto:conference@kwla.org) or Elena Kamenetzky, exhibitor coordinator, at [elena.kamenetzky@jefferson.kyschools.us](mailto:elena.kamenetzky@jefferson.kyschools.us). KWLA is a 501(c)3 organization.

*Any entity spending at least \$1500 in exhibitor costs, advertising, and/or sponsorship will automatically receive a KWLA Sustainer membership for 2025.*

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### Conference Schedule:

Thursday, September 12, 2024

Exhibitor registration & set-up 6:00pm - 9:00pm

Friday, September 13, 2024 - 2-hour workshops, lunch, affiliate meetings, immersion dinners

Exhibit space open 8:00am - 6:30pm

Exhibitor break 2:15pm - 3:00pm

Saturday, September 14, 2024 - keynote, awards, 45-minute sessions, lunch & learn

Exhibit space open 7:30am - 3:45pm

Exhibitor break 10:00am - 10:45am

Tear Down 3:45pm - 5:00pm

**Silent Auction:** If you would like to support KWLA further, or if being an exhibitor or sponsor is not feasible at this time, KWLA also accepts donations of items and services to our silent auction. Contact [conference@kwla.org](mailto:conference@kwla.org) for more information.



Register here!



# Kentucky World Language Association

## Exhibitor Costs

### Single Table - \$200

- Includes two (2) registrations to KWLA, excluding meals. These registrants will have access to all KWLA workshops & sessions throughout the conference. Additional registrants will be charged \$75.
- Company/institution logo & listing on conference website, in order of amount contributed to KWLA then by date payment received.
- Logo & listing in the printed Conference Program on the exhibitor page.
- 6-foot table with black covering, two chairs, electricity and waste basket. Minimum of 3' of available space behind the table.
- No backdrop draping is included, and wall space behind the booth is not guaranteed. Standees and backdrops provided by the exhibitor are welcome.

### Two Tables - \$400

- Same as above, but two tables
- Logos & listings will be ahead of those with a single table.
- One (1) additional registration to KWLA, excluding meals.

### Exhibitor Add-Ons

- Additional Registration: \$75/person
- Friday Meal: \$20/person
- Saturday Meal: \$25/person
- Contacts List (conference attendee opt-ins only): \$50
- Advertised Game or Giveaway: \$50
  - Examples include: giveaway to all attendees, raffle announced during opening session or lunch, trivia questions in the program/submit answers to booth for a prize, giveaway under participant chairs (outside of sponsored session), etc.
- Workshop: \$100
  - 2 hour presentation during a workshop slot on Friday, September 13
  - Limit 1 per exhibitor/sponsor. Only 2 available. First come, first serve basis.
- Session: \$50
  - 45-minute presentation during a session slot on Saturday, September 14
  - May be presented digitally
  - Limit 1 per exhibitor/sponsor. Only 5 available. First come, first serve basis.
- Exhibitor Break Sponsor: \$500-\$1500. If less than \$1500, may be split with other exhibitors
  - Priority table placement next to coffee/snack serving area
  - Signage during one of the official exhibitor breaks throughout exhibitor space



Register here!



# Kentucky World Language Association

## Advertising Information

### Printed Program Ad - Full Page - \$150

- Full-color ad printed inside the physical program
- Ad must be submitted as a high resolution PNG or JPEG no later than August 15, 2024.
- No design services offered.
- Ad will be posted via all KWLA socials once pre-conference in August, once pre-conference in September, once during conference, and once post-conference

### Printed Program Ad - Half Page - \$100

- Full-color ad printed inside the physical program
- Ad must be submitted as a high resolution PNG or JPEG no later than August 15, 2024.
- No design services offered.
- Ad will be posted via all KWLA socials once pre-conference in August or September and once during conference

### Virtual Ad - \$100

- Full color ad on conference website from time of payment & ad-copy received until Dec 31, 2024

### Bag Insert

- **Full Page \$175.** Printed by KWLA. Cost is \$100 if pre-printed by exhibitor and received before September 1, 2024.
- **4" x 6" Postcard \$125.** Printed by KWLA. Cost is \$75 if pre-printed by exhibitor and received before September 1, 2024.



Register here!



# Kentucky World Language Association

## Sponsorships

### **Teacher of the Year - \$1500** (one available)

- Company logo on each slide during awards, on each page of the awards section of the printed program, and on a sign on each table during opening & awards
- Full page, full color ad at the beginning of awards section in printed program
- Company logo on all social media surrounding awards
- Company logo on all promotion from KWLA for the duration of the Teacher of the Year's journey (to SCOLT is guaranteed, to ACTFL if they win at SCOLT, and if they are named ACTFL TOY)
- Large company logo on front inside cover of conference program
- Full page, full color ad at the beginning of awards section in printed program
- Prop check for \$500 presented to TOY at the awards ceremony by a designee of sponsor
- If desired, includes promotion of game or giveaway during awards program.

### **Keynote - \$1500** (one available)

- Company logo on each slide during opening & keynote, on each page of the opening & keynote section of the printed program, and on a sign on each table during opening & awards
- Full page, full color ad at the beginning of opening section in printed program
- Company logo on all social media surrounding keynote
- Large company logo on front inside cover of conference program
- Friday workshop presentation slot (can be in addition to one already purchased; can also be converted into a Saturday session slot at sponsor's request)
- If desired, includes promotion of game or giveaway during opening program

### **Lunch & Learn - \$1200** (one available)

- Company logo or ad displayed throughout Saturday lunch
- Full page, full color ad in printed program
- Company logo on a sign at each table during lunch.
- Full page or postcard sized ad at each place setting, printed by KWLA
- Up to 15 minute product or service presentation for all attendees during lunch
- Large company logo on front inside cover of conference program
- If desired, includes promotion of game or giveaway during lunch

### **Photo Booth - \$1000** (one available)

- 5 hours of photo booth time available Saturday
- Participants receive photo print-outs
- Print-outs include company logo and KWLA logo





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## Sponsorships

**Social Hour - TBD, based on food & beverage selections** (may be co-sponsored, with all parties' consent)

- Friday Evening Social Hour from 6:00pm - 6:45pm.
- All conference attendees will be invited to socialize with your organization after their affiliate meeting and before leaving for immersion dinners
- Large company logo on front inside cover of conference program

**Kentucky World Language Leadership Forum - \$1200** (one available)

*This sponsorship is especially well-suited for those involved in the Seal of Biliteracy process*

- Sponsor & attend our executive board's annual meeting with state and large-city leadership from outside of the world language community, including representatives from the Kentucky Department of Education, the Kentucky Chamber of Commerce, the Kentucky House of Representatives, and other local dignitaries.
- Large company logo on front inside cover of conference program

**Registration Bags - \$1000** (one available)

- See your logo everywhere during the 2024 KWLA Conference!
- Provides each participant with a blue tote bag with your logo on one side and the KWLA logo on the other side.
- Includes cost of printing & shipping

**Program Sponsor - \$1000** (one available)

- Each participant receives a physical program; the digital program is an online PDF of the same document
- Company Logo appears on the front cover of the program
- Full page, full cover ad on the back of the program

**Badge Lanyards - \$800** (one available)

- See your logo everywhere during the 2024 KWLA Conference!
- Provides each participant with a lanyard with your company name
- Includes cost of printing & shipping. Cost reduced to \$400 if lanyards provided by sponsor.

**Bag Swag - \$750** (5 available)

- Each participant receives one of the following items with your company logo: folder, hand sanitizer, deluxe stress ball, water bottle, or multicolor highlighter.
- Includes cost of printing & shipping
- Small company logo on front inside cover of conference program



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# Kentucky World Language Association

## Sponsorships

KWLA is also happy to accept sponsorships **in any amount** to offset other conference costs and KWLA's general operating expenses.

- **Gold Sponsor - \$2,500+**
  - 1 exhibitor table
  - 2 conference registrations, including meals
  - Full page, full color ad in conference program
  - KWLA contacts list (for those who opt-in)
  - Monthly social media shout-outs during 2025
- **Silver Level - \$1,000 - \$2,499**
  - 1 conference registration, including meals
  - Full page, full color ad in conference program
  - KWLA contacts list (for those who opt-in)
  - Quarterly social media shout-outs during 2025
- **Bronze Level - \$250 - \$999**
  - Half page, full color ad in conference program
  - Semiannual social media shout-outs in 2025

KWLA has more sponsorship opportunities throughout the year:

- The **KWLA Winter Workshop Series**, a series of weekly or biweekly online professional development workshops in January and February. We are looking for session sponsors for the 2025 series.
- The **KWLA Student Expo**, a whole day event where students from across the state compete at multiple university sites and online to demonstrate their cultural and linguistic competence. This event occurs in March or April each school year. We are looking for t-shirt sponsors, cultural event sponsors, and scholarship donors for this event.

Starting in 2025, KWLA would like to offer scholarships for conference attendance to university students and teachers, which would cover their registration and one night of hotel. If you are interested in being an **inaugural sponsor of KWLA conference scholarships**, rates are as follows:

- \$750 each teacher/administrator/university faculty scholarship
- \$500 each university student/TA/pre-service teacher scholarship



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# Kentucky World Language Association

## 2024 ANNUAL CONFERENCE EXHIBITOR CONTRACT

THIS CONTRACT is made between the **Kentucky World Language Association** (hereafter, “**KWLA**”) and the Exhibitor that completed the contract for exhibit space (hereafter, the “**Exhibitor**”) for lease of certain exhibit space, to be assigned by KWLA, during the 2024 KWLA Annual Conference. (hereafter, the exposition shall be referred to as the “**Exhibit**”). This contract shall be in effect upon its execution by KWLA.

**Eligibility to Exhibit.** Companies with an intended business interest in reaching World Language Professionals are invited to participate in the KWLA Annual Conference, a “trade-only” exposition and educational conference.

**Cost, Payment Schedule.** Receipt of 50% deposit per table package is required at the time of contract submission. Payment for the balance of table space is due no later than September 1, 2024. Payment in full is required for all contracts received after September 1, 2024. By signing this contract, company is responsible for the table fees outlined hereof (including cancellation of both space based on the cancellation date).

**Acceptable forms of payment.** Payments must be submitted in U.S. currency only. Payment is preferred via WildApricot & Affinipay, KWLA’s official registration & payment system. Checks are also accepted and can be remitted to Kentucky World Language Association, 838 E High St., Suite 148, Lexington, KY, 40502.

**Outstanding balances.** Exhibitors with unpaid balances at the time of application will be denied space until such a time as the amount due has been paid in full.

**Cancellation, Refund Policy.** A \$25 administrative fee will be charged if the Exhibit space is cancelled anytime after the contract for space has been received by KWLA. Failure to cancel via email, to set up the Exhibit table, and/or to staff the Exhibit table will result in no refund and Exhibitor will be billed at full space rate. Failure to pay the damages fee will prevent company from participating in future KWLA conferences until the balance has been paid.

**Sublease.** Subletting, assigning, splitting/sharing or apportioning any part of the space allocated to anyone other than the exhibitor who has contracted with KWLA is strictly prohibited without prior written approval from KWLA.

**Security.** KWLA in its discretion may provide security and take steps to safeguard exhibitor’s property. However, the provision of this service shall not be construed to be an assumption of obligation or duty with respect to the protection of the property of exhibitors, which shall at all times remain in the sole possession and custody of each exhibitor and shall be the sole responsibility of each exhibitor.

**Use of Space.** All demonstrations, promotions, or other sales activities in the in the Exhibit Space must be confined to the limits of an exhibitor’s contracted exhibit space (length of tables, at least 3’ behind length of table, and at least 2’ on each side of Exhibitor space). The aisles, passageways, doorways, and overhead spaces remain strictly under control of KWLA and no signs, decorations, banners, advertising material or special exhibits will be permitted in the aisles except by written permission of KWLA.

**Structural Integrity.** All exhibit displays should be designed and erected in a manner that will withstand normal contact or vibration caused by neighboring exhibitors, hall laborers, or hall foot traffic. Displays should also be able to withstand moderate wind effects that may occur in the exhibit hall when Conference Center doors are open. Exhibitors should ensure that any display fixtures such as racks or shelves are designed and installed properly to support the product or marketing materials to be displayed upon them. KWLA will be held harmless for displays, fixtures and incidents resulting from non-compliance of this policy.

**Fire & Safety Regulations.** All local regulations will be strictly enforced and the Exhibitor assumes all responsibility for compliance with such regulations. All decorations must be flameproof. No combustible materials, merchandise or signs shall be attached to, hung, draped over or store in or around the exhibit booth(s) or under tabletops.

**Social Functions/Hospitality Suites/Professional Activities.** Exhibiting companies will not be permitted to have product promotion, hospitality suites, displays, sessions, demonstrations and/or social functions outside of their contracted exhibit space and/or exhibitor workshop areas, without approval from KWLA. Companies not exhibiting will not be allowed to have product promotion, displays, sessions, demonstrations, social functions and/or hospitality suites.

**Sound/Music/Copyright.** In general, exhibitors may use sound equipment in their booths so long as the noise level does not disrupt the activities of neighboring exhibitors. Approval for the use of live entertainment must be received from KWLA at least 30 days prior to the event. Exhibitors shall be aware that music played at their exhibits, whether live or recorded, may be subject to copyright laws.

**Shipping.** All shipping needs are to be handled through the hotel, Holiday Inn East Louisville–Hurstbourne. KWLA is not responsible for any items shipped to the conference, and will not be responsible for the receiving or return of any items or packages. Holiday Inn East Louisville–Hurstbourne may require a shipping fee for the receipt of multiple packages.

**Photography.** Photography is permitted throughout the event. All conference attendees provide a photo release as part of registration. Any images or videos posted to social media should tag KWLA. Any images or videos posted to the Exhibitor’s personal webpages should reference KWLA.

**Distribution of Materials/Canvassing.** Canvassing, exhibiting, or distributing advertising or other matter outside the designated exhibit area contracted is prohibited. People who are not exhibitors are prohibited from any detailing, exhibiting, or soliciting within the conference venue. No Exhibitor is to distribute samples and printed materials outside of their assigned exhibit space without written approval from KWLA. Materials distributed without approval will be confiscated and Exhibitor could be ejected from the Exhibition. Just as KWLA values diversity, equity, and inclusion across all world language teachers and learning contexts, it is expected that all exhibitors will display products, services, and materials that reflect this priority. Exhibitor materials at the KWLA Conference do not reflect the views, policies, opinions, or endorsement of KWLA and KWLA makes no representation concerning and does not guarantee the source, originality, accuracy, completeness or reliability of any statement, information, data, finding, interpretation, advice, opinion or view presented.

**Care of Premises & Compliance/Exhibit Facility Regulations.** No part of the exhibit nor signs or other materials may be pasted, nailed, or otherwise affixed to walls, doors, or other surfaces in a way that might mar or deface the premises, table, or other furnishings. Nothing may be rigged, suspended from, or attached to any venue mechanical system. Damage from failure to observe this notice is payable by the Exhibitor.

**Over-The-Counter Sales.** Exhibitors should be aware that all sales and services made within the trade show or convention are subject to state sales tax unless the sale or service is specifically exempt. Contact Kentucky’s Department of Revenue for more information.

**Americans with Disabilities ACT (ADA).** All exhibiting companies are required to be in compliance with the Americans with Disabilities Act (ADA) and are encouraged to be sensitive, as reasonably accommodating as possible, to attendees with disabilities. Information regarding ADA compliance is available from the U.S. Department of Justice ADA Information Line (800-514-0301) and at [www.usdoj.gov/crt/ada/infoline.htm](http://www.usdoj.gov/crt/ada/infoline.htm).

**Liability.**

(a) The Exhibitor shall be solely responsible to third parties, including invitees and the public, for all claims, liabilities, actions, costs, damages, and expenses arising out of or relating to the Exhibitor’s participation in the Exhibit.

(b) The Exhibitor shall indemnify and hold harmless KWLA, and the conference venue, their officers, directors, members, agents, employees, and sponsoring organizations, against any and all actions, suits, proceedings, damages, losses, costs, and expenses asserted, brought or claimed by third parties, arising out of the Exhibitor’s participation in the Exhibition. The Exhibitor agrees to pay any and all costs and expenses (including reasonable attorneys’ and experts’ fees and litigation costs) incurred by KWLA, its officers, directors, members, employees, and agents, in defending or resolving such claims as may be asserted against them.



(c) KWLA shall not be responsible for any bodily injury or other damages or losses suffered by the Exhibitor, its employees, or agents or for loss or damage to property owned, leased, or used by Exhibitor, either while in transit to or from the Exhibit or while in the Exhibit Facility, from any cause whatsoever. Exhibitor agrees to safeguard its own exhibit materials or goods from the time they are placed in the Exhibit Facility until they are removed.

(d) The Exhibitor acknowledges that KWLA does not maintain insurance covering the Exhibitor, its agents, or its property, and that it is the sole responsibility of the Exhibitor to obtain liability, business interruption, property damage, and other insurance covering such losses or liability by the Exhibitor. If obtained, Exhibitor should furnish proof of such coverage to KWLA.

(e) Under no circumstances, including but not limited to cancellation of the Exhibit contract or removal or expulsion from the Exhibit Facility, shall KWLA be liable for any indirect, special, or consequential damages, including but not limited to lost sales, lost profits, administrative expenses, transportation costs, travel expenses, salaries, or any other expenditures incurred by the Exhibitor as the consequences of its participation in the show. The maximum liability of KWLA to Exhibitor, regardless of the basis for any claim, shall be the amount paid by the Exhibitor to KWLA for rental of exhibit space.

**Forfeiture/Right to Remove Exhibitor's Property.** If an Exhibitor does not follow the rules and regulations set by KWLA, the Exhibitor shall forfeit the amount paid for space rental and contracted space, regardless of whether or not the exhibit space is subsequently leased. KWLA reserves the right to remove from the Exhibit Facility any or all of the property of the Exhibitor should the KWLA Conference be canceled or relocated or should the Exhibitor violate any of the conditions of the Exhibitor's agreement. This right may be exercised without prior notice or hearing.

**Interpretation & Enforcement.** These terms and conditions become part of the contract between the exhibitor and KWLA, as well as their officers, directors, employees, agents, successors, and assigns. KWLA has full power of interpretation and enforcement of these rules. All matters in question not covered by these regulations are subject to the decision of KWLA and all decisions so made shall be binding on all parties affected by them as by the original regulations. In addition to the above terms and conditions, KWLA reserves the right to cancel or refuse rental of display space without refund and/or to refuse admission to future conferences to any person or company whose conduct or display of goods is, in the opinion of KWLA, incompatible with the general character and objectives of the exposition.

**Force Majeure.** KWLA shall not be financially obligated or otherwise committed if the conference is cancelled or deferred on account of strikes, fires, casualties, war, government regulation, civil disorder, curtailment of transportation facilities, acts of God, or causes beyond its control.