



Welcome Exhibitors!

Thank you for planning to exhibit at the NAEA National Convention. We are looking forward to welcoming you to Louisville, KY and appreciate your support of the NAEA exhibition and mission!

The Exhibitor Service Manual is designed to help you have a successful and hassle-free experience at the exhibition. Please read this Exhibitor Service Manual thoroughly, as it contains all the information you will need to plan your exhibition participation, as well as multiple opportunities to expand your outreach and visibility to NAEA attendees. Please pay close attention to deadlines and use the order forms for each service included.

If you have any questions that have not been covered in this Exhibitor Service Manual, please feel free to contact us at any time. You may also contact the official show contractor concerning their services, as outlined on the following pages.

Once again, thank you for your support - we look forward to seeing you there!

Sincerely,

Michelle Wescott
NAEA Exhibits & Sponsorship Sales Manager
Manager
naeasales@discoversb.com
301-200-4616 ext. 113

Katie Owings
NAEA Exhibits & Sponsorship Operations
naeaops@discoverb.com
301-200-4616 ext. 109



YOUR BOOTH INCLUDES

- 3 Full Convention Registrations
- Identification Sign
- 8ft-High Back and 3ft-High Side drapes
- Convention Program/Mobile App Listing

Extras You Will Need to Secure for Your Booth

- Furniture
- Booth Carpet*
- Utilities (Electricity/Internet)
- Cleaning Services Within Your Booth
- Additional Labor/Services (for your booth or accessible storage)

*** NAEA requires that ALL exhibit booths have flooring.** Forms for these services are included in the *Exhibitor Service Manual*.

2025 EXHIBIT SCHEDULE

Installation			
Wednesday	March 19, 2025	8:00 AM – 6:00 PM	All Exhibitor setup
Exhibit Hours			
Thursday	March 20, 2025	11:00 AM – 4:00 PM	Exhibit Hall Hours
Friday	March 21, 2025	11:00 AM – 4:00 PM	Exhibit Hall Hours
Saturday	March 22, 2025	11:00 AM – 3:00 PM	Exhibit Hall Hours
Dismantle			
Saturday	March 22, 2025	3:00 PM – 10:00 PM	All Exhibitor move-out



IMPORTANT DEADLINES

DATE	TASK / DEADLINE	EVENT PARTNER
Tuesday, January 14, 2025	Lead Retrieval Early Pricing Deadline	Expo Logic
Friday, January 31, 2025	Final Day for NAEA25 Booth Purchase (Payment Due Upon Application Submission)	NAEA Expo Sales Department
Monday, February 3, 2025	Upload Exhibitor Certificate of Insurance	NAEA 2025 Exhibitor Portal
Friday, February 14, 2025	Catering Order Deadline	Levy Restaurants
Monday, February 17, 2025	Exhibitor Appointed Contractor (EAC) Form Due	The Expo Group
Monday, February 17, 2025	The Expo Group Discount Deadline Date	The Expo Group
Wednesday, February 19, 2025	Housing Deadline	NAEA 2025 Hotel Information
Monday, February 24, 2025	Advanced Warehouse Begins Accepting Exhibitor Shipments	The Expo Group
Tuesday, February 25, 2025	<ul style="list-style-type: none"> • Electrical Order Deadline • Internet Order Deadline 	KICC Exhibitor Services
Wednesday, March 12, 2025	Last Day for Advanced Warehouse Shipments to Arrive without Surcharges	The Expo Group
Wednesday, March 19, 2025	Direct Show Site Shipments can begin to arrive at the Kentucky International Convention Center	The Expo Group
Saturday, March 22, 2025 8:00 pm	Outbound Carrier Check-In Deadline	The Expo Group



OFFICIAL VENDORS

Please use this quick reference guide to identify the proper contact to answer all of your questions regarding your participation in NAEA.

SERVICE	PROVIDER	CONTACT INFORMATION
NAEA Expo Sales Department	SB Expos & Events	Michelle Wescott naeasales@discoversb.com
NAEA Expo Operations Department	SB Expos & Events	Katie Owings naeaops@discoversb.com
General Services Contractor Cleaning, Floor covering, Furniture, Hanging Sign (Rigging), Labor, Material Handling, Signage, Floral, and A/V	The Expo Group	Exhibitor Services 972-580-9000 exhibitorservice@theexpogroup.com
Catering	Levy Restaurants	Abby Walker Phone: (502)-630-4390 AWalker@levyrestaurants.com
KICC Exhibitor Services Electrical & Internet	Kentucky International Convention Center's Exhibitor Services	KICC Exhibitor Services 502- 595-4367 KiccExhibitor.Services@kyvenues.com
Lead Retrieval	Expo Logic	Phone: 484-751-5131 myexpoleads@communitybrands.com
Housing	NAEA Housing Team	Book Reservations: https://my.arteducators.org/naea25hotels



NAEA 2025 EXHIBITOR PORTAL

Log into the [NAEA 2025 Exhibitor Portal](#) to:

- Upload your company logo, description, and resources for company listing on the website and event app.
- Register staff for badges
- Make booth payments/ view receipts
- Upload Certificate of Insurance
- View/ Purchase Sponsorship Opportunities

ADDITIONAL MARKETING OPPORTUNITIES

Accelerate your impact on NAEA attendees in Louisville! [View our Prospectus](#) to explore branding, communication, signage, educational content, networking or online marketing opportunities available to boost your presence. To order sponsorship opportunities, log in to your [Exhibitor/Sponsor Portal](#) or contact us with any questions about exhibiting or sponsoring at NAEA 2025.

Michelle Wescott
NAEA Exhibits & Sponsorship Manager
naeasales@discoversb.com
301-200-4616 ext. 113

EXHIBITOR REGISTRATION

Each exhibitor receives three (3) Full Conference Badges per 10' x 10' space.

Exhibitor Registration is scheduled to open in **January 2025**. At this time, you will be notified via email with instructions for registering your booth staff.

You may purchase additional Full Conference registrations at a discounted rate of \$210.



HOUSING INFORMATION

Discounted hotel accommodations are limited. Please reserve your room/s using the methods listed below to obtain your discount. Prices do not include applicable taxes.

The deadline to book reservations at the NAEA25 discounted rate is **Wednesday, February 19, 2025**. The only participating hotels are listed below. For more information, please visit our [website](#).

[Louisville Marriott Downtown \(Headquarters Hotel\)](#)

280 W Jefferson
Louisville, KY 40202
T: (502) 627-5045

[Omni Louisville Hotel](#)


400 S 2nd Street
Louisville, KY 40202
T: (502) 313-6664

[Galt House](#)

140 N Fourth Street
Louisville, KY 40202
T: (502) 589-5200

[Hyatt Regency](#)

320 W Jefferson Street
Louisville, KY 40202
T: (502) 581-1234

 **Beware of Unauthorized Hotel Solicitations:** Information about official housing will only come from NAEA. While other hotel resellers may contact you offering housing for your trip, they are not endorsed by or affiliated with the show. Beware that entering into financial agreements with non-endorsed companies can have costly consequences. If in doubt, please do not provide any personal or financial details and contact us at naeaops@discoversb.com.



SECURITY

NAEA will provide security around the perimeters of the exhibit hall. Please review the Exhibitor Rules and Regulations included in this exhibitor service manual. Information about individual booth security will be available upon request. Please note any additional security service will be at your own expense.

INSURANCE

Each Party shall maintain adequate insurance covering the risks to persons and property associated with their assigned duties in the Agreement. Evidence of insurance policies acquired and maintained under this Agreement will be provided to each Party upon request. Any acquired policy will name the other Parties as an additional insured, as applicable. All property of the Sponsor/Exhibitor is understood to remain under its custody and control in transit to and from or within the confines of the Facility. NAEA and the Facility do not maintain insurance covering Sponsor/Exhibitor's property. Sponsor/Exhibitor shall carry Comprehensive General Liability coverage, including liquor liability, premises and operations coverage of at **least \$1,000,000 USD for Personal Injury Liability and \$1,000,000 USD for Property Damage Liability and Statutory Workers' Compensation** insurance in full compliance with all federal and state laws. Sponsor/Exhibitor must have a Certificate of Insurance for general liability and property damage in their possession at the Event and name NAEA and the Facility as additional insureds.

Please upload your Certificate of Insurance (COI) via the [Exhibitor/Sponsor Portal](#) by completing the Certificate of Insurance Task. **Note: this is a requirement for you to be able to exhibit at NAEA 2025.** For questions, please contact naeaops@discoversb.com.

EXHIBITOR APPOINTED AND/OR INDEPENDENT CONTRACTORS

Independent contractors must conform to the International Association of Exhibitions and Events (IAEE), Exhibit Designers and Producers Association (ED&PA), and Exposition Service Contractors Association (ESCA) display guidelines and must be signatory to a current local collective bargaining agreement. Exhibitors using Exhibitor Appointed and/or Independent Contractors must complete the EAC form in the The Expo Group Service Manual and provide an insurance certificate naming NAEA as additional insured. **Complete the EAC form in the The Expo Group Service Manual.** For questions contact 972-580-9000 or email exhibitorservice@theexpogroup.com.



HEIGHT RESTRICTIONS

Island Booths: Island booths are booths exposed to aisles on all four sides, with a minimum size of 20x20 feet. The maximum height of an island booth is 18 feet when ceiling height and rigging permit (18 feet from the floor to the top of any booth components and signs). No signage, lighting fixtures, or light/sign trusses are allowed outside the boundaries of the exhibit space.

Linear Booths: Linear booths may not exceed eight feet (8') in height. Display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. The maximum height of 8 feet is only allowed in the rear half of the booth space, with a four-foot (4') height restriction imposed on all materials in the remaining space forward to the aisle.

RULES AND REGULATIONS

Exhibitors should read and be familiar with the general rules and regulations and Terms & Conditions on the application and contract in the [Exhibitor Portal](#). It is the exhibitor's responsibility to ensure their personnel and agents are familiar with these rules and regulations. A copy of the General Rules & Regulations and the Exhibit Construction Guidelines are included.

These rules and regulations are a bona fide part of the contract for exhibit space with the National Art Education Association, hereinafter referred to as NAEA, for the NAEA 2025 National Convention, hereinafter referred to as the event. NAEA reserves the sole right to render all interpretations, amend and enforce these regulations and to establish any and all further regulations not specifically covered below to assure the general success and well-being of the event. Each exhibitor agrees to abide by these regulations and by any amendments or additions hereafter made by NAEA.

NAEA reserves the right to decline, prohibit, deny access, or remove any exhibit which, in its sole judgment, is contrary to the character, objectives, and best interests of the event or suitable for its attendee audience.

This reservation includes but is not limited to, any violation of any public policy or these rules and regulations and extends to persons, things, printed matter, products, and conduct. NAEA reserves the right to refuse applications of concerns not meeting standards required or expected, as well as the right to curtail exhibits or parts of exhibits that reflect against the character of the meeting. NAEA's decision and interpretation shall be accepted as final in all cases.



EXHIBIT CONSTRUCTION GUIDELINES – LINEAR BOOTH

LINE-OF-SIGHT STYLE

Line-of-Sight display rules provide restrictions on certain areas of booths to allow attendees to view neighboring booths in their line of sight as they walk the floor. There are a variety of booth types, and each one is addressed below with specific insight on how to implement Line-of-Sight regulations.

LINEAR BOOTH

The ability to have products or services easily seen by attendees as they walk the aisles is essential to all exhibitors, and that is the basis for including a Linear Booth Line-of-Sight setback rule. Linear Booths, also called “in-line” booths, are generally arranged in a straight line and have neighboring exhibitors on their immediate right and left, leaving only one side exposed to the aisle.

Dimensions

For purposes of consistency and ease of layout and/or reconfiguration, floor plan design in increments of 10ft (3.05m) has become the de facto standard in the United States. Therefore, unless constricted by space or other limitations, Linear Booths are most commonly 10ft (3.05m) wide and 10ft (3.05m) deep, i.e. 10ft by 10ft (3.05m by 3.05m). A maximum back wall height limitation of 8ft (2.44m) is generally specified to prevent display materials from imposing on neighboring exhibits behind the back wall.

Use of Space

Regardless of the number of Linear Booths utilized, e.g. 10ft by 20ft (3.05m by 6.10m), 10ft by 30ft (3.05m by 9.14m), 10ft by 40ft (3.05m by 12.19m), etc., display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. The maximum height of 8ft (2.44m) is allowed only in the rear half of the booth space, with a 4ft (1.22m) height restriction imposed on all materials in the remaining space forward to the aisle. Note: When three or more Linear Booths are used in combination as a single exhibit space, the 4ft (1.22m) height limitation is applied only to that portion of exhibit space which is within 10ft (3.05m) of an adjoining booth.

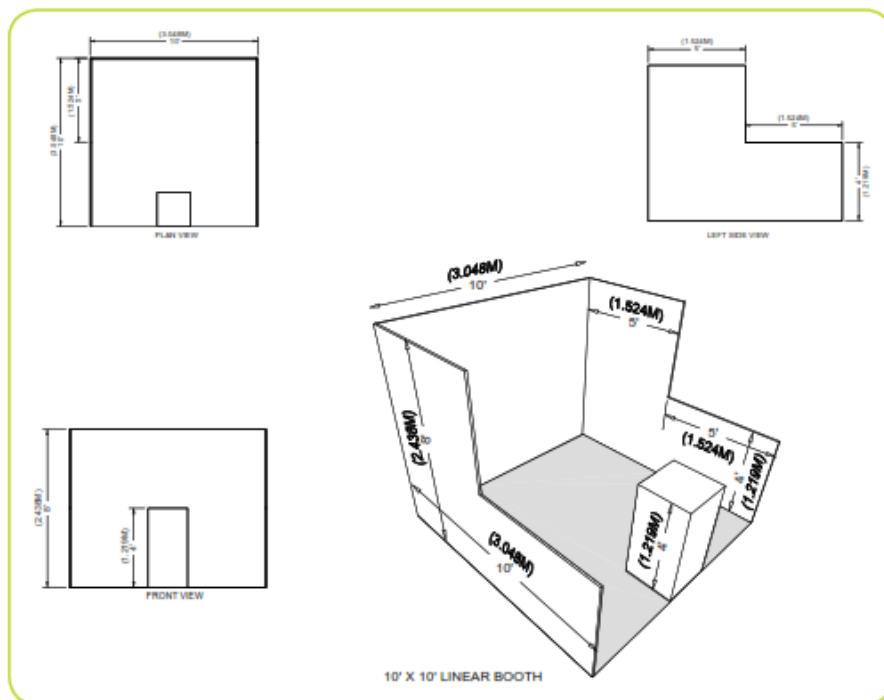
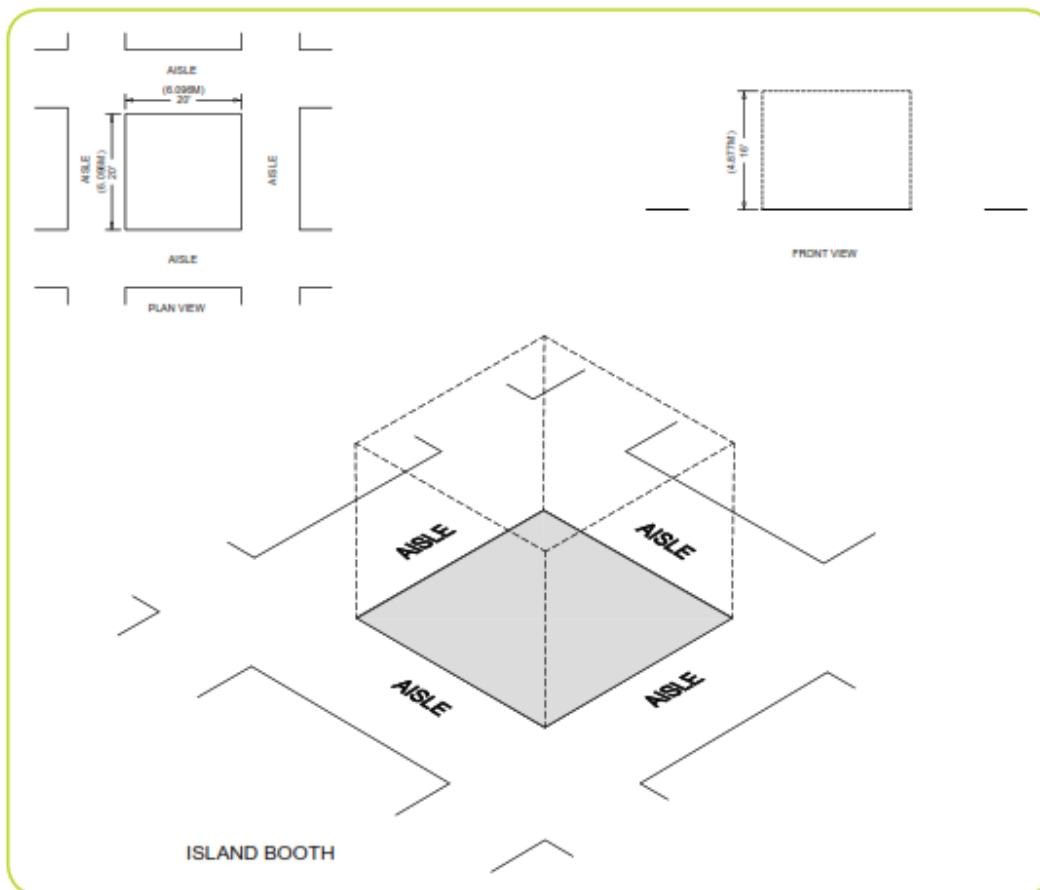




EXHIBIT CONSTRUCTION GUIDELINES – ISLAND BOOTH

ISLAND BOOTH

An Island Booth is any size booth exposed to aisles on all four sides.



Dimensions and Use of Space

An Island Booth is typically 20ft by 20ft (6.10m by 6.10m) or larger, although it may be configured differently. The entire Cubic Content of the space may be used up to the maximum allowable height, which is usually a range of 16ft to 20ft (4.88m to 6.10m), including signage.