

IECA⁺ 2024 ANNUAL CONFERENCE

MAY 6-8 | MOHEGAN SUN RESORT, CT



Vendor Exhibits at IECA's 2024 Annual Conference

Mohegan Sun, CT • May 6-8, 2024



Independent Educational Consultants Association

Information & Registration



"IECA is one of our favorite conferences to attend! The organization, quality of speakers and panels, and the warmth of attendees impress us here at Lumiere more and more each year. We are particularly grateful to the organizers who make this event so seamless."

*—Maya Novak-Herzog,
Head of US Partnerships
Lumiere Education*

The Independent Educational Consultants Association will hold its annual Conference in Connecticut, May 6–8, 2024. IECA has transitioned to hosting one annual conference in the spring. We expect hundreds of independent educational consultants to attend, along with administrative and admission representatives from K-12 schools, colleges and post-secondary programs, and other adolescent programs, including LD schools, gap year, and behavioral and emotional needs programs, among others. Over 90% of conference attendees visit the vendor displays in Conference Central. IECA has three times the number of independent educational consultant (IEC) members than any other national or regional association!

Note that schools, colleges and therapeutic programs are not eligible for the Vendor Hall, nor are organizations that offer IEC services to families/students. These groups should register using our conference registration system.

Target Your Audience

The IECA Vendor Hall is designed exclusively for businesses and organizations that serve IECs, colleges, prep schools, special purpose programs, counselors and related groups. With a limited number of exhibit tables available, we will be looking for a mix of appropriate vendors: publishers, web designers, office management software, test prep companies, financial institutions, counselor and school service companies, etc. Our conferences give vendors the opportunity to connect with 1,000–1,500 attendees.

A Unique Opportunity

Based on a study performed in 2022, IECA members have practices that are 50% larger than non-IECA members, are more likely to hire additional staff, and employ technology in their practices. The IECA conference is a unique opportunity for services and businesses to reach all attendees in one place, at one time. We invite you to display in our Vendor Exhibit Hall located in our main conference hub, Conference Central, which will be located in the main event space. We schedule refreshment breaks, lounge, and dedicated exhibit times in Conference Central.

Included in Vendor Registration

Vendors will be given a six-foot table. The registration fee includes one registrant, appropriate meals and/or breaks and receptions, and access to all educational sessions, as well as your exhibit space in the Vendor Hall. A limited number of vendor spaces are available in Connecticut. They are expected to fill, so please reserve your spot early to avoid disappointment. Vendors DO NOT have a table space in any other exhibiting or networking events.

**Questions? Contact Jean Lockwood at
Jean@IECAonline.com or 703-591-4850.**

Schedule & Fees



Tentative Connecticut Schedule

Move In

Monday, May 6: 9:00–10:00 a.m.

Conference Central Hours

Vendors may staff their table during any of these hours:

Monday, May 6: 10:00 a.m.–5:30 p.m.

Tuesday, May 7: 7:30 a.m.–5:00 p.m.

Wednesday, May 8: 7:30 a.m.–2:00 p.m.

Dedicated Vendor Time

The following hours are the times Conference Central will have the most traffic, with few competing events:

Monday, May 6: 3:30–4:00 p.m.

Tuesday, May 7: 7:30–8:00 a.m., 1:30–2:15 p.m., 3:15–4:00 p.m.

Wednesday, May 8: 11:45 a.m.–12:45 p.m.

Tear Down

Wednesday, May 8: 2:00 – 3:00 p.m.

Vendor Fees \$1,400 per exhibit space (\$1,200 by March 15)

Included in Fee

- One conference registration.
- One six-foot draped, 30-inch tall table, two chairs, and sign with vendor's name.
- A listing in the Conference Guide, including vendor logo, description, and contact information (all information must be received by March 29 in order to be included in the Guide).

Additional Registrations

Vendors may sign up additional conference registrants at a cost of \$475 each.

Security

The exhibit areas will not be locked each evening, and neither IECA nor the

conference hotel will be held responsible for items left in the areas overnight.

Exposure

To maximize exposure, Monday to Wednesday refreshment breaks will be held in the vendor areas. A limited number of advertising (link.iecaonline.com/advertising) and sponsorship opportunities are available. (link.iecaonline.com/sponsor-brochure)

Electricity and Internet

Complimentary Internet access will be provided by IECA. The hotel charge for basic electricity starts at \$343 if ordered more than 21 days in advance for all three days. This fee is set by the hotel and is

direct billed. IECA does not receive any of these funds. Approximately six weeks prior to the conference, all registered vendors will receive a request form and pricing information for these items.

Lead Retrieval Service

IECA is pleased to include a lead retrieval system to vendor registration. Benefit from scanning and capturing contact information from those conference attendees who choose to participate. This networking technology is used for better lead management, quicker follow-up after the conference and to make stronger, longer lasting connections. Instructions will be provided prior to the conference.

Terms and Conditions

1. All Vendors must abide by the IECA 2024 Health Safety Policy, posted on the IECA website and in the online registration system.

2. No one other than the vendor and his/her employees will be permitted to occupy the space.

3. Only registered attendees may staff the table. Exhibitors and their representatives must always wear exhibitor badges while in the Vendor Hall and at all events. For your comfort, be prepared for heating and air conditioning fluctuations in the Mohegan Sun Resort function areas.

4. **New in Connecticut: Self-standing signs, backdrop displays, and pull-up retractable banners of any size are not permitted in the vendor hall and will be removed if displayed on site.** No signs or apparatus may be attached to the walls. We are expecting high attendance and must allow ample space for table visitors and networking.

5. No material or equipment of an objectionable nature—in print or oral language, sound, volume, odor, vibration or other irritant is permitted, as judged by IECA, the hotel, guests, or other exhibitors.

6. No activities in the vendor area may interfere with the conference, its educational sessions, or the Exchange/Fair/Swap.

7. No outside food or beverage is permitted for distribution to conference participants. All food and beverage must be ordered through the hotel catering services department.

8. Vendor agrees to maintain their table in a professional, clean, and orderly fashion.

9. IECA respects the privacy and personal data of all conference participants and requires vendors to do the same. Vendors are expected to collect only data that is necessary for their specified purpose(s) with the consent of the participant, and to fully inform participants of how their data will be used.

10. Vendor understands that they are solely responsible for their property and agrees to hold the hotel, IECA, or their affiliates, employees, and agents harmless against all claims and losses.

11. Only one company per table is permitted, unless approved in advance in writing by IECA.

12. Exhibits which defame or unfairly attack the products or integrity of another exhibitor, IECA, or conference attendee or exhibits which disrupt or disturb the exhibits of another vendor through any audio or visual means are prohibited.

13. Neither IECA nor the hotel shall be held financially responsible should events warrant the cancellation of the conference or of the vendor area during the conference.

14. IECA has the sole authority to accept or reject any vendor registration.