



# 2023 National Migrant Education Conference

**Albuquerque, New Mexico ★ Sunday, April 30 – Wednesday, May 3, 2023**

The National Association of State Directors of Migrant Education (NASDME) is offering **exhibit booths**, **sponsorship**, and **focus group** opportunities at our **Annual National Migrant Education Conference** to be held this year in Albuquerque, New Mexico.

This is the largest migrant conference held each year in the United States. Estimated attendance for the 2023 conference is 1,200 to 1,500 attendees. The attendees are largely from state, regional, and local educational agencies and serve the migratory student population, many of whom are English Learners and/or immigrants.

Join us in Albuquerque to showcase your products and services to this group of dedicated educators and program personnel!

## EXHIBIT INFORMATION

<b>Exhibit Hours:</b>	Sunday, April 30, 2023 ~ 12:00 noon – 3:30 pm Monday, May 1, 2023 ~ 7:30 am – 5:00 pm Tuesday, May 2, 2023 ~ 7:30 am – 3:30 pm
<b>Cost:</b>	<b>\$800</b> for an 8' x 10' exhibit booth which includes one (1) conference registration and an 8' high back wall, 3' high side rails, one (1) 6' x 30" draped and skirted table, two (2) side chairs, one (1) 7" x 44" identification sign, and one (1) waste basket. Payment information can be found on the attached <b>Exhibitor Application Form</b> .
<b>Location:</b>	<b>Albuquerque Convention Center</b> 401 2 <sup>nd</sup> Street NW Albuquerque, NM 87102  <b>Hotel information will be available in late January.</b>  We plan to have 30 exhibit booths in "prime traffic flow" areas, where we will also have workshop rooms. <b>Please note exhibit booths are assigned on a first come, first served basis.</b> We will have an exhibitor punch-card incentive program to encourage attendees to visit all vendors and to qualify for door-prize drawings. In addition, refreshment stations will be set in the exhibit area during break times. Please refer to the enclosed agenda for details.
<b>Set Up:</b>	Exhibitor set-up will be Sunday, April 30 from 10:00 am to 12:00 noon. All exhibits must be in place no later than 12:00 noon on Sunday, April 30. Exhibits not set up by 12:00 noon on April 30, will forfeit their assigned exhibit space.
<b>Breakdown:</b>	We ask that you do not break down early so that attendees have ample time to visit your booth. Breakdown may begin at 3:30 pm on Tuesday, May 2 and must be completed by 6:00 pm. Materials not removed by this time will be put in storage at Exhibitor's expense.
<b>Accommodations:</b>	Exhibitors must make their own lodging arrangements and the location and instructions for making room reservations will be announced when the hotel room block is opened in late January 2023. There will be multiple hotels to choose from. The rates will be approximately \$169 and \$170 for single occupancy per night and range from \$169 to \$179 for double occupancy per night, plus taxes and fees.
<b>For Payment, Confirmation and Logistics Information Contact:</b>	Corrina Smith MgR & Associates PO Box 67585 Albuquerque, NM 87193 <b>Phone:</b> 505.250.2906 <b>Fax:</b> 505.890.0703 <a href="mailto:Corrina@mgr-events.com">Corrina@mgr-events.com</a>

# EXHIBIT GUIDELINES

## **Official Exhibitor Contact Person**

The person named on the Exhibitor Application Form is considered the official contact for the participating company/organization to receive all information regarding confirmation of events and activities. This person is responsible for assuring information is properly distributed to all Booth Workers. Once your application has been approved, the official exhibitor contact person will receive a packet from our contracted exposition services company regarding additional services you may require.

## **Conference Registration**

One conference registration is included in the exhibit package. Please fill out the registration form found at the end of this packet.

## **Conference Materials**

Each Exhibiting Organization will receive one complimentary conference program book. Lost or misplaced books cannot be replaced.

## **Booth Workers – Name Badges**

A Booth Worker is the person(s) in actual attendance at the conference working at the exhibit booth, who may be in addition to the conference attendee. Booth Workers should be listed on the application submitted. Each exhibit booth package includes two (2) complimentary exhibit badges for the Booth Workers. This badge is for identification purposes only and should be worn at all times while at your exhibit. Any additional name badges will be \$20.00 each. Please include your request on the Exhibitor Application Form. Please note that each Booth gets one free registration for the Conference. The Booth Workers do not automatically get such entry.

## **Electrical Connections and Other Equipment**

Electrical connections and other services, such as internet connections or audiovisual equipment, must be arranged through our official exposition services provider or the official AV company. Fees and order forms will be included in the packet the exhibitor contact person will receive from the official exposition services provider. Any costs associated with this equipment must be absorbed directly by the exhibitor.

## **Shipping/Storage**

All exhibitors are asked to make individual arrangements for shipping/handling directly with the exposition services provider. Exhibit materials and booths **may not** be shipped directly to the Convention Center. Any costs associated with shipping/handling must be absorbed directly by the exhibitor.

## **Restrictions**

Exhibitor must confine activities to its exhibit space. No background fixtures or other display items may extend over eight feet in height in the exhibit space. **Exhibitor displays will not be allowed to extend beyond exhibit space into the aisle.** All

decorative material must be flame-proof. Every effort will be made to maintain a business-like atmosphere. Extremely loud noises, such as bells, sirens, buzzers, etc., are not permitted. Audio-visual equipment must be played at a moderate volume.

## **Security/Liability**

The convention center provides standard security during official exhibitor hours. Security will be hired to monitor the area during non-exhibit hours, from Sunday, April 30, 8:00 pm until Monday, May 1, at 7:30 am and Monday, May 1, 5:00 pm until Tuesday, May 2, at 7:30 am. However, please do not leave valuables in your booth unattended at any time.

## **Release of Liability**

Exhibitor shall be fully responsible to pay for any and all damages to property owned by Albuquerque Convention Center or NASDME, its owners directors, officers or managers which result from any act or omission of Exhibitor. Exhibitor agrees to defend, indemnify and hold harmless, Albuquerque Convention Center and NASDME, its owners, managers, officers or directors, agents, employees, subsidiaries and affiliates, from any damages or charges resulting from Exhibitor's use of the property. 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 which arise from or out of the Exhibitor's occupancy and use of the exhibition premises, the Convention Center or any part thereof.

## **Participation**

The conference sponsors and organizers have the right to reject an exhibitor application if it is deemed that the subject matter and/or content are not appropriate for the conference audience.

## **Floor Plan**

We plan to have at least 30 exhibit booths. **Please note exhibit booths are assigned on a first come, first served basis.** Platinum and Gold Level Sponsors will be allowed to choose their booth location. **The floor plan for the exhibit area will be determined and assigned by NASDME and maintained as originally presented to the Vendor/Exhibitor.** NASDME reserves the unqualified right to modify said plan to the extent necessary for the best interests of the exhibit, the exhibitors, and the facility.

## **Cancellations-Refunds**

Exhibit booth fees and registration fees will not be refunded due to cancellation by the exhibitor or attendee.

## **Attendee Lists**

NASDME does not release attendee registration lists or information to any party or organizations.

# 2023 NATIONAL MIGRANT EDUCATION CONFERENCE

SUNDAY, APRIL 30 – WEDNESDAY, MAY 3, 2023 IN ALBUQUERQUE, NEW MEXICO

## TENTATIVE AGENDA

### SATURDAY, APRIL 29, 2023

1:00 pm – 5:00 pm Registration

### SUNDAY, APRIL 30, 2023

7:30 am – 3:45 pm Registration  
12:00 pm – 3:30 pm Exhibits Open  
1:00 pm – 3:30 pm Parent Orientation Meeting (for parents and those working with parents)  
3:30 pm – 4:00 pm Student Entertainment  
4:00 pm – 6:15 pm Opening General Session  
6:15 pm – 8:00 pm Welcome Reception (appetizers and mingling)  
6:15 pm – 8:00 pm Exhibits Open

### MONDAY, MAY 1, 2023

7:00 am – 5:00 pm Registration  
7:30 am – 5:00 pm Exhibits Open  
8:00 am – 8:30 am Student Entertainment  
8:30 am – 10:00 am General Session  
10:00 am – 10:30 am Break (coffee & hot tea) / Visit Exhibits  
10:30 am – 12:00 pm First Workshop Sessions  
12:00 pm – 1:30 pm Lunch (on your own)  
1:30 pm – 3:00 pm Second Workshop Sessions  
3:00 pm – 3:30 pm Break (lemonade & iced tea) / Visit Exhibits  
3:30 pm – 5:00 pm Third Workshop Sessions

### TUESDAY, MAY 2, 2023

7:30 am – 3:30 pm Exhibits Open  
8:00 am – 10:30 am Registration  
8:00 am – 8:30 am Student Entertainment  
8:30 am – 10:00 am General Session – Update from DC  
10:00 am – 10:30 am Break (coffee & hot tea) / Visit Exhibits  
10:30 am – 12:00 pm Fourth Workshop Sessions  
12:00 pm – 1:30 pm Lunch (on your own)  
1:30 pm – 3:00 pm Fifth Workshop Sessions  
3:00 pm – 3:30 pm Break (lemonade & iced tea) / Visit Exhibits  
3:30 pm – 5:00 pm Sixth Workshop Sessions  
7:00 pm – 8:15 pm “Destination 2024” Reception  
8:30 pm – 12:00 am Dance

### WEDNESDAY, MAY 3, 2023

8:30 am – 10:00 am Seventh Workshop Sessions  
10:00 am – 10:30 am Student Entertainment  
10:30 am – 11:45 am Closing General Session  
11:45 am – 1:00 pm Closing Luncheon (provided)



# National Migrant Education Conference

Albuquerque, New Mexico ★ Sunday, April 30 – Wednesday, May 3, 2023

## PROGRAM ADVERTISEMENTS AND SPONSORSHIPS

Would you like to position your company or organization as a supporter of Migrant Education and the important work our attendees do – and at the same time gain attention for your company's products and services? If so, please consider supporting the National Migrant Education Conference. Please indicate your interest on the attached Response Form and our conference staff will contact you. Thank you!

<b>Program Advertisements:</b>	Advertisement space is available in the Official Conference Program Book, which is distributed to each attendee upon registration at the conference. Prices are based on receiving camera-ready artwork. <b>The deadline for ad space is Friday, March 17, 2023.</b>	
	1/4 page (3 3/4" w x 5" h) B&W: \$250	Back cover, Color: \$2,000 (Full page)
	1/2 page (7 3/4" w x 5" h) B&W: \$500	Inside back cover, Color: \$1,500 (Full page)
	Full page (7 3/4" w x 10 1/2" h) B&W: \$1,000	
<b>Sponsorships:</b>	<b>Sponsorship Benefits and Levels</b>	
	<b>Focus Group Opportunity \$5,000 ♦ Diamond Level ♦</b> <ul style="list-style-type: none"> <li>• Opportunity to conduct a 90-minute Focus Group with Migrant Education leaders. <i>** (See page 10 for information)</i></li> <li>• <u>Complimentary Exhibit booth space:</u> Opportunity for you to promote your company's interest in Migrant Education.</li> <li>• <u>Two full conference registrations.</u></li> </ul>	
	<b>\$3,500 Platinum Level</b> <ul style="list-style-type: none"> <li>• <u>Complimentary Exhibit booth space:</u> Opportunity for you to promote your company's interest in Migrant Education.</li> <li>• <u>One full conference registration.</u></li> <li>• <u>One full-page B&amp;W ad</u> in the conference program.</li> <li>• Company recognition during opening and closing general session.</li> <li>• Recognition on sponsor signs.</li> <li>• Opportunity to provide materials in attendee tote bags.</li> </ul>	
	<b>\$2,500 Gold Level</b> <ul style="list-style-type: none"> <li>• <u>Complimentary Exhibit booth space:</u> Opportunity for you to promote your company's interest in Migrant Education.</li> <li>• <u>One full conference registration.</u></li> <li>• <u>One half-page B&amp;W ad</u> in the conference program.</li> <li>• Company recognition during opening general session.</li> <li>• Recognition on sponsor signs.</li> </ul>	
	<b>\$1,500 Silver Level</b> <ul style="list-style-type: none"> <li>• <u>Complimentary Exhibit booth space:</u> Opportunity for you to promote your company's interest in Migrant Education.</li> <li>• <u>One full conference registration.</u></li> <li>• <u>One 1/4 page B&amp;W ad</u> in the conference program.</li> <li>• Donor recognition during closing general session.</li> <li>• Recognition on sponsor signs.</li> </ul>	

	<p><b>In-Kind Donations</b></p> <ul style="list-style-type: none"> <li>• Recognition in the conference program for contribution.</li> <li>• Other benefits determined by overall value of donation.</li> </ul> <p>NASDME is a 501 (c) (3) non-profit organization and assistance with in-kind donations may be tax deductible. Ideas for in-kind donations include:</p> <ul style="list-style-type: none"> <li>• Door prizes, pens, pencils, notepads, snacks, etc.</li> </ul>
	<p><b>Sponsorship of Food &amp; Beverage Functions:</b></p> <p>There are many opportunities for your company to sponsor beverage breaks or meal functions with accompanying recognition. For more information about these opportunities and the benefits, please contact Corrina Smith at 505.250.2906 or <a href="mailto:Corrina@mgr-events.com">Corrina@mgr-events.com</a>.</p>
<p><b>Contact Information:</b></p>	<p>Corrina Smith, Associate Conference Planner  <b>Phone:</b> 505.250.2906  <b>Email:</b> <a href="mailto:Corrina@mgr-events.com">Corrina@mgr-events.com</a></p>

# EXHIBITOR APPLICATION FORM

Thank you for your interest in exhibiting at the 2023 National Migrant Education Conference. We very much appreciate your participation. Please complete the information below and submit the form via email, mail or fax to:

NASDME 2023 National Migrant Education Conference  
 c/o Mgr & Associates  
 PO Box 67585  
 Albuquerque, NM 87193  
 Phone: 505.250.2906  
 Fax: 505.890.0703  
[Corrina@mgr-events.com](mailto:Corrina@mgr-events.com)

## Step One: Official Contact Information *Please Print*

Name:			
Title:			
Organization:			
Address:			
City, State, Zip:			
Phone:		Fax:	
Email:			

## Step Two: Participation

- Yes! We will exhibit for \$800.
- Yes! We will double our booth size for \$1,600.
- Yes! We will exhibit as part of our Diamond, Platinum, Gold or Silver Sponsorship.  
 Please attach Sponsor/Donor Response Form.

Product to be displayed/sold: \_\_\_\_\_

## Step Three: Company Information

### Booth Identification Sign Text

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### Conference Registration

One (1) full conference registration is included with each 8' x 10' exhibit booth. Please fill out the conference registration form below.

### Booth Workers

Exhibitor name badges may be obtained by completing the following information. The badge is for identification purposes and must be worn at all times. Two complimentary badges will be issued per exhibit table purchased. Additional name badges will be \$20.00 each. Please attach a separate page with name, title and payment for additional booth workers beyond the complimentary two. Please note that each Booth gets one free registration for the Conference. The Booth Workers do not automatically get such entry.

Name		Title	
Name		Title	

### Step Four: Payment Information

- Exhibit Fee: \$ \_\_\_\_\_
- Additional Badge Fee (\$20 each): \$ \_\_\_\_\_
- Complimentary Space included with sponsorship: \$ 0.00

**Total Amount Due**

\$

**Please select a payment option.**

**Payment in full must accompany application.**

- Check or Money Order enclosed payable to **NASDME**. Tax ID# 72-1366400.
- Credit Card
  - Visa
  - MasterCard
  - American Express
  - Discover

**Cardholder Name:**

**Card Number:**

**Expiration Date:**

**CVV Code:**

(3 digits for VISA/MC, 4 digits for AmEx)

**Billing Zip Code:**

**Cardholder Signature:**

### Step Five: Agreement

I have read and agree to the parameters outlined in the NASDME exhibitor information and guidelines and agree to the following "Hold Harmless Clause," which is part of NASDME exhibit rules and regulations. "Exhibitor assumes responsibility and agrees to indemnify and defend NASDME, the Convention Center, and the Convention Center's Owner, and their respective owners, managers, subsidiaries, affiliates, employees and agents against any claims of losses, costs, damages or expenses arising out of the use of the exhibition premises."

\_\_\_\_\_  
**Signature**

\_\_\_\_\_  
**Date**

### Step Six: Submit

**Please submit your Application to:**

NASDME 2023 National Migrant Education Conference  
c/o MgR & Associates  
PO Box 67585  
Albuquerque, NM 87193  
[Corrina@mgr-events.com](mailto:Corrina@mgr-events.com)

Or via Fax to: Fax: 505.890.0703 (Fax with credit card payment only)

**If you have questions regarding application receipt, confirmation or payment, please call 505.250.2906 or email [Corrina@mgr-events.com](mailto:Corrina@mgr-events.com).**

# SPONSOR/DONOR RESPONSE FORM

Thank you for your support of migrant education and the important work our attendees do for migratory children across the nation. We sincerely appreciate your participation. Please complete the information below and submit the form to:

NASDME 2023 National Migrant Education Conference  
c/o MgR & Associates  
PO Box 67585  
Albuquerque, NM 87193  
[Corrina@mgr-events.com](mailto:Corrina@mgr-events.com)  
Fax: 505.890.0703 (Fax with credit card payment only)

## Step One: Official Contact Information

Name:			
Title:			
Organization:			
Address:			
City, State, Zip:			
Phone:		Fax:	
Email:			

## Step Two: Participation

- We would like to be a **Diamond Focus Group Sponsor** with a contribution of \$\_\_\_\_\_.  
Diamond sponsorship includes **exhibit space** and **two conference registrations**. Please also complete the Exhibitor Application Form and Conference Registration Form and submit with this form.
- We will Sponsor the conference with a contribution of \$\_\_\_\_\_.  
**Platinum, Gold and Silver** sponsorship includes **exhibit space** and **one conference registration**. Please also complete the Exhibitor Application Form and Conference Registration Form and submit with this form.
- We will be a **Networking Partner** with a contribution of \$\_\_\_\_\_.  
Networking Partners receive **one conference registration**. Please also complete the Conference Registration Form and submit with this form.
- We will Purchase a \_\_\_\_\_ (size) advertisement in the Conference Program \$\_\_\_\_\_.
- We will sponsor a **Food & Beverage function** for \$\_\_\_\_\_.  
For information, please contact [Corrina@mgr-events.com](mailto:Corrina@mgr-events.com) or call 505-250.2906.
- We would like to make an **in-kind donation**. (Door prizes, pens, note pads, pencils, etc.)  
Describe item(s)/quantity donating: \_\_\_\_\_



**Step Three: Company Information**

Company Website: \_\_\_\_\_

Program Advertisement: (if applicable)

- We will send our camera-ready artwork in PDF format to [Corrina@mgr-events.com](mailto:Corrina@mgr-events.com) by **March 17, 2023**.
- Artwork is attached/enclosed.

**Step Four: Payment Information**

- Sponsorship Donation: \$ \_\_\_\_\_
- Program Advertisement Fee: \$ \_\_\_\_\_

**Total Amount Due**

\$
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**Please select a payment option.**

[Payment in full must accompany form.](#)

- Check or Money Order enclosed payable to **NASDME**. Tax ID# 72-1366400.
- Credit Card
  - Visa     MasterCard     American Express     Discover

<b>Cardholder Name:</b>	
<b>Card Number:</b>	
<b>Expiration Date:</b>	
<b>CVV Code:</b> <small>(3 digits for VISA/MC, 4 digits for AmEx)</small>	
<b>Billing Zip Code:</b>	
<b>Cardholder Signature:</b>	

**Step Five: Submit**

**Please submit your Sponsor Response Form to:**

NASDME 2023 National Migrant Education Conference  
 c/o MgR & Associates  
 PO Box 67585  
 Albuquerque, NM 87193  
[Corrina@mgr-events.com](mailto:Corrina@mgr-events.com)

Or via Fax to: Fax: 505.890.0703 (Fax with credit card payment only)

If you have questions, please call 505.250.2906 or email [Corrina@mgr-events.com](mailto:Corrina@mgr-events.com).

# HOW NASDME “FOCUS GROUPS” WORK FOR YOU

NASDME's Focus Groups are held to allow educational leaders the opportunity to influence the development, refinement, and delivery of the products and services entering the educational setting in the U.S. so that those products and services can best meet the needs of migratory children. Because the schools and regions that NASDME's administrators lead are important consumers, NASDME gives them a unique opportunity to comment on and shape what goes into the schools they serve.

At NASDME's National Conference, corporate or nonprofit client representatives receive a private, 90-minute panel discussion with five leading educators. The agenda is determined by the corporate client and can address any issue. The client garners incredibly valuable information on those agenda issues and topics. Panels of expert administrators provide frank, candid insight and feedback that clients typically incorporate to upgrade their products and services and to modify their marketing plans.

NASDME is proud to work directly and closely with State Directors and administrators from across the country. These State Directors and administrators are seasoned, leading experts in the field of migrant education.

## 1. **What is a focus group?**

A focus group is a ninety (90) minute session where the corporate or nonprofit client representatives receive candid feedback on specific topics from five administrators from Migrant Ed Regions from all over the country. All topics discussed are strictly confidential.

## 2. **Who sets the agenda for the panel?**

The agenda is set by the client in consultation with the administrator chairing the focus group. Thus, the contact person from the corporate or nonprofit client and their focus group panel chairperson are the two key agenda and process setters. The key to a successful panel is careful planning and clearly stated and understood expectations by both parties.

## 3. **What types of items should/could be included in the pre-conference planning?**

- a. Selection of clearly articulated, focused topic(s) for the focus group such as a marketing plan for a specific commodity or service.
- b. Identification and distribution of any materials to be provided to the panel members prior to the sessions.
- c. If desired, development and distribution of a questionnaire to the focus group members in advance of the session. If the information requested is required prior to the focus group, then the questionnaire needs to be distributed, collected and collated well in advance of the meeting of the focus group panel.
- d. Identification of any special facilities and/or audiovisual equipment required for the focus group. For example, the corporate or nonprofit client may want to videotape the discussion. The client is responsible for all A/V costs and internet arrangements.

## 4. **How do the panel members know what the client expects during the focus group session?**

With good communication and planning by the corporate or nonprofit client and the panel chairperson, the following information and activities further assists panel members:

- a. An agenda prepared in advance and circulated to all participants.
- b. Distribution of materials to describe the client's company and the service or commodity to be focused on during the focus group.
- c. Distribution of a questionnaire, if this is part of the process.

## 5. **How does a focus group function?**

- a. To enable the corporate or nonprofit client to focus on the content, not the process, the focus group is chaired by the NASDME-selected chairperson.
- b. The chairperson calls on the NASDME members to introduce themselves and briefly describe their regions.
- c. The chairperson introduces any other guests in attendance.
- d. The chairperson and corporate or nonprofit client introduce the agenda.
- e. The chairperson leads the corporate or nonprofit client and NASDME team through the agenda.
- f. Allowance is made for a break of 5 minutes approximately halfway through the session.
- g. Time is built in for the chairperson or corporate or nonprofit client to sum up the session, determine any follow-up activities required, and/or identify any further steps to be followed.
- h. Wrap-up of the panel session is made by the corporate or nonprofit client and the chairperson.

# 2023 NATIONAL MIGRANT EDUCATION CONFERENCE

SUNDAY, APRIL 30 – WEDNESDAY, MAY 3, 2023 IN ALBUQUERQUE, NEW MEXICO

First Name \_\_\_\_\_ Middle Initial \_\_\_\_\_ Last Name \_\_\_\_\_

Preferred First Name for Name Badge \_\_\_\_\_ Title \_\_\_\_\_

Employer/Organization \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_ Billing Email \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Are you an eligible migrant parent?  Yes  No

Will you attend the Wednesday Luncheon?  Yes  No

Do you require a vegetarian meal?  Yes  No

Do you have any accessibility needs?  Yes  No

If yes, please describe: \_\_\_\_\_

Preferred language for workshops:  English  Spanish  Other: \_\_\_\_\_

## REGISTRATION QUESTIONS

If you have any questions, please call (505) 508-2999  
or email [NASDMEregistration@mgr-events.com](mailto:NASDMEregistration@mgr-events.com)