Showcase your products and resources to education, business, sports and community leaders.

Be the spark that inspires a teacher, a parent or an entire community to try something new that motivates children and adults to excel — for all the right reasons.

Character.org is all about doing what it takes to make sure people are educated, inspired and empowered to be ethical and compassionate citizens. And our annual Forum is focused on conveying the knowledge and resources that can bring this promise to life. That’s where you come in.

The educators and community leaders that count on Character.org also count on organizations like yours to showcase the tools they need to teach effectively, with character building at the core of every interaction.

Join us this year at our 26th annual National Forum. You won’t find a better venue for reaching the leaders and experts in character development. They’re dedicated to instilling character into their communities, and they are looking forward to networking with you.

“Being actively involved with the conference helped our visibility and lead directly to customer contacts. It was very clear that the Character.org team is always willing and ready to listen to our ideas.”
- Frank Ghee, Around the Piano, previous exhibitor

There are many reasons you should exhibit.

Connect and build relationships with more than 800 educators, parents, coaches and other decision-makers who are passionate about character.

Showcase your products and services
- Build new relationships with the world’s leading character decision-makers
- Build brand awareness for your organization
- Generate leads and close sales
- Attend sessions and network with attendees and speakers both on and off the exhibit floor

Where else can you find more opportunities to sell, network and build lasting relationships...all in just three information-packed, fun-filled days?

Make sure you get the best possible booth location. Reserve your space now.
Make sure you get the best possible booth location.

What You Get.

The Character.org National Forum offers big benefits — for a small investment.

YOUR EXHIBIT BOOTH PACKAGE INCLUDES:

• One complimentary registration for the full conference, including meals, education and plenary sessions and networking events (a $799 value)
• One exhibit-only pass for booth staff (including meals and networking events)
• One 8’ deep x 10’ wide booth space or one 6’ tabletop display space
• One 6’ skirted table
• Two chairs
• One standard two-line booth sign
• One wastebasket
• Back wall and side drapes (with 8x10 booth)
• Promotion on the Forum website
• Promotion in Forum print and digital marketing materials

Booth space is reserved on a first-come, first-served basis.
Act now to make sure you get the booth you want.
Reserve your space now.

Reserve your booth space orders online, www.character.org/conference/become-an-exhibitor/

2019 Exhibit Prices

<table>
<thead>
<tr>
<th></th>
<th>8 X 10 Booth</th>
<th>Tabletop Display</th>
</tr>
</thead>
<tbody>
<tr>
<td>Early Bird Member</td>
<td>$899</td>
<td>$649</td>
</tr>
<tr>
<td>Early Bird Non-member</td>
<td>$1,000</td>
<td>$799</td>
</tr>
<tr>
<td>Regular Member</td>
<td>$975</td>
<td>$699</td>
</tr>
<tr>
<td>Regular Non-member</td>
<td>$1,150</td>
<td>$899</td>
</tr>
</tbody>
</table>

Early Bird rates good through 6/15.

Please email a high-resolution version of your logo (.png or .jpg)
Send to heather@character.org at your earliest convenience.

NOTE:
We agree to abide by the terms and conditions set forth by Character.org per the General Information and Rules and Regulations. No exhibit space will be confirmed until payment is received. If an exhibitor cancels prior to August 1, a refund will be given, minus a $75 processing fee. If an exhibitor cancels between August 1 and September 15, a 50% refund will be given, minus a $75 processing fee. After September 15, no refunds will be given. It is understood that if an exhibitor cancels an exhibitor booth or table, the company will still be responsible for other advertising commitments that have been made. If

CALL HEATHER CAZAD AT 202.296.7743 TO TALK ABOUT YOUR PROMOTIONS BUDGET
Expand your reach with these opportunities

PRINT ADS

- Exclusive inside front cover or back inside cover full page ad @ $1,550
- Full page ad @ $1050
- Half page ad @ $750
- Quarter page ad @ $425
- 1/8-page ad @ $200

OTHER OPPORTUNITIES

- Conference bag sponsor @ $2,500
- Item in conference bag @ $300
- Item place on unstaffed “Take One” table (for non-exhibitors) @ $100
- Forum marketing email sponsorship @ $500
  (We send an email to our list on your behalf)

Contact Dean D’Ambrosi for more sponsorship information at dean@character.org.

Register online to reserve your booth or table. www.character.org/forum
EXHIBIT LOCATION
Booths are assigned on a first-come, first-served basis, so you are encouraged to block your desired space early. Refer to the map on page 4 to select your booth or tabletop display area.

EXHIBIT SET UP AND DISMANTLE
Exhibitors set up their exhibits between 1-3 pm on Thursday, October 24. All exhibits must be set up and cleared of cartons and packing materials 3 pm on Thursday.

Exhibitors may begin dismantling their booths at 12 pm on Saturday, October 26, and must have their displays dismantled and cleared from the exhibit area by 3 pm. Character.org will not be responsible for any exhibits not removed from the exhibit area by 3 pm Saturday.

EXHIBIT HOURS
The exhibition area will be open during the following times:

- Thursday, October 24: 3 pm-6 pm
- Friday, October 25: 7 am-6 pm
- Saturday, October 26: 7 am-12 pm

DEDICATED EXHIBIT HALL HOURS AND SPECIAL FUNCTIONS
We’ve planned this year’s Forum with our exhibitors strongly in mind, and the schedule includes dedicated exhibit time. Coffee breaks, lunches and our poster session will take place in the exhibit area.

EXHIBITOR SERVICES
Alliance has been contracted to manage the exhibit hall set up. Alliance is the point of contact for exhibit hall services. All forms for services such as shipping, drayage, signs, cleaning, etc. can be ordered via the exhibit kit that will be sent by Alliance. The kit will also include forms for electrical and AV services; however, note that these services are provided by the conference hotel.

BOOTH DECORATIONS
The hotel exhibit area is carpeted, predominantly in multi-color shades of grey. Additional floor coverings, furniture and other special equipment can be ordered through Freeman.

ELECTRICAL CONNECTIONS
Booths do not include electrical outlets/connections. The conference hotel is equipped to provide electrical connections to exhibitors at a fee specified in the exhibitor kit. Freeman will provide exhibitors with an application to order electrical services as part of the exhibitor kit provided.

AUDIO VISUAL
The conference hotel is equipped to provide audiovisual equipment to exhibitors for a fee. Alliance will provide exhibitors with an application to order this equipment as part of the exhibitor kit provided.

 SHIPPING MATERIALS
Alliance will receive shipments beginning 30 days prior to the show. You can elect to bring your items with you or ship them to yourself. Further information regarding shipping to Alliance will be included in the exhibitor kit.

ACCOMMODATIONS
Character.org has reserved a hotel block at the Wardman Park Marriott at a reduced rate of $199/night plus tax for single and double occupancy. The hotel is located at 2660 Woodley Road NW, Washington, DC 20008. You can book your rooms by calling the hotel directly at 202-328-2000 and informing the reservation agent that you are attending the Character.org National Forum. The accommodations link is also accessible via the Forum website at character.org/orum. We encourage you to reserve your room early to ensure availability of this negotiated rate.

EXHIBITOR REGISTRATION
All exhibitors must be registered for the Forum. Each booth and tabletop display comes with one full registration that includes access to all sessions, meals and receptions. It also includes one exhibit-only registration for booth staff that includes meals and receptions.

FOR MORE INFORMATION CONTACT HEATHER CAZAD AT HEATHER@CHARACTER.ORG OR 202.296.7743
SECURITY AND INSURANCE
Exhibitors are responsible for their own exhibit materials and should insure the exhibit against loss or damage from theft, accident, vandalism, fire or other causes. All exhibitor property is understood to remain in the exhibitor’s care, custody and control in transit to, from and within the confines of the exhibit hall. Exhibitors are solely responsible for their own actions and all actions of their staff during the Forum.

FIRE AND SAFETY REGULATIONS
Exhibitors are expected to abide by all laws, ordinances and regulations pertaining to health, fire prevention and public safety affecting participation in the exhibition.

CANCELLATION AND REFUND POLICY
In the event the show is cancelled, space rental fees will be returned to exhibitors after all related show expenses incurred through the date of cancellation have been met. However, exhibitors will not be reimbursed if the exhibition is cancelled, postponed, curtailed or abandoned due to an act of war, insurrection, radioactive contamination, natural disaster or any other reason beyond the control of Character.org.

Cancellations of exhibit space must be made in writing. If an exhibitor cancels prior to August 1, a refund will be given, minus a $75 processing fee. If an exhibitor cancels between August 1 and September 15, a 50% refund will be given minus a $75 processing fee. After September 15, no refunds will be given. It is understood that if an exhibitor cancels an exhibitor booth or table, the company will still be responsible for other advertising commitments that have been made. If requested, refunds for advertising items will be handled on a case-by-case basis and are not guaranteed.

SUBLETTING SPACE
No exhibitor shall assign, sublet or apportion the whole or any part of the space allotted to the exhibiting organization. Neither will an exhibitor exhibit therein any other goods, apparatus, etc. other than those manufactured or sold by the exhibitor in the regular course of business.

DISPLAY REMOVAL
Freeman has the authority, without obtaining permission from exhibitors, to assign carriers to remove displays from the exhibit area if the exhibitor’s designated carriers do not pick up the materials on time. When necessary to reroute shipments via a common carrier, trucking charges will be assessed to exhibitors concerned. When no disposition is made, materials will be returned to Freeman’s warehouse to await shipping instructions, and the exhibitor will be charged accordingly.

DEFAULT IN OCCUPANCY
Any exhibitor failing to occupy contracted space is not relieved of the obligation of paying the full rental of such space, as documented in the signed application. If a booth is not occupied by the opening of exhibits for attendees, Character.org may repossess the exhibit space.

LIABILITY
Neither Character.org, nor the Wardman Park, nor their employees, officers, agents, directors, nor representatives are liable for any damages or loss that may occur to the exhibitor or to the exhibitor’s employees or property from any cause whatsoever. Insurance and liability are the full and sole responsibility of the exhibitor.

Make sure you get the best possible booth location. Reserve your space now.