



2021

MEETING NEW CHALLENGES

Fall Conference

# Vendor Exhibits at IECA's Fall Conference

## November 10–12, 2021

The Independent Educational Consultants Association will hold its annual Fall Conference virtually Wednesday–Friday, November 10–12, 2021. While it is too soon to predict attendance at our Fall Conference, at our Spring virtual conference attendance exceeded 1,100 with 700 IECs.

Vendor booths in the IECA virtual Exhibit Hall are designed exclusively for businesses and organizations that serve independent educational consultants, colleges, K-12 schools, therapeutic and special purpose programs, and related groups. We will be looking for a diversified mix of appropriate vendors: publishers, web designers, office management

software providers, test prep companies, financial institutions, and other related service companies.

To register for this event as a Vendor, use this link: <https://www.cvent.com/d/8mq8j9>

Note: Schools, colleges, and therapeutic programs are NOT eligible to register as Vendors, and should instead register at this link: <https://link.iecaonline.com/upcoming-conference>, and select a space in the School Exchange, College & PostSecondary Fair or Therapeutic Information Swap during the registration process.

### A Unique Opportunity

The IECA Fall Conference is a unique opportunity for services and businesses to reach all conference participants in one place, at one time on one interactive, dynamic platform. Each registered Vendor will be able to upload their own unique content to their booth (e.g. video, materials) that conference registrants can access 24 hours a day. And while we will have designated time periods every day when we strongly encourage you to be at your booth and available for live video chats with visitors, you can choose to be available at your booth as much as you want each day, every day. We encourage you to be as accessible as possible throughout the week to maximize opportunities for you to connect with IECs and other participants and vice versa! But no worries—if you're not at your booth, visitors will still be able to drop off their contact information so you can connect with them later. Once registered as a Vendor and the conference platform launches for set-up in mid-October, you will receive login information to upload your marketing materials, set up profiles for your organization and your registered representatives, and even add a short welcome video!



“Absolutely exceeded my expectations as both a vendor and an IEC participant. I was even able to coordinate attending AND sitting in video chat room with the aid of two computers—how cool is that?! Vendor conversations felt less rushed and were easier to manage without the din of an exhibit hall.”

—Recent Conference Attendee

### These Virtual Booth features are included to help you maximize your impact with conference participants:

- Decorate your booth with a booth banner and logo
  - Share a video to introduce your organization
  - Add your organization description
  - Spotlight your registered representatives and their profiles
  - Interact with participants using live video chat
  - Receive requests for information and communicate through a communication portal
  - Access list of participants who visited your booth
  - Upload resources such as guidebooks, web links, pdfs, and video clips
  - Add your social media links
  - Dedicated Vendor Exhibit Times
- To see a sample booth, click here: <https://link.iecaonline.com/virtual-booth>

## Included in Vendor Registration

Vendors will be provided with one Virtual Booth, listed alphabetically by company name in the Vendors section of the IECA Exhibit Hall. The Vendor registration fee is \$695 and includes two registrants. Vendors may register additional participants at a cost of \$250 each. Vendor booths are NOT listed as part of the School Exchange, College & PostSecondary Fair, or Therapeutic Information Swap events, as those are separate Exhibit Hall categories in the virtual platform. Vendors will be featured in our Scavenger Hunt Game and will also have an opportunity to hold Prize Drawings in their virtual booth that IECA will advertise before and during the conference. A limited number of sponsorship opportunities are also available: link. <https://link.iecaonline.com/sponsor-brochure>. Contact Jean Lockwood with any questions: [Jean@IECAonline.com](mailto:Jean@IECAonline.com) or 703-591-4850 ext. 6982

“I was thrilled with the ease of clicking into virtual chats with vendor reps. I had some really engaging one-on-one conversations...something I hadn't thought could happen virtually.”

—Recent Conference Attendee

**Dedicated Vendor Time:** The following hours are the times when we expect the most traffic, with few competing events:  
Wednesday, November 10 1:30–2:00 p.m. ET  
Thursday, November 11 10:30 – 11:30 a.m. ET & 1:30 – 2:00 p.m. ET  
Friday, November 12 10:30 – 11:30 a.m. ET

## Add-on Vendor Only Opportunity: Vendor Spotlight

Registered Vendors can host a 15-minute pre-recorded Vendor Spotlight. The content can be creative and entertaining, a demo or promotional ad for your service/product, or a combination of the two. The vendor will be responsible for recording and submitting the video by mid-October and IECA will assign the day/time it is placed in the conference schedule. Vendor Spotlights will run two at a time at 10:00 a.m. ET and 10:15 a.m. ET on Thursday and Friday for a total of eight opportunities. The video links will be accessible any time during the conference and will remain available for participants to view through December 30. The cost to add-on a Vendor Spotlight is an additional \$1,000.

## Vendor Guidelines

- No activities in the vendor hall may interfere with the conference, its educational sessions, or the Exchange/Fair/Information Swap.
- 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.
- Only one company per virtual booth is permitted, unless approved in advance in writing by IECA.
- Exhibits which defame or unfairly attack the products or integrity of another exhibitor, IECA, or conference attendee are prohibited.
- IECA has the sole authority to accept or reject a registration application.

“Attached is my Scavenger Hunt sheet. This was a nice way to have us check out all booths.”

—Recent Conference Attendee

## Cancellation/Refund Policy

IECA must receive notification of your cancellation by email to [info@IECAonline.com](mailto:info@IECAonline.com) by October 8 in order to receive a credit/refund. You can choose to receive either a refund or a payment credit. The payment credit would equal 100% of the fee paid and you can apply it to a future IECA event, advertisement, or sponsorship. If you opt for a refund, you will receive a refund of 100% of your fees minus a \$75 administrative fee (a portion of the direct administrative costs charged by our online system for registering and unregistering participants and processing payments.) Refunds will take up to 4 weeks for processing. Those cancelling after October 8 will not receive a refund or credit.