

# Expo Information Webinar - 2026/08/17 09:49 CDT - Transcript

## Attendees

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## Transcript

**Mia Matherne:** exhibitors for teacher leader summit 2027. We are so excited to have everyone here this morning and hopefully we'll be able to provide you with some information and if you have questions at the end we'll be happy to answer those. the link to the deck was placed in the chat so you should have access to that there. we'll go ahead and cover our agenda. So today we'll cover the purpose of the education expo. We're going to talk a little bit about the schedule, what's expected of exhibitors, booth fees, sponsorships, outreach, lead capture, the whole application process, and we'll also make sure that you have all the key dates. and then we'll end with time for questions. So again, thank you so much for joining. First, we would like to extend a very warm welcome to everyone on the call today.

**Mia Matherne:** And of course, the LDOE is always so grateful for the hundreds of educators and organizations who share their time, expertise, and resources with Louisiana's educators each year. Your contributions make Teacher Leader Summit such a rich and impactful event. On behalf of the LDOE, we thank you for partnering with us and helping us create another successful year. And the Teacher Leader Summit planning team is always about making the next year even better than the one before. And last year was fantastic. So, we hope to, do even better this year. So, at the heart of Teacher Leader Summit and the Education Expo are Louisiana's education priorities. Everything we do, whether it's professional learning, networking, or connecting with partners, aligns to these priorities to ensure we'll be building strong, supportive, and effective systems for our educators and students.

**Mia Matherne:** Teacher Leader Summit 2027 will take place through Thursday, June 3rd at the New Orleans Ernest and Morale Convention Center in New Orleans. This is our annual statewide

professional learning event that brings together educators from birth through grade 12 along with national and state content experts. All right, a little bit about The Education Expo is more than just an exhibit hall. It's a place where Louisiana educators can connect with professional learning partners and nonprofits outside of their scheduled sessions. These face-to-face interactions are great for Q&A, relationship building, and sharing best practices. We encourage exhibitors to have content experts at their booths and to focus only on the approved products or services from their application acceptance letter. All right.

**Mia Matherne:** And now we'll talk a little bit about the schedule. So, as we did last year, the education expo is going to be extended again to that Thursday. So, at no extra charge, the vendors do have access to be able to vend on the Thursday. Please make sure you're fully set up and ready to go by 9:45 on Tuesday, June 1st. Exhibits will run through Thursday, June 3rd. with tear down happening from 12:00 p.m. to 4:00 p.m. on the last day. Lunch will be provided for up to two booth attendants each day and the expo will be open during the hours listed here on the screen. And some of you may be wondering why we went ahead and pushed back that start time for June 1st to 9:45. And the reason for that is we want all expo vendors to have the opportunity to attend our open session.

**Mia Matherne:** And so we are going to just have everyone in the hall so that they can all experience that and you all will be able to experience it as well this year. Talk a little bit now about expectations. Every booth must have a representative present during all expo hours. Having two registered attendants helps ensure coverage during breaks or lunch. If you want to bring additional staff beyond the two included with your booth, that is completely fine, but they will need to register separately and pay the registration fee. Trading badges with team members not registered is strictly prohibited. So, just be sure that you are not trading your badge with anyone who is coming in who may not have registered or may not have paid to attend Teacher Leader Summit. Your badge only belongs to you. All right. Now, we'll talk a little bit about booth fees.

**Mia Matherne:** Booth fees must be paid in full by April 16th, 2027. So, you definitely have some time. Your booth fee includes two Additional attendants are \$249 each. If you would like to enhance your booth space, we'll provide details about additional services available through Freeman Event Services after your application is approved. We also offer add-on options like the expo sessions for interactive demos and hands-on experiences which we'll talk a little bit about in a moment. All right, so these next few slides are going to show our booth fees and then what is included in each. And so this is the 10 by 20 and the 10 by 40. So this shows you our regular registration cost and our state agency and nonprofit cost.

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**Mia Matherne:** And please note that a 20 by 20, which is an option to purchase, does not include a back wall or side drapes. So this is more of an open space and it lends itself to several configurations that may utilize additional add-ons provided by Freeman. All right, talk a little bit about the expo sessions so last year we had the expo classroom. So, some of you who were vendors probably remember that. this year we're calling them expo sessions. So, exhibitors are encouraged to present and must adhere to the call for presentation guidelines. traditional sessions are 70 minutes long and spots are highly competitive. Full call for presentation information can be found in the presenter submission guide that's linked here on this slide. However, exhibitors may opt to purchase

**Mia Matherne:** just an expo session instead. These sessions will be 45 minutes long. and session content and slide decks will go through that same approval process. so just note that if you decide you want to do a traditional session that is completely fine with us. you will have to go through the process of submitting that and being accepted. or you can choose to do the 45 minute long All right. So, in creating your expo sessions, we just want you guys to be aware of our expectations on the front end so that you can be sure to abide by these. So, step one is understanding Louisiana's education priorities and the 2027 and so, our theme is not yet announced, but it will be soon. Step two is alignment to one of the three professional learning structures.

**Mia Matherne:** that includes the HQPL high quality professional learning cycle, observation and feedback and professional learning roadmap implementation. step three is to identify your presenters. Step four is to begin crafting your proposal. and we did go ahead and provide you with All session descriptions this year will have to fit this template. So you will have to utilize this template when creating your Continuing with step four, you should also be sure that your objectives begin with participants will and are clear, measurable, and observable and should let us know what attendees should know and be able to do. and then step five is to submit the proposal before and the deadline is January 15, 2027.

**Mia Matherne:** And then you will receive notice of acceptance for those expo sessions by February 19th, 2027. And here are the expo schedules. So this is day one. So as you can see here, we kind of just lumped it in with our regular session, BS denotes a breakout session. So those are the ones that are happening throughout the convention center. But just to give you guys an idea of the schedule for day one and then on the next slide you will see day two. So here is day two schedule and then on the next slide is day So here is day three schedule. All right and talk a little bit about sponsorships. So in addition to your booth we do invite you to become a sponsor.

**Mia Matherne:** We definitely appreciate po These sponsorships help to support meals, snacks, and beverages for attendees. we cannot set tears. However, every contribution makes a difference. Sponsors will be recognized in the CED app during the opening session. and of course with signage in and around the convention center. The next information we will cover is the expo application process. So for the expo, we're looking for exhibitors who align with priority of Louisiana's educational priorities, organizations providing highquality professional learning, vendors of highquality instructional materials, CTE institutions, teacher and principal associations, arts organizations, ed prep programs, or tutoring providers.

**Mia Matherne:** Applications should highlight your alignment to the HQPL cycle, HQIM, observation and feedback practices and professional learning roadmap. All right. So what are our next steps after acceptance? Once approved, exhibitors will register and submit payment utilizing a direct link from CET. Payment is not processed through The exhibitor portal is the administrative site where ED exhibitors manage their event presence. Use the portal to update your company profile, upload logos, assign booth staff, and purchase lead capture licenses. This event app is the attendeef facing event app. Attendees can browse exhibitor profiles, view company information, and engage with exhibitors through the exhibitor directory and other event Information displayed in the Cvent app is managed through the exhibitor portal.

00:10:00

**Mia Matherne:** Lead capture is an optional tool that allows booth staff to scan attendee badges, the QR code that's in the event qualify leads and export lead data for followup after the event. The lead capture app is free to download. However, each user must have a purchased license Purchase lead capture licenses through Steven's exhibitor portal. And on the next slide, you will see the lead capture fees. So through CIT's exhibitor portal, exhibitors can purchase lead capture licenses so your team can scan attendee badges, qualify leads, and export contact information for follow-up. There are single and bundle license options as well as an API option for those using an external solution. And next, we're going to talk a little bit about our timeline. So hopefully you all are interested in participating. We definitely want everyone to apply.

**Mia Matherne:** Applications open August 28th and are due by January 15th. So, you definitely have a lot of time to determine if you would like to be a vendor. you will hear back from the Teacher Leader Summit event team on a regular cadence starting at September regarding your approval. So, as applications come in, We do not wait until January 15th when everything is due to determine your approval. We begin to do that on a rolling basis. Payment is due in full by April 16th, which is also the last day to

**Mia Matherne:** full Between now and May, we will host several webinars and office hour sessions to help you prepare for a successful expo. And so you can get on those office hours if you have questions about the vendor expo just in general or if you would like some support around crafting your proposal for the expo session or maybe even for a regular session in teacher leader summit. The information document that houses the official application form is linked in this deck and will be posted in the next few days to the LGOE website. All right, so let's talk just a little bit about call for presenters because we understand that in most instances, not only are you a vendor, but you're also a presenter at Teacher Leader Summit. And so the call for presenters information webinar is this Wednesday.

**Mia Matherne:** There are two options to attend, a 1 p.m. and a 4pm. Presentations accepted for summit include one complimentary registration. If an exhibitor is also a speaker, this would ultimately include three total complimentary registrations, two included with the booth and one included for the speaker. All right. And our last slide is whether or not you guys have any questions. So, this concludes the information that we're going to present today. I know that was a lot, but remember that the webinar information will be available on the landing page. and you can always reach out to us at ldoevents if you have any questions at all. But if you would like, you can go ahead and pop your questions in the chat or unmute and we are happy to answer those. Our team is here and of course we're always willing to help to make the expo the best possible experience.

Meeting ended after 00:13:46 

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