






# Notes

Mar 30, 2026

# Exhibitor Webinar

Attachments  Exhibitor Webinar

Meeting records  Transcript  Recording

## Summary

Teacher Leader Summit logistics were reviewed with LDOE coordination for safety and Cvent platform usage.

### Keynote Speaker Announcement

LSU women's basketball head coach Kim Mulkey was announced as the keynote speaker for the Teacher Leader Summit 2026, delivering the opening session on May 26th. The selection aligns with the principles of high expectations and preparation important to educators.

### Logistical and Safety Updates

The LDOE is coordinating with New Orleans and Company and the Morial Convention Center to ensure attendee safety, and a visitor safety statement is available. Exhibitors are responsible for loading and unloading their own materials at the assigned dock, and ample paid parking is available around the convention center.

### Cvent Platform Requirements

Exhibitors must use the Cvent platform for all announcements and complete their profile by adding contact information and staff, which is a required task. Lead capture licenses are an optional add-on feature starting at \$249, separate from the 2 free registrations included per booth.

## Details

- **Keynote Speaker Announcement:** The Louisiana Department of Education (LDOE) announced that LSU women's basketball head coach Kim Mulkey will be the keynote speaker for the Teacher Leader Summit 2026, delivering the opening session on May 26th. Coach Mulkey's career is highlighted by high expectations, preparation, and developing people, which are principles that align with the work of educators ([00:00:00](#)).
- **Meeting Agenda and Introductions:** Mia Matherne, Executive Director of Teaching and Learning at the LDOE, introduced themselves and their counterparts, Amanda Slaughter and Adam Zenadito, who helped plan the event. The agenda for the webinar included discussions on health and safety, logistics, arrival and check-in, Cvent updates, and a final Q&A session ([00:01:08](#)).
- **Health and Safety and Logistical Updates:** The LDOE is coordinating with New Orleans and Company and the Morial Convention Center to ensure the safety of all summit attendees. Visitors are asked to maintain the same personal safety precautions and vigilance they would at home or in any metropolitan area, and a New Orleans visitor safety statement is available for additional information. Regarding logistics, the vendor kit link for purchasing additional services has not yet been provided by Freeman, but once it is available, completing the related task will be noted in the exhibitor portal ([00:02:01](#)).
- **Booth Information and Expo Map:** Exhibitor support contact numbers are available in the exhibitor portal, and a floor plan showing each booth location is available in Cvent. Attendees should add their booth personnel to Cvent, as this is a required task. The expo map, snipped on the preceding Friday, shows that booths with blue circles have been chosen, including some 20x20 options that were offered in addition to the advertised 10x40 booths ([00:03:07](#)).
- **Arrival, Loading, and Parking:** Exhibitors are responsible for the loading and unloading of their own materials at the assigned loading dock, as the LDOE and the convention center do not provide assistance. Detailed instructions for accessing the loading dock will be provided by Freeman and shared during the final May webinar ([00:04:10](#)). Ample paid parking is available around the convention center for a daily fee, but overnight parking is prohibited, and attendees are encouraged to use public transportation or ride-sharing services on summit days ([00:05:20](#)).

- **Check-In Requirements and Access:** All registered exhibitors must check in upon arrival on May 25th, but not on subsequent days, and starting May 26th, check-in will be at the help desk in hall AB ([00:05:20](#)). Every registered booth attendant will receive a lanyard and an event pass that must be worn at all times to access lunch halls and meeting rooms. Only exhibitor attendants listed on the booth registration will be granted entry during expo hours ([00:06:33](#)).
- **Cvent Platform and Exhibitor Portal Use:** Cvent is the designated platform for the 2026 Teacher Leader Summit, used for announcements, updates, and includes features such as the virtual attendee hub and optional lead collection capabilities ([00:06:33](#)). Exhibitors should complete their profile in the portal by adding their contact information, company logo, and booth staff ([00:07:43](#)). The Cvent app event code is expected to be emailed within the next couple of weeks, and all booth attendants should log in to verify accessibility once the code is received ([00:06:33](#)).
- **Adding Booth Staff in Cvent:** To add booth staff, exhibitors must search the attendee list using the exact email address associated with the individual's registration, as this is the only way to find them in the system ([00:07:43](#)). The booth fee includes two free registrations per booth, and additional attendees beyond the initial two must be paid for ([00:12:19](#)).
- **Lead Capture Licenses and Costs:** Lead capture licenses are an optional add-on feature for staff to collect leads in the expo hall, and the starting price for one license is \$249 ([00:10:00](#)). The lead capture license is separate from adding booth staff, and is not required for booth staff additions ([00:12:19](#)).
- **Addressing Cvent Access and Registration Issues:** Exhibitors experiencing technical difficulties, such as errors when attempting to add booth staff or needing to change Cvent admin access, should email the LDOE events inbox for assistance ([00:11:11](#)) ([00:14:18](#)). Adam Dibenedetto offered to personally help Michelle Robins resolve issues with adding staff to the portal and addressing payment for additional attendees ([00:15:12](#)).
- **Final Webinar and Resource Information:** The final exhibitor webinar will be held on May 5th at 1:00 PM or May 7th at 10:00 AM, offering two opportunities for attendance with crucial, up-to-date information before the summit ([00:08:59](#)). A previous exhibitor deck that was shared contains guidance, including links to registration on slide 11 and exhibitor portal navigation on slide 14, which can be referenced for further assistance ([00:18:49](#)).

- **Booth Number Finalization:** The final booth numbers have not yet been finalized ([00:18:49](#)).

## Suggested next steps

- Michelle Robins will send the information about the error when registering an individual to the LDOE events inbox so they can add them on the back end.
- Cheryle Totten will email the LDOE events inbox with the first name, last name, and email address of the person she wants added as booth staff to resolve the issue with paying for the second attendee.

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# Transcript

Mar 30, 2026

# Exhibitor Webinar - Transcript

00:00:00

**Mia Matherne:** All right, everyone. Thank you so much for joining us. Happy Monday. I hope everybody had a fantastic weekend. Um, we're going to go ahead and get started with our exhibitor webinar for today. All right, so really exciting news. The first thing we would like to begin with is an update on our keynote speaker. We are so excited to announce that LSU women's basketball head coach Kim Moy will serve as keynote speaker for Teacher Leader Summit 2026 and our opening session on May 26th. Coach Moy is a championship level leader who knows what it takes to build and sustain a culture of excellence. A native of Tikfall, Louisiana, Maloki's career is defined by high expectations, relentless preparation, and developing people. principles that mirror the work educators do every single day to help students grow. We can't wait to be inspired by Coach Muly's big ideas and her powerful insights on leadership, teamwork, and what it takes to truly achieve excellence uh both on and off the court. And so with that, we are so excited.

00:01:08

**Mia Matherne:** Um and I think I forgot to introduce myself. My name is Mia Mthn. I serve as executive director of teaching and learning at the LDOE. Um, and I do have some of my counterparts who also helped me plan this fantastic event who were on the call as well, Amanda Slaughter and Adam Zenadto. Um, and little fun fact, Adam is also from Tikfall. So, just thought I would throw that in that he and Coach Moy have that in common.

**Cheryle Totten:** Yeah.

**Mia Matherne:** Um, but thank you again for joining us if you're just joining in. Next, we'll go ahead and look a little at our agenda. So, we're going to talk a little about health and safety, um, logistics, arrival, and check-in. We'll talk a tad about Steven and then we'll have a Q&A at the end in case you guys have any questions. All right. First on health and safety, the LDOE is working with New Orleans and Company and the Moral Convention Center to prioritize the safety and well-being of all summit attendees.

**00:02:01**

**Mia Matherne:** New Orleans and Company has a strong partnership with the NOPD. Uh the city is making rapid strides to make New Orleans safer for all together with NOPD. New Orleans and Company asked visitors to use the same personal safety precautions and to stay as vigilant as they would at home or any other metropolitan destination. And on linked on this slide, you will find the New Orleans visitor safety statement. Please access this link for additional information about safety in the city. All right. Next, we're going to talk a little about logistics. Um once in the expo um we hope to have the vendor kit link for you all today. Um unfortunately my apologies we did not get that from Freeman just yet. Um so the vendor kit link to purchase additional services has not yet been provided. But once Freeman determines um once Freeman provides that, we're going to go ahead and note that as an assigned task to complete in the exhibitor portal. Um, and as soon as we have that link, we'll go ahead and uh and post that that task.

**00:03:07**

**Mia Matherne:** Freeman exhibitor support can be reached at the phone number listed on the slide. Both numbers are listed in the exhibitor portal. A floor plan that shows each booth location is also available in Cvent. Um, and also be reminded that you should be adding your booth attendees to Cant as well if you have not yet done that. That is also a task. Um, and we'll talk a little bit more about that on slide 41. And then the next slide, uh, just shows the booth location map. Um, and the booth locations that have or have not been chosen. Um, and this one was snipped on Friday. So, if it's something happened over the weekend, then it could be a slight change. Somebody could have chosen a booth that doesn't look chosen on here. Um, but if you notice the um the booth the booths that have the blue little circle have already been chosen. The booths that do not have the little blue circle in it have not been chosen. Um, and we did offer even though we only advertised a 10 by 40, we did offer this year a 20 by 20 as well.

**00:04:10**

**Mia Matherne:** Um, so you'll see up there that there were some uh some 20 by 20s that

were chosen also, but we still do have I think a couple of the 10 by 40s available. Um, and then the rest are going to be your 10 by 20. So, this is the expo map. So, if you have any questions about this, please feel free to reach out or you can just hang out until the end of the session of the meeting and we can answer those questions for you. All right, the next information is on arrival and check-in. The LDOE and the convention center do not provide assistance with loading and unloading of materials. Exhibitors are responsible for loading and unloading their own materials. Exhibitors will load and unload materials for their booth at the assigned loading dock for the event. Exhibitors will be provided detailed instructions on how and where to access the loading dock in the information received from Freeman. And this will be available in our last call that will be happening in May. Um so at that May webinar, we will provide you all with specific step-by-step instructions on how to load and unload uh in the expo hall.

## 00:05:20

**Mia Matherne:** Ample parking is available. Um, and there's information that's linked on this slide to help you out with that. Um, and in and around, well, not in, you can't park in the convention center. Um, available around the convention center for a daily fee. Some parking lots only accept cash and overnight parking in that area and in that vicinity is prohibited. We do encourage exhibitors to utilize ride sharing services, to use public transportation or to carpool. Um, not necessarily on, you know, setup days because we understand that you have to get your information into the expo and all of your, you know, materials into the expo. But on those summit days, it is a good idea if you're not, you know, at a hotel that's in the vicinity to use those uh the car pool or the ride share uh services that are available. All right. Um all registered exhibitors must check into Teacher Leader Summit upon arrival on May 25th. Check-in on subsequent days is not necessary. Starting Tuesday, May 26th, check-in at the counter labeled help desk in hall AB is where you'll check in. At check-in, each registered booth attendant will receive a lanyard with an event pass.

## 00:06:33

**Mia Matherne:** The lanyard and event pass must be worn at all times during the event to access the lunch halls and meeting rooms as needed. Only exhibitor attendants that have been listed on the booth registration will gain entry during expo hours. So it is very

important that you are completing that task in Cvent by listing your booth attendance which we'll talk about in a moment. All right. Next we're going to give you some updates on Cvent. Cvent is the dedicated platform for the 2026 teacher leader summit. Cvent will be used by the LDOE to communicate announcements and updates before, during, and after the event. The following features can be utilized by exhibitors within the Cvent H app. the virtual attendee hub, lead collection capability through lead capture licenses for your staff, and that is an um that's an additional cost, lead qualification questions, and lead collection export. Once the Cvent app event code is available, it will be emailed to all attendees and exhibitors, and we recommend all booth attendants log into the Cvent app to verify accessibility as soon as we send out that that code.

**00:07:43**

**Mia Matherne:** Um, we should be sending out the event code within the next couple of weeks. Um, we just want to be sure that everything is secured away in Cant before we create that event code for you. All right, a little more information about the exhibitor portal. Um, again, please complete the following task in the exhibitor portal. Um so if you have not yet done so uh complete your profile which includes your contact information, your address, your company logo and information and then again adding that booth that booth staff um to your um to your profile. All right. So here this is how you add the booth staff. Um so at this time everyone who is associated uh with you or your company should be registered but they may not be added as booth staff within your portal. So in order to add boost staff you click search attendee list and then you enter the email address associated with the registration. So, that's that's one of the little quirks with Stephen is if you can't if you don't search the person's name, um well, if you try to search the person's email and it's not the email that they use to register and you don't know that, you're not going to find them.

**00:08:59**

**Mia Matherne:** So, you have to know what email address they use to register. Um once you enter that email address associated with the registration and click enter, it should automatically find them for you and then you would click add. Um and that will help you to add the booth attendance. All right. So we did want to save some time for questions. Um and we again we will have more details um at our next the final exhibitor webinar uh

which is May 5th at 100 p.m. or May 7th at 10:00 a.m. So giving you guys again two opportunities uh to be able to attend one of those. Um, and if you cannot be there, just be sure that there is someone from your organization or company who can be there. Um, so that we can provide you all with all of the most up-to-date information as it relates to Teacher Leader Summit, which at that point will only be a couple of weeks away. All right. Are there any questions? And we're happy to just let you unmute, raise your hand, whatever you guys would like.

**00:10:00**

**Mia Matherne:** I think we have some coming in the chat. Adam, if you can help me out.

**Adam Dibenedetto:** It look sounded like someone was unmuted so I didn't want to talk. No. Um there is there is no Google form um this time to verify attendance but uh we're

**Mia Matherne:** Okay.

**Adam Dibenedetto:** we're keeping track of that. So no worries on that. That was the only question in the chat. But if you do have another question feel free to unmute and ask. Okay. We do have one question. Um, Mia, what are the licenses for?

**Mia Matherne:** Mhm.

**Adam Dibenedetto:** Who needs them? Um, maybe are you talking about the lead capture licenses? Maybe is that what? Yes. Um, so lead capture is an add-on. It's not it. It is optional. So, um I believe the starting price for one license to um and essentially what you can do is

**Mia Matherne:** Any

**Adam Dibenedetto:** capture uh any leads that may come through the expo, whether that be system leaders or other folks who come through the expo.

**00:11:11**

**Adam Dibenedetto:** Uh I believe the starting price for a license is \$2.49. And so, um we do have those options and it should be um available in the exhibitor portal as well for an additional purchase.

**Mia Matherne:** other questions in the

**Adam Dibenedetto:** Um,

**Mia Matherne:** chat?

**Adam Dibenedetto:** so for Cvent admin access, Jennifer, you can reach out to the inbox

on the screen there, LDOE events atla.gov. And, um, one thing that's helpful because we do have so many exhibitors and folks and the domain of emails don't always give away who the organization or institution is. If you could just let us know um, who your organization is. It's helpful to know sometimes if you weren't the person who actually submitted the application as their primary point of contact if you could include that information as well. Uh typically someone um may have submitted the application but they're not going to be the folks who are the admins. So just send as much information as you can and we can get we can get that figured out for you um in in Cant for sure.

**00:12:19**

**Adam Dibenedetto:** No, you do not need the lead capture license to add booth staff. Those are two separate things and lead capture is simply an add-on. Um, do we have the link to register other attendees so that we can add them to the booth? Um, the answer to that question is yes. And actually in the um in the exhibitor guidance um it actually includes the way to do that. So remember you have the comped individuals and that's two comped individuals right Mia with the booth and then anyone additional after that um it's going to actually prompt you to make a

**Mia Matherne:** Yes.

**Adam Dibenedetto:** payment. Um so it it would be done the same way that that the initial booth staff were added except um it's going to prompt that payment whenever the link is used more than twice.

**Mia Matherne:** And I think that may have answered the question about how many attendees does the booth fee include. So yeah, so your booth fee includes two free registrations per booth and then beyond that if you have more people then you would have to pay the 249 for them.

**00:13:32**

**Mia Matherne:** Yeah, Danielle, if you want to

**Danielle Boulden:** Okay. Um, hey.

**Mia Matherne:** unmute.

**Danielle Boulden:** Yeah, I just had a question about that. So, if we wanted somebody to help in our booth, but let's say they already are registered, um, is that okay? Like, we'll be able to add them as long as they show up in like we don't have to register them just for

our

**Mia Matherne:** Yeah.

**Danielle Boulden:** organization.

**Mia Matherne:** Yeah. They Yeah,

**Danielle Boulden:** Is that right?

**Mia Matherne:** they should already be in C then if that's the case since they already are associated with a registered email. Um, so you should be able to just search for that individual and then add them as booth staff. I mean, you can add as many people as you'd like as booth staff. It's just that, you know, not everybody wants to pay to have 10 people show up at Teacher Leaders to help with this with the booth.

**Danielle Boulden:** Yeah.

**Mia Matherne:** So,

**Danielle Boulden:** Yeah.

**Mia Matherne:** um, yeah, whoever's already registered can can definitely help.

**00:14:18**

**Danielle Boulden:** Okay. Great.

**Mia Matherne:** Um, I saw one person mention that they get an error when they go to try to register the uh the individual. And I'm not sure why that happens. It does happen to some people sometimes. So, let me ask you this question. when you go to when you enter their email address, does it automatically like find them for you and then when you click add, it gives you the error or you're not finding them at

**Michelle Robins:** Yes, I am finding them and I like click next to their name from using their email and

**Mia Matherne:** all.

**Michelle Robins:** then I was just actually sending a screenshot into the address the I just tried it again. It says like uh the person couldn't be added to your booth staff team. Please try again.

**Mia Matherne:** Okay. If you want to just go ahead and send us the information to the LDOE events inbox, uh Michelle, that would that would be fine and we can we can most likely add them on the back end for

**00:15:12**

**Michelle Robins:** Okay.

**Mia Matherne:** you.

**Michelle Robins:** And then I did um have another question like I need to add an additional booth staff and I've already submitted it. Where do I go to add an additional person and pay?

**Mia Matherne:** Adam, is there a link for the registrance for the boo

**Adam Dibenedetto:** Yeah. Yes. So,

**Mia Matherne:** staff?

**Adam Dibenedetto:** I'm going to paste these instructions in and let's see. All right. So, it it'll be similar to the the process you did before, but what I can um but it sounds like Michelle, you might be having some issues with the portal itself, if I'm hearing you correctly. So,

**Michelle Robins:** Yeah.

**Adam Dibenedetto:** I'm happy to if you want to just send that email um I'm happy to hop on with you and just kind of make sure we get that done so you don't have to worry about trying to go back through.

**Michelle Robins:** Okay.

**Adam Dibenedetto:** But, uh just send that to the the events inbox and I I'll be happy to reach back out.

**Michelle Robins:** All right.

**00:16:08**

**Michelle Robins:** Thank you.

**Mia Matherne:** All right, Miss Cheryl, you had a question?

**Cheryle Totten:** Can you hear me?

**Mia Matherne:** Yeah, we hear

**Cheryle Totten:** Okay. So,

**Mia Matherne:** you.

**Cheryle Totten:** when I signed up for the booth,

**Adam Dibenedetto:** Yes.

**Cheryle Totten:** it did not let me add a person's name unless I paid the \$2.49 to add the a second person. I didn't have an option to leave um to put her name. So, I ended up um having to purchase an additional person to be

**Adam Dibenedetto:** Pizza.

**Cheryle Totten:** there because I didn't find where I needed to put the person that I wanted. I only wanted one person. other than myself. And so whenever I tried to do and I tried it a couple of different times and it never would just add let me add her name without having to pay

**Adam Dibenedetto:** Okay,

**Cheryle Totten:** \$2.49.

**Adam Dibenedetto:** just if you could just email that to the inbox. I'm sorry. It's it just helps whenever I can sit down and actually go in cent and I can kind of look into it.

**00:17:06**

**Cheryle Totten:** Okay.

**Mia Matherne:** Yeah.

**Adam Dibenedetto:** But just make sure that you have the names of the individuals and their emails and the email that if it's someone who was already technically registered, it needs to be the email that they would have been registered with. So, usually like the company or organization email.

**Cheryle Totten:** Well, that's only me.

**Adam Dibenedetto:** Okay,

**Cheryle Totten:** I'll send it to you um with all our names and everything.

**Adam Dibenedetto:** perfect.

**Cheryle Totten:** What all do you need from me for

**Adam Dibenedetto:** Um,

**Cheryle Totten:** that?

**Adam Dibenedetto:** really just I I need the So, your information and you will be booth staff, right? So, you'll be technically you're the admin and then whoever else you want as booth staff. if there was uh if there was someone else who was uh who was already assigned booth staff that we need to transfer to. So if not, just tell me who you want booth staff to be. First name, last name, and email address. So just first name, last name, email address for that person you want added.

**00:18:01**

**Cheryle Totten:** Okay. Okay. I'll send you an email and I'll send it to you,

**Adam Dibenedetto:** Perfect.

**Cheryle Totten:** Adam.

**Adam Dibenedetto:** Um you can send it to the LDOE events inbox and I'm on that inbox as well,

**Mia Matherne:** the comment.

**Adam Dibenedetto:** so I'll get it.

**Cheryle Totten:** All right.

**Mia Matherne:** The one that's right there on the screen, Miss Cheryl.

**Adam Dibenedetto:** Yeah.

**Cheryle Totten:** Perfect.

**Mia Matherne:** Um,

**Cheryle Totten:** Thank you.

**Mia Matherne:** you're welcome. And then let's see. If you have questions about Cant admin access, like if you need somebody change, go ahead and email that information to the inbox as well. We can we can change access to admins there. Um, all right. Let's see. I'm going through. Do we have a link to register other attendees? I think Adam's gonna send Adam, you have that too,

**Adam Dibenedetto:** Yes.

**Mia Matherne:** the link for the other attendees. Um,

**Adam Dibenedetto:** Yes.

**Mia Matherne:** someone's asking for the link to the exhibitor portal. That's just Cant.

**00:18:49**

**Mia Matherne:** So, wherever you logged into Cvent um like to be able to uh so for example um when you registered um it creates an account for you and so when you go to log back into Cantal there so that you can add your booth staff

**Adam Dibenedetto:** Yep. And if you um if so I don't throw so many links at everyone in the chat.

**Mia Matherne:** F.

**Adam Dibenedetto:** If you go to slide 11 of the deck that we shared um that has our previous meeting for for exhibitors and slide 11 actually has the link for registration to be completed and that'll take you directly to Cant where me is talking about um and

**Mia Matherne:** Okay.

**Adam Dibenedetto:** and that it discusses on slide 12 the actual exhibitor registration process and then for the exhibitor portal slide 14 is a really good slide to reference Um, it actually even provides a a brief training from Cvent so that you can uh navigate the exhibitor portal and then some guidance um as needed. But I I feel like those those are

some good slides to reference rather than me throwing the links at you um because we've shared a lot of information today. So I don't want to I don't want to overwhelm you. But Rachel um I do see your uh question. Um so actually let me go back up. I'm sorry, Vicki. You mentioned the booth numbers being finalized. Mia, she says, "Have the booth numbers been finalized?" So,

**Mia Matherne:** Not yet.

**Adam Dibenedetto:** no,

**Mia Matherne:** Not yet.

**Adam Dibenedetto:** not yet. And then,

**Mia Matherne:** Um,

**Adam Dibenedetto:** go ahead, Mia. I'm

**Mia Matherne:** oh, I was just going to say and to Adam's point like this the deck that you see linked and thank you Rachel for sharing it again. We had linked it at the beginning of the call. Um, the

**Transcription ended after 00:20:34**

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