



#OETC22

Exhibitor and Sponsor Comprehensive Guide





#OETC22: Flipping the Script - Connecting through Technology & Educational Opportunities

February 14-18, 2022

The 2021 Ohio Educational Technology Conference was the first-ever fully virtual OETC event. And while there new and unique challenges, and there were many obstacles to overcome, #OETC21 was ultimately a success. Conference attendance grew in ways that we could not imagine, almost doubling in size due to the addition of new participation from leadership roles such as school boards, State and National education agencies and representatives, and numerous non-profit organizations, as we reached both K-12 and Higher Education attendees from 45 states and 13 countries.

To help to ensure the safety of all participants, #OETC22 will be another great year of a 100% Virtual experience. OETC has taken the experiences of 2021 to learn and grow the conference and putting our own best practices into action, we are Flipping the Script by offering new concepts for #OETC22 Exhibitors and Sponsors.

We recognize that it being a virtual exhibitor is difficult. There is little attendee traffic through the exhibit hall, giving exhibitors and sponsors less ability to conversate with attendees. Which is why #OETC22 is **Flipping the Script** by creating new sponsorship packages centered around programming and sessions, providing #OETC22 Sponsors the opportunity to share their offerings with attendees.

#OETC22 is excited to announce that February 14, 2022 is dedicated to education decision-makers; technology coordinators and directors, superintendents, principals, and administrators, and other technology leaders. Attendees can purchase a one-day pass for a day that will focus on overall management of IT systems and educational technology planning, integration, implementation, and professional learning for educators. To provide these attendees with a comprehensive #OETC22 experience, a significant amount of programming scheduled on this day will come from #OETC22 Sponsors and the #OETC22 Virtual Exhibit Hall will be open from 10:00 a.m. to 5:00 p.m.





#OETC22 Exhibitor and Sponsor Package Options

#OETC22 Exhibitor Package

Virtual Exhibitor - \$500
- Virtual Booth
- #OETC22 Daily Exhibitor Immersion
- #OETC22 Exhibitor Immersion Fair
- Company Brochure or Commercial
- 20% discount on OETC 2023 Onsite Booth Space

#OETC22 Sponsorship Packages

Bachelor's Sponsor - \$800
- Virtual Booth
- #OETC22 Daily Exhibitor Immersion
- #OETC22 Exhibitor Immersion Fair
- Company Brochure and Commercial Upload
- Two (2) 30-minute Synchronized Educational Session
- Sponsorship Listing on OETC website and Virtual platform
- 20% discount on #OETC23 Onsite Booth Space

Master's Sponsor - \$1,200
- Virtual Booth
- #OETC22 Daily Exhibitor Immersion
- #OETC22 Exhibitor Immersion Fair
- Company Brochure and Commercial Upload
- One (1) 20-minute Gather with a Guru Session
- Two (2) 30-minute Synchronized Educational Session
- One (1) 60-minute Synchronized Educational Session
- Sponsorship Listing on OETC website and Virtual platform
- One (1) Promoted Post via Social Media or the #OETC22 Mobile App
- 20% discount on #OETC23 Onsite Booth Space





Ph.D. Sponsor - \$1,650
- Virtual Booth
- #OETC22 Daily Exhibitor Immersion
- #OETC22 Exhibitor Immersion Fair
- Company Brochure and Commercial Upload
- Two (2) 20-minute Gather with a Guru Sessions
- Two (2) 30-minute Synchronized Educational Session
- One (1) 60-minute Live Educational Session
- One (1) 60-minute Synchronized Educational Session
- Sponsorship Listing on OETC website and Virtual platform
- Two (2) Promoted Posts via Social Media or the #OETC22 Mobile App
- 20% discount on #OETC23 Onsite Booth Space

Professional Sponsor - \$2,200
- Virtual Booth
- #OETC22 Daily Exhibitor Immersion
- #OETC22 Exhibitor Immersion Fair
- Company Brochure and Commercial Upload
- Two (2) 20-minute Gather with a Guru Sessions
- Two (2) 30-minute Synchronized Educational Sessions
- One (1) 60-minute Live Educational Session
- Two (2) 60-minute Synchronized Educational Sessions
- One (1) 90-minute Live Educational Session
- Sponsorship Listing on OETC website and Virtual platform
- Three (3) Promoted Posts via Social Media or the #OETC22 Mobile App
- 20% discount on #OETC23 Onsite Booth Space

#OETC22 Additional Advertising Opportunity

#OETC22 Promotional Videos - \$100

Promotional Videos are 30-second advertisements that will air in the 5 minutes leading into selected #OETC22 sessions. Promotional videos from exhibitors, sponsors, and collaborators will be selected and aired in groups of 5, allowing time for each promotional video to run two times prior to the #OETC22 session. These opportunities are limited and are being offered on a first come, first served basis.





#OETC22 Exhibitor and Sponsor Items Descriptions

#OETC22 Virtual Exhibition

#OETC22 Virtual Exhibit Booth

Virtual Exhibit Booths are used to provide company information to attendees by displaying your company name, logo, website, profile, and contact information. Additionally, brochures and commercial URL's will be accessible in your booth for download.

Attendees can peruse your virtual booth any time, not just when the exhibit hall is open. Therefore, OETC recommends that exhibitors and sponsors use the company profile field to start the conversation with attendees when they visit your booth. This is a great place to advertise your products and services or even to offer a giveaway or raffle to those that visit. Additionally, OETC recommends sharing your #OETC22 agenda including session information, if applicable, so that attendees can search for your session in the #OETC22 schedule.

#OETC22 Exhibitor Immersions

#OETC22 Exhibitor Immersions

Exhibitor Immersions are times when the virtual exhibit hall is open for business. Exhibitors and Sponsors can be available in their virtual booths to meet with attendees.

#OETC22 Daily Exhibitor Immersion

The virtual exhibit hall will be open from 2:00 p.m. to 5:00 p.m.

#OETC22 Exhibitor Immersion Fair

February 14, 2022 is dedicated to leadership, administrators, technology coordinators and directors, and other decision-makers. Therefore, this day long event is dedicated to #OETC22 Exhibitors and Sponsors. The Virtual Exhibit Hall will be open for business from 10:00 a.m. to 5:00 p.m. to provide attendees maximum time to visit the virtual booths. Plus, you can invite your Columbus business partners to visit or meet with you by purchasing a one-day pass for this day only!





#OETC22 Exhibitor and Sponsor Session Information

#OETC22 Session Content

February 14, 2022

Since February 14, 2022 is dedicated to decision-makers, many sessions on this day will come from #OETC22 Sponsors. Sessions on this day should focus on the topics relevant to those that impact the overall management of IT systems and educational technology planning, integration, implementation, and professional learning for educators.

February 15-18, 2022

Sessions on these days should be geared towards traditional attendees of OETC by offering a variety of topics that would interest a wider array of participants, from technology leaders and innovators to beginner level educators.

#OETC22 Session Delivery Methods

Live

Live sessions are sessions that are presented in real-time via the Virtual Portal.

Synchronized

Synchronized sessions are pre-recorded sessions that allow the presenter to be available for question-and-answer in the discussion forum throughout the session.

#OETC22 Session Lengths

Gather with a Guru Session

Provide an "Aha" moment for attendees in these 20-minute sessions. Take this time to provide "Sit, Get, and Use Today" insights on how to use your company's products or services. Designed to be fast-paced and entertaining, these sessions will be scheduled over the lunch hour with no competitive program to provide the opportunity for maximum attendee viewership.

Virtual Educational Session

30-minute sessions with question-and-answer opportunities during the session.

Virtual Extended Educational Session

60-minute sessions with question-and-answer opportunities during the session.

Virtual Deep Dive Educational Session

90-minute sessions with question-and-answer opportunities during the session.





#OETC22 Exhibitor and Sponsor Advertising and Marketing Opportunities

Company Brochure or Commercial URL

Upload a .pdf brochure or a URL link in your booth for attendees to view when they visit your booth.

Sponsorship Listing on OETC Website and Virtual Platform

Your company logo and website link displayed on OETC website and in the virtual event platform as an OETC supporter.

Social Media or Mobile App Promoted Post

OETC will send out your social media or mobile app post to all attendees.





#OETC22 Exhibitor and Sponsor Portal

The #OETC22 Exhibitor and Sponsor Portal will be used to submit all of the pertinent information for your organization's participation in #OETC22. Once you have submitted an order, you can use the portal to make changes to your information at any time. Here is a list of items you will need when submitting your #OETC22 Order:

1) Primary Contact:

The primary contact is the individual that is responsible for the exhibitor/sponsor #OETC22 order, including registration of personnel, submitting session information (if applicable), as well as completing billing and payment details. The primary contact will need to provide the following in the #OETC22 Exhibitor and Sponsor Portal:

➤ Contact information

- Your name, job title, email address (which should be the same email used to create your account), work phone number and work address
- Optional but recommended if the primary contact is participating in the event:
 - Biography (200 words or less)
 - Photo (.jpg – 300px wide x 300px high)

➤ Company information

- This information is pulled from the record of the Primary Contact.
- Organization Name
- Website
- Social Media Handles

2) #OETC22 Package Selection from the options above.

3) Additional Details

- Logo: for best results, the logo should be loaded in .jpg format sized to 100px wide x 40px high
- Profile: brief company description
- Brochures and Commercial URL's
 - Upload .pdf brochures and a URL for your brief commercial. Access to these will be provided in your virtual booth.
- Promotional Video (purchase is optional)

4) Personnel Registration

- Each package comes with 5 complimentary registrations for booth personnel. You will need to enter their first and last name and email address to register them for the event.
 - Personnel will receive notification of their registration via email. The communication will include a link for them to create an account for #OETC22. This will need to be completed for them to be able to participate in the event.





#OETC22 Exhibitor and Sponsor Session Submission Overview

Sponsors whose #OETC22 Order includes Gather with a Guru and/or Educational sessions will be required to submit their session information into the provided #OETC22 Exhibitor and Sponsor Programming Portal. Here is a step-by-step guide to submitting the information for your purchased sessions, including a list of items you will need to complete the process:

- 1) Once an Exhibitor or Sponsor submits their #OETC22 Order, the Primary Contact will receive an email which will include a customized link to the programming portal that they should use to submit the information for their purchased #OETC22 sessions. **This link should not be share as it is created specifically for the Primary Contact. Please note: Only the Primary Contact can submit information into the portal.**
- 2) Here is a comprehensive list of what you will need to provide when submitting your session proposal:
 - Contact information that is auto populated from the Primary Contact's #OETC22 account.
 - o Name, organization, job title, email address, work phone number and work address
 - o Biography (200 words or less) that will display in your exhibitor record, for use when you are in your booth and when you are meeting with attendees
 - o Photo (.jpg – 300px wide x 300px high)
 - o Social media handles
 - Session Information
 - o Session title (10 words or less), Session Format
 - o Session topic
 - o Virtual Presenter's names, email address, and affiliations
 - o The Primary Contact's Presenter Biography (will be displayed with your presenter and session information for your scheduled sessions). This can be the same or different from your Exhibitor Biography.
 - o Session description – 1000 words or less
 - o Conference Track, Audience Skill Level, and Purchased Session Selection
 - o Session Hashtags
- 3) Session Presenters
 - Once the Primary Contact submits the session in the portal, the session presenter(s) will receive notification of the submission via email. The communication will include a link for them to create an account for #OETC22. This will need to be completed for them to be able to participate in the event.





#OETC22 Theme

Flipping the Script – Connecting through Technology & Educational Opportunities

The circumstances of the past few years challenged educators across Ohio to find new ways to bring their educational methodologies to their classrooms, their districts, and their communities, all while keeping students engaged. Rising to the occasion and overcoming those obstacles meant reimagining education and discovering opportunities for advanced learning using technology, often-virtual connection, and collaboration.

Today, the script has flipped – rather than having to adapt teaching methods to their circumstances, educators are embracing what they've learned and finding new and innovative ways to connect, making the most of technology to create education opportunities that not only captivate students but also foster even greater collaboration and interaction.

This year, #OETC22 is celebrating those advancements in technology, as well as how educators have used that technology on a daily basis to help students excel, provide additional flexibility in the classroom, and bring connection to the fore of the learning process.

#OETC22 highlights the new best practices, the new lessons learned, and the new ways of thinking that were born during a pandemic and flips the script to showcase how educators will use these tools to thrive together during whatever lies ahead.





#OETC22 Conference Tracks

Session submissions should be submitted under one of the conference tracks listed below. Conference Tracks, along with additional information collected during the submission process, are used by OETC to organize the sessions into a cohesive program that can be searched by attendees to find sessions that interest them, apply to their role in their organization, and therefore, fill a specific educational or professional development need.

- **Implementation and Integration –**

Sessions in this track should provide insights into practical strategies used by educators and faculty to fully explore the current uses of technology for education, including information on effectively integrating technology into the curriculum, managing the use of technology in the classroom, whether virtual, hybrid, or in person, and assessing the impact of the technology upon student achievement. Topics could include student engagement and how to garner excitement for learning, overcoming difficulties of virtual/hybrid learning, interactive learning when socially distanced, communicating clearly with students and parents, how to handle “Zoom Fatigue” and other frustrations, and student discipline in a transitional setting – how to handle class disruptors and/or struggling students. Presenters are encouraged to share what worked extremely well in your class, what didn’t work, and how did you overcome and learn from failures to grow as an educator?

- **Curriculum Design and Development in Transitioning Learning Environments -**

Sessions in this track should focus on how to design and develop curriculum with delivery formats in mind to create a seamless transition from a virtual environment to a hybrid environment and ultimately to an in-person environment. Sessions may include innovative ways to integrate online and face-to-face activities. This track could delve into topics such as developing collaborative work and project/problem-based models, creating, and setting meaningful student activities and goals both in and out of the classroom, and creating structured and scheduled content. Other topics could include the creation of course objectives, course maps, and planning assessments to evaluate content comprehension. Presenters are encouraged to share best practices on transitioning between learning environments.

- **Equity and Inclusion -**

Sessions in this track should focus on resources available to ensure that EVERY student has access to technology tools, information, and digital media to support information sharing and the learning process. Topics that should be included are equity in education, especially during virtual/hybrid learning, assistive technology solutions, access to devices and the internet, alternative and augmentative communication (AAC), adapted curriculum solutions, Universal Design for Learning (UDL), and Open Educational Resources (OER). Presenters are encouraged to share best practices on digital content creation, access, effective tools, and challenges faced in electronic formats.





- **Digital Wellness –**

Sessions in this track should focus on maintaining a balanced lifestyle in a virtual world. Topics could range from digital citizenship, social media use, and cyberbullying; to screen time, technology addiction, and time management; to physical health in a virtual /hybrid environment; personal learning networks for faculty, educators, and students, and other digital wellness resources and tools. Sessions may address social and emotional learning standards district wide, or with a focus on the educator, the student, family and/or community. Presenters are encouraged to share best practices on how to cope and support each other, along with students and their families during times of significant and continuous change.

- **Infrastructure and Ingenuity –**

Sessions in this track should focus on technology infrastructure and the overall management of information systems and devices that support all learning environments. It also focuses on educational policy, leadership, technology purchasing and budgeting, and administrative planning regarding the use of technology as a strategic tool for organizational improvement and transformation. Session topics may include applying for state/federal technology grants, data-driven decision making, educator evaluation tools, and purchasing and budgeting. Other topics could include implementation of 1-to-1 computing, wireless environments, and the rollout of mobile devices as well as network security and security breaches, penetration testing and privacy issues, solutions to bandwidth issues, and compliance with local, state, and national security regulations and directives. Additional topics could include technology solutions or technology's impact on school security, campus safety and digital threats and prevention, including but not limited to online threats, software updates and schedules, security within social networking, and security within online meeting software. Presenters are encouraged to share best practices and lessons learned on device management, parental instructions and communications, VPN management, security, and upkeep of devices in various learning environments.

- **On the Cutting Edge –**

Sessions in this track should focus on introducing cutting-edge technologies, innovative thinking and teaching methods, new digital tools, and technological resources available to enhance education by improving the teaching and learning experience, as well as overcoming common obstacles. These sessions could also introduce new teaching methodologies and techniques including best practices and lessons learned. These sessions seek to represent the most innovative thinking in the adoption and application of technology.





- **Social Media for Education –**

Sessions in this track should be centered on the use of social media and social media platforms in the classroom, as a vehicle for professional development, or in a networking capacity. Social media platforms could include, but are not limited to, TikTok, Twitter, Facebook, YouTube, Reddit, LinkedIn, Pinterest, Vimeo, Blogs, Instagram, Flipboard, Triller, Twitch, and Tumblr. Topics could include recording and uploading lessons/video lessons, use of greenscreen in the classroom, eSports communities, creating a classroom blog or vlog, using social media for communications, marketing educational opportunities, quick lessons, tips & tricks for fellow educators, building a professional community of educators, using social media to encourage students and build community within schools and districts. Sessions should include best practices, lessons learned, and the benefits of the use of social media in education.

- **State of Ohio Initiatives-**

Sessions in this track should focus on state initiatives and the successful use of technology in their implementation. Sessions from this track will be provided by the State of Ohio and OETC partners. Topics could include, but are not limited to, the following: #FutureReadyOH, Ohio's Learning Standards for Technology, State Testing and Assessments, RAPIDS, College Credit Plus, Choose Ohio First, Workforce Alignment, Ohio Transfer to Degree Guarantee, and the Aspire program.





#OETC22 Session Dates, Delivery, Formats & Lengths

#OETC22 Session Content

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#OETC22 Session Delivery Methods

Live

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Synchronized

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#OETC22 Session Formats

Learn Today, Do Tomorrow

Learn Today, Do Tomorrow sessions are traditional lecture or panel style sessions, where the presenter or moderator leads the session with minor interaction from the audience.

Discuss & Discover

Discuss & Discover sessions provide opportunity for presenter facilitated interaction, through question and answer, moderate activities, or small groups. Sessions should be designed to increase collaboration and information sharing between attendees.

Make. Build. Do.

Make. Build. Do sessions are hands-on activities, makerspaces, bring your own devices, etc., that are deeply interactive sessions, with intense audience participation.





#OETC22 Session Lengths

Gather with a Guru Session

20-minute sessions that are fast-paced and entertaining with little to no time for questions and answer opportunities during the session.

Virtual Educational Session

30-minute sessions with question-and-answer opportunities during the session.

Virtual Extended Educational Session

60-minute sessions with question-and-answer opportunities during the session.

Virtual Deep Dive Educational Session

90-minute sessions with question-and-answer opportunities during the session.





2022 Ohio Educational Technology Conference Exhibitor and Sponsor Terms and Conditions

The Ohio Department of Higher Education produces and manages the Ohio Educational Technology Conference (OETC) and is hereinafter referred to as "ODHE." The OETC Virtual Platform and Exhibit Hall is hereinafter referred to as the "Exhibition." The #OETC22 Exhibitor/Sponsor Order and these Terms and Conditions are hereby referred to as the "Agreement" and constitute the agreement between ODHE and the Exhibitor/Sponsor.

1. ODHE reserves the right to determine the eligibility of each Exhibitor/Sponsor for inclusion in the Exhibition. All products and services must be related to the interest and educational values of ODHE. ODHE, in its sole judgment, will determine the appropriateness of products exhibited, and reserves the right to prohibit display or advertisement of products which are in violation of these exhibitor regulations or do not meet the Exhibition objectives. Exhibitor/Sponsor agrees to display only products and / or services that are intended for and generally used in a manner that conform to State, Federal, or other applicable laws, rules, or regulations. Exhibitor/Sponsors will not display any product or distribute any advertisements for a product which infringes upon the registered copyright, trademark, or patent of another company, as has been determined by a court of competent jurisdiction.
2. If Exhibitor/Sponsor fails to comply, in any respect, with the terms of this Agreement, ODHE may, without notice to Exhibitor/Sponsor, cancel Exhibitor/Sponsor's order, and sell or offer for sale the canceled #OETC22 order covered by this Agreement. Exhibitor/Sponsor shall be liable to ODHE for any deficiency, loss or damage suffered by ODHE, together with reasonable expenses and costs incurred by reason thereof. ODHE reserves the right to terminate this Agreement immediately by written notice if Exhibitor/Sponsor breaches any of the terms and conditions set forth herein, including failure to make payment when due under the Terms of this Agreement or in the event ODHE deems the products and/or services offered by the Exhibitor/Sponsor are not appropriate for the event. ODHE may terminate the Agreement without cause upon a fourteen (14) day written notice to Exhibitor/Sponsor. In the event of a cancellation based on a breach of the terms of this Agreement, ODHE will attempt to sell the canceled order. If ODHE is able to sell the canceled order to another Exhibitor/Sponsor, ODHE will refund the order amount less 10% for costs and expenses.





3. ODHE will not be liable for the non-fulfillment of this Agreement as to the delivery of exhibit space if non-delivery is due to any of the following causes: 1. by reason of the virtual platform being damaged or destroyed, or deemed unusable for any reason; 2. act of God, public enemy, war, or insurrection; 3. strikes; 4. the authority of the law; 5. postponement or cancellation of the Exhibition or if the Exhibition is canceled or postponed for any reason beyond the control of ODHE. If the Conference is not held for any of the above enumerated reasons, ODHE will reimburse Exhibitor/Sponsor for amounts paid in, less actual, out-of-pocket expenses incurred, such as rent, advertising, labor, operating costs, etc., on a prorated basis. The parties further agree that ODHE shall in no way be deemed to have guaranteed the performance of the Exhibition and will not be liable for the fulfillment of this Agreement as to the delivery of space.
4. Once the Exhibitor/Sponsor submits the Agreement via the online portal, the following applies: Exhibitor/Sponsor is liable for 25% of the contracted amount if canceled on or before December 15, 2021, 50% of the contracted amount if canceled on or before January 14, 2022, 75% of the contracted amount if canceled on or before February 1, 2022, and 100% if canceled after February 1, 2022. Cancellations must be received in writing via email to exhibit@oetc.ohio.gov by the above deadline to be valid. ODHE reserves the right to resell any canceled exhibit space.
5. Once the Exhibitor/Sponsor submits the Agreement via the online portal, the Exhibitor/Sponsor is responsible for completing all requirements of their #OETC22 Order by the deadlines provided by OETC. In the event any portion of the Exhibitor/Sponsor Order is not completed by Exhibitor/Sponsor by the given deadlines, OETC reserves the right to remove the incomplete items from areas that are visible to attendees. The Exhibitor/Sponsor will receive notification prior to the removal of the effected items with reasonable time to submit the details required for completion. Items that are deemed incomplete and are removed by OETC are ineligible for refund and/or rescheduling for #OETC22 or any future OETC event.
6. ODHE makes no representations, warranties, or guarantees of any kind regarding the Exhibition, the number of attendees, the Exhibitor/Sponsor Services Manual, or any other materials. ODHE shall not be liable to anyone for lost profits or other incidental, special, indirect, punitive, or consequential damages whatsoever. ODHE DISCLAIMS ALL WARRANTIES, EXPRESS AND IMPLIED, INCLUDING ANY WARRANTIES OF MERCHANTABILITY AND FITNESS FOR A PARTICULAR PURPOSE.
7. Exhibitor/Sponsor shall be responsible for obtaining any licenses, permits or approvals under federal, state, city, or local laws applicable to its activity at the Exhibition. Exhibitor/Sponsor shall be responsible for obtaining any tax identification numbers and paying all taxes, license fees and/ or charges that shall become due to any governmental authority in connection with its activities at the Exhibition.





8. Neither party shall assign or transfer any duties, rights, or obligations hereunder without the prior written consent of the other party, which consent shall not be unreasonably withheld. However, ODHE may assign this Agreement to its successor or the surviving entity in a merger or consolidation in which it participates or to a purchaser of all or substantially all its assets. Any assignment transfer or delegation of rights or obligations hereunder in contravention of this section shall not be effective against the other party. This Agreement shall be binding upon and shall inure to the benefit of and be enforceable by the parties to this agreement and their respective successors and permitted assigns.
9. If the Ohio General Assembly fails at any time to continue funding for the payments and other obligations set forth herein, ODHE's obligations under this Agreement are terminated as of the date the funding expires and ODHE shall have no further obligations hereunder. If ODHE discovers or is notified of the discontinuation of funding for this Agreement, then ODHE agrees to notify Exhibitor/Sponsor of said discontinuation as soon as is practicable. The Exhibitor/Sponsor shall not perform any work under the Agreement and shall not incur further costs after receiving such notice.
10. Agreement of Terms and Conditions. Exhibitor/Sponsor shall observe and abide by the foregoing terms and conditions and by such additional terms, conditions and rules made by ODHE. This contract represents the entire agreement between Exhibitor/Sponsor and ODHE concerning the subject matter hereof. Any amendment to this contract must be in writing signed by the party against whom such amendment is sought to be enforced. The rights of ODHE under this contract shall not be deemed waived except as specifically stated in writing and signed by an authorized representative of ODHE. If any terms of this contract are declared invalid or unenforceable, the remainder of the contract shall continue in full force and effect. This contract shall be binding upon the heirs, successors and permitted assigns of Exhibitor/Sponsor.





2022 Ohio Educational Technology Conference Exhibitor and Sponsor Payment Policy

Exhibitor and Sponsor primary contacts will receive notification of payment options as well as detailed payment instructions via email.

If you would like to make payment arrangements or submit partial payments, please contact OETC Exhibits via email at exhibit@oetc.ohio.gov.

In the event an Exhibitor and Sponsor has an outstanding balance from participation in #OETC21, that amount will be added to their invoice for #OETC22. Monies paid for the invoice will first be applied to the outstanding balance from #OETC21, until the balance owed is paid in full. Thereafter, monies paid will be applied to the #OETC22 amount due.

All #OETC21 and #OETC22 Exhibitor and Sponsor fees must be paid in full or payment arrangements must be in place by February 11, 2022 to participate in the #OETC22 event.

2022 Ohio Educational Technology Conference Exhibitor and Sponsor Cancellation and Refund Policy

Once an Exhibitor and Sponsor has submitted an order via the #OETC22 Exhibitor and Sponsor Portal, the cancellation policy is as follows:

- The Exhibitor/Sponsor is liable for 25% of the contracted amount if the cancellation is received in writing on or before December 15, 2021.
- The Exhibitor/Sponsor is liable for 50% of the contracted amount if the cancellation is received in writing on or before January 14, 2022.
- The Exhibitor/Sponsor is liable for 75% of the contracted amount if the cancellation is received in writing on or before February 1, 2022.
- The Exhibitor/Sponsor is liable for 100% of the contracted amount if the cancellation is received in writing after the February 1, 2022 deadline.

Exhibitor and Sponsor cancellations must be submitted in writing via email to exhibit@oetc.ohio.gov by the deadline provided above to be valid.

OETC and the Ohio Department of Higher Education reserve the right to resell any canceled orders for #OETC22.





2022 Ohio Educational Technology Conference Event Terms and Conditions

Email Communications

OETC utilizes a cloud-based system, EventsAir, to manage the activities of the conference including registration, billing and payment information, conference updates and notifications.

All notifications for OETC are sent via email relay using the following email addresses:

- EventsAir no-reply@eventsairmail.com
- On Behalf of "name"mail@eventsairmail.com

Please add the above email addresses to your approved email senders list. These email addresses are used for Official Conference Business only. No spam or marketing information is sent from these email addresses.

The Ohio Educational Technology Conference is not responsible for any email notifications that are not received due to being lost, misdirected, delayed, or rejected by the recipient's email system. Please work with your IT administrator to ensure conference email domains are not being blocked by security software and fire walls.

OETC Code of Conduct

The Ohio Educational Technology Conference is committed to providing a welcoming, professional, respectful, supportive, and inclusive environment for all of its participants. To uphold the professional and educational purpose of this event, OETC expects each participating individual to respect the rights, privacy, safety, dignity, and opinions of all persons by being professional, considerate, and collaborative in their speech and in their actions. Additionally, OETC expects participants to be aware of their surroundings, including the selection of appropriate attire and background while participating in the event.

OETC will not tolerate harassment, intimidation, or discrimination in any form. Nor will OETC tolerate offensive behavior or language, or other disruptions of sessions, presentations, networking, the exhibit hall, or other functions of OETC.

OETC reserves the right to take any action deemed necessary and appropriate, including immediate removal from the event without warning or refund, in response to incidents of unacceptable behavior, including prohibiting attendance at future virtual or in-person events.

Privacy

This event is hosted by the State of Ohio. As such, information you provide, including information regarding your attendance, may be released if requested pursuant to the Ohio Public Records Act. This includes, but is not limited to, registration forms and the information contained therein.





Photography and Videography

Attendance and/or participation at this public event may lead to your image and/or likeness being photographed and/or video recorded. By registering to participate in this event, you therefore grant the State of Ohio permission to use your image and/or likeness in connection with any still photograph, live or recorded video display or other transmission or reproduction, in whole or in part, of the event.

ADA Requests

Pursuant to the Americans with Disabilities Act, please email any ADA requests to info@oetc.ohio.gov with the subject line "OETC 2022 ADA Request".

Registration and Badge Sharing Policy

Each OETC registration is intended for an individual participant. Participants may not share a registration, or the benefits received from a registration (including, but not limited to, links to sessions), with people that are not registered. Participants who violate this rule will forfeit their registration privileges and will not receive a refund. Only registered attendees will receive certificates of attendance.

Certificates of Attendance and Certificates of Participation

Certificates of Attendance (COA) and Certificates of Participation (COP) will be emailed beginning March 1, 2022, to all participants with a fully paid registration. Thereafter, COAs will be emailed upon receipt of full payment.

#OETC23 Discount

#OETC22 attendees that register on or before January 7, 2022, at the Early Bird registration rate will receive a 10% discount on their #OETC23 registration. This discount will only be applied to the #OETC22 participant, even when registered by an employer and/or as part of a group, and is therefore, non-transferrable. Additionally, the discount cannot be used in conjunction with any other discount with the sole exception of the #OETC23 group discount.





2022 Ohio Educational Technology Conference Exhibitor and Sponsor Presenter Terms and Conditions

Ownership of Deliverables / Release

As an Exhibitor/Sponsor Presenter at the Ohio Educational Technology Conference (OETC), I understand that I am solely responsible for the content of my Session, and as such, I provide the following representations and warranties:

- 1) I have taken reasonable measures to ensure that the content and material being used in the Session does not violate any proprietary or personal rights of others (including any copyright, trademark, and privacy rights), and, if necessary, have obtained all necessary permissions or licenses from any individuals or organizations whose material is included or used in my Session;
- 2) That I have made all reasonable efforts to ensure that the content and materials used in the Session are factual and accurate; and
- 3) That the content and materials in the Session, as well as my statements during the Session, do not defame or disparage any person, product, or service.

I agree to release and hold harmless the Ohio Department of Higher Education, the Ohio Educational Technology Conference, and the State of Ohio, from all third-party claims, liabilities, loss, damages, claims, or actions for intellectual property rights infringement and/or bodily injury and/or property damage arising out of facts which constitute a breach of the warranties or from participation at the Ohio Educational Technology Conference.

As an Exhibitor/Sponsor Presenter, I understand that I retain ownership of the content and materials of my Session, and that presenting at OETC does not prohibit me from using my Session in any way or from me allowing others to use it.

Additionally, I grant the Ohio Educational Technology Conference, the Ohio Department of Higher Education, and the State of Ohio a royalty-free license to record, store, distribute, and use my Session and its components (including video, audio, handouts, digital Session materials including PowerPoints, as well as my name, image, and likeness) for both educational and professional development of event attendees, and for marketing and advertising in the promotion of OETC and other ODHE and State initiatives.

Exhibitor/Sponsor Presenter Communications

Communications and notifications regarding session status' will be sent via email to the Exhibitor/Sponsor Session Submitter only. It is the responsibility of the Exhibitor/Sponsor Session Submitter to inform Virtual Presenters and Co-presenters of session status', scheduling, and registration information (without sharing personalized registration links) to ensure timeliness and completion of these items.





Session Scheduling

Once OETC has scheduled all purchased sessions, the Exhibitor/Sponsor Session Submitter and the Exhibitor/Sponsor Virtual Presenter of a purchased session will be notified via email of the scheduled session time(s), responsibilities, and submission deadlines. Included in the email communication will be instructions on how to confirm receipt of the scheduled time and all applicable deadlines.

In the event any portion of the session purchase and scheduling process is not completed by the Exhibitor/Sponsor Session Submitter and/or the Exhibitor/Sponsor Virtual Presenter by given deadlines, OETC reserves the right to remove the purchased session(s) from the schedule. Any incomplete purchased sessions are ineligible for refund and/or rescheduling for #OETC22 or any future OETC event.

Exhibitor/Sponsor Virtual Presenters Registration

Complimentary conference registrations received for purchased sessions are non-transferable. However, if an Exhibitor/Sponsor Virtual Presenter or Virtual Co-presenter had registered as an attendee prior to participating as an Exhibitor/Sponsor Virtual Presenter or Co-presenter, they may request to transfer their attendee registration to another attendee. Exhibitor/Sponsor Virtual Presenter and Virtual Co-Presenter registrations are as follows:

Virtual Gather with a Guru Session – 20-minute sessions

One (1) complimentary full conference registration will be provided for the Virtual Presenter.

Virtual Educational Session – 30-minute sessions

One (1) complimentary full conference registration will be provided for the Virtual Presenter. One (1) discounted full conference registration at the Virtual Co-presenter rate are provided for a Virtual Co-presenter.

Virtual Extended Session – 60-minute sessions

One (1) complimentary full conference registration will be provided for the Virtual Presenter. Two (2) discounted full conference registrations at the Virtual Co-presenter rate are provided for Virtual Co-presenters.

Virtual Deep Dive Sessions – 90-minute sessions

Two (2) complimentary full conference registrations will be provided for two Virtual Presenters. Two (2) discounted full conference registrations at the Virtual Co-presenter rate are provided for Virtual Co-presenters.

All Exhibitor/Sponsor Virtual Presenters and Co-presenters of purchased sessions must have an account and be properly registered as a Presenter for #OETC22 to participate in the sessions.

OETC reserves the right to cancel sessions that have been scheduled for #OETC22, including any scheduled pre-recording arrangements, in the event of non-compliance for any required deadlines. OETC will notify the Exhibitor/Sponsor Virtual Presenter prior to cancellation should any options be available to prevent the cancellation. Cancellation of a session results in the cancellation of all registrations affiliated with the canceled session.





Schedule Changes

At its sole discretion, OETC reserves the right to make any changes to the Conference schedule prior to the event and during the event. OETC agrees to give advance notice of any schedule changes to the Exhibitor/Sponsor Virtual Presenter if time permits, but assumes no liability for changes, additions, or deletions to the Conference schedule.

Virtual Session

Exhibitor/Sponsor Virtual Presenters must provide content to fill the entirety of their scheduled session time, leaving no more than 5 minutes for question-and-answer time, whether the session is live or pre-recorded. Failure to provide a complete session may disqualify the Virtual Presenter from being considered to present at any future OETC.

OETC expects all participants to comply with all public health and safety protocols and directives in place considering the COVID pandemic. Therefore, for the safety of all OETC Exhibitor/Sponsor Virtual Presenters, all Exhibitor/Sponsor Virtual Presenters must present and pre-record from separate devices.

Virtual Session Equipment

Exhibitor/Sponsor Virtual Presenters are required to provide their own Session device, capable internet, and applicable accessories (i.e., headphones, microphones, laptop, tablet, or any other device needed) for all sessions.

Session Handouts, Slides, and Additional Materials

Once your purchased session proposal is scheduled, you will receive specific instructions via email to upload .pdf copies of session handouts, slides, or other session materials. It is your responsibility to ensure you have uploaded your documents by the provided deadline provided by OETC to make sure they are available for attendees the week of conference.

Session Cancellations

Once a session is scheduled, it is the responsibility of the Exhibitor/Sponsor Virtual Presenter to notify OETC at present@oetc.ohio.gov if a session must be canceled for any reason. The notification must be in writing and include the session title, date and time of session, and the Exhibitor/Sponsor Virtual Presenter's name. Failure to notify OETC of a session cancellation, or failure to present a session at its scheduled time, may disqualify the Exhibitor/Sponsor Virtual Presenter from being considered to present at future Ohio Educational Technology Conferences.

All canceled purchased session(s) are ineligible for refund and/or rescheduling for #OETC22 or any future OETC event.





Student Participation

Student participation is not permitted at #OETC22 without prior permission being received, in writing by the OETC Director. Once approval has been obtained, permission slips, waivers, authorization forms from parents and/or legal guardians of the minors, as well as permission from districts/institutions/organizations, are the responsibility of the Exhibitor/Sponsor Session Submitter and/or the adult Exhibitor/Sponsor Virtual Presenter. The Exhibitor/Sponsor Session Submitter and/or the adult Exhibitor/Sponsor Virtual Presenter understands and agrees that all minors are always in their care and custody, therefore, the Exhibitor/Sponsor Session Submitter and/or the adult Exhibitor/Sponsor Virtual Presenter is responsible for the direct and complete supervision of all participating minors. The Exhibitor/Sponsor Session Submitter and/or the adult Exhibitor/Sponsor Virtual Presenter and their participating group agree to release and hold harmless the Ohio Department of Higher Education, the Ohio Educational Technology Conference, and the State of Ohio, from all liability, loss, damages, claims, or actions for bodily injury and/or property damage arising out of participation at the Ohio Educational Technology Conference.

