

2020 NATIONAL ESEA CONFERENCE

Hosted by National Association of ESEA State Program Administrators

FEBRUARY 4-7, 2020
ATLANTA, GA

GEORGIA WORLD CONGRESS CENTER



ATTENDEE GUIDE

JOIN OVER 3,000 FEDERAL PROGRAMS PRACTITIONERS IN ATLANTA FOR THE MOST VALUABLE PROFESSIONAL DEVELOPMENT OPPORTUNITY OF THE YEAR.

This Year's Theme:

Together for Equity

“AWESOME EXPERIENCE! I have learned so much in four days and I'm excited to go back to my community and be proactive in assisting our students.” - 2019 Conference attendee

As we integrate, innovate, and collaborate, it must be done toward the goal of equity, ensuring that every student has timely access to high quality education regardless of race, gender, ethnicity, language, ability, sexual orientation, or income. Programs funded by the Elementary and Secondary Education Act (ESEA) are designed for equity. It is essential that we combine our efforts to move this goal from dream to reality. The 2020 National ESEA Conference keynotes and breakout sessions will focus on “Together for Equity.”

The Conference offers two session types from today's leading education experts: large-scale lecture sessions and smaller workshop sessions focused on personal interactions among attendees and presenters. Attendees will have opportunities to ask questions of education leaders and experts, engage in peer discussions and group activities with colleagues from across the nation, and discover relevant educational products and services designed specifically with federal programs educators in mind. Six exceptional keynote sessions are scheduled, and the official schedule will be updated online as sessions are confirmed.

WHAT IS THE ESEA CONFERENCE?



The National Title I Association has become the National Association of ESEA State Program Administrators. Correspondingly, the National Title I Conference is now the National ESEA Conference - still an annual project of the Association - just with a new name and broader view. It is the largest conference focused on federal education programs for disadvantaged students. The Conference emphasizes coordination among federal education programs to effectively meet the needs of our nation's most vulnerable students and maximize the impact of federal, state, and local resources.

While Title I is the largest federally-funded program focused on the needs of disadvantaged students, the Elementary and Secondary Education Act (ESEA) offers a host of other related programs. Taken together, they provide more than \$40 billion in annual aid to local education agencies in order that all children can meet challenging state academic standards. ESEA and other significant federal education programs include:

- **Title I, Part A** - Education for the Disadvantaged
- **Title I, Part C** - Education of Migratory Children
- **Title I, Part D** - Neglected & Delinquent
- **Title II, Part A** - Supporting Effective Instruction
- **Title III, Part A** - English Learners & Immigrant Education
- **Title IV, Part A** - Student Support & Academic Enrichment
- **Title IV, Part B** - 21st Century Community Learning Centers
- **Title V, Part B** - Rural Education Initiative
- **Title VI, Part A** - Indian, Native Hawaiian, and Alaska Native Education
- **Title VII, Part B** - McKinney-Vento Homeless Assistance Act, Education for Homeless Children and Youth
- **IDEA** - Individuals with Disabilities Act (Special Education)

“This is my favorite conference to attend. Thank you!”

“Great first experience attending a national conference. I left so empowered, enlightened, and with so much new energy to bring back to my school and staff. Great job! Thank you!”

“I enjoyed the Conference, especially the keynote speakers and meeting various teachers from around the U.S.”

“This was a very well organized conference. The app was definitely a benefit.”

CONFERENCE SCHEDULE

MONDAY, FEBRUARY 3

12:00 PM – 9:00 PM - Registration Open

TUESDAY, FEBRUARY 4

7:00 AM – 5:00 PM - Registration Open

9:00 AM – 10:00 AM - Opening Keynote

10:15 AM – 5:00 PM - Concurrent Sessions

WEDNESDAY, FEBRUARY 5

7:30 AM – 5:00 PM - Registration Open

8:00 AM – 9:00 AM - Keynote

9:00 AM – 3:00 PM - Exhibit Hall Open

9:15 AM – 10:15 PM - Exhibitor Sessions

10:30 AM – 1:45 PM - Concurrent Sessions

2:00 PM – 3:00 PM - Exhibitor Sessions

3:15 PM – 5:00 PM - Keynote

THURSDAY, FEBRUARY 6

7:30 AM – 4:00 PM - Registration Open

8:00 AM – 9:45 AM - Keynote

9:45 AM – 3:15 PM - Exhibit Hall Open

10:00 AM – 11:00 AM - Exhibitor Sessions

11:15 AM – 1:45 PM - Concurrent Sessions

2:00 PM – 3:00 PM - Exhibitor Sessions

3:15 PM – 5:00 PM - Concurrent Sessions

FRIDAY, FEBRUARY 7

7:30 AM – 3:00 PM - Registration Open

8:00 AM – 9:00 AM - Keynote

9:30 AM – 2:30 PM - Concurrent Sessions

3:00 PM – 4:00 PM - Keynote



REGISTRATION OPTIONS

EARLY BIRD REGISTRATION

Save \$60 on registration when purchased before January 1st!

Register in 2019 to hold your invoice and pay the reduced Early Bird rate, or wait until 2020 and pay the higher price immediately.

\$659 - CONFERENCE REGISTRATION

Early Bird Price - Pay only \$599 if you register before January 1st

- 4 full days of Conference sessions and keynote presentations
- Access to the two day Exhibit Hall
- Individual attendance certificate for tracking session hours
- Option to earn one graduate level extension credit for attending a majority of sessions (Extra \$75 fee applies - enroll online through the University of San Diego website link found on the attendee webpage)
- Conference materials
- Access to lodging at special attendee rates: \$255 - \$285/night (includes tax)

OR

\$718 REGISTRATION + SESSION VIDEOS

Early Bird Price - Pay only \$658 if you register before January 1st

Includes all of the above PLUS:

- Six months access to view all session videos via On Demand (from any computer or personal device with high speed internet.)

Video access begins March 6, 2020 and ends September 6, 2020.

Amazing! I'm totally rejuvenated to go back to my school and tackle the rough issues! Awesome! So inspiring! Great job!

Thank you!" – 2019 Conference attendee

SAVE 30% ON MEALS AT THE CONFERENCE

A variety of conveniently located dining options will be available each day of the Conference, offering selections such as Subway sandwiches, pizza, sushi, rice bowls, salads, and much more. Pre-purchased dining cards may be used towards the purchase of any food or beverage items from any dining outlet inside the Georgia World Congress Center.

Dining cards are available in \$25 increments. Select any combination of \$25, \$50, \$100, and \$200 values and pay only \$17.50 for each \$25 worth of dining credits you purchase.

CAN'T PARTICIPATE IN THE FULL CONFERENCE?

ONE-DAY REGISTRATION - \$299

Access to all sessions, keynote presentations and Exhibit Hall for one day. Individual attendance certificate, Conference materials and access to lodging at special attendee rates included.

HOW TO REGISTER

1. Go to www.ESEAnetwork.org and create a free user account - or log in if you already have one.

Note: Each person attending the Conference is required to have a separate, individual account in their own name. Multiple attendees cannot be registered on one account.

2. From your account Dashboard, select "2020 National ESEA Conference"

3. Choose your preferred registration type

4. Enter your check in/out dates to select from available hotel rooms

Hotel rooms are available at special discounted attendee rates when booked online through your Dashboard. Hotel reservations are subject to availability and invoices must be paid in full before the invoice expiration date in order to be confirmed.

PAYMENT OPTIONS

Pay immediately by credit card or select "pay later" to hold your registration and hotel reservation for up to 30 days or until January 1st, whichever comes first.

Beginning January 1, 2020, registration and hotel reservations require payment in full at the time they are selected.

PROTECT YOUR INVESTMENT WITH TRAVEL INSURANCE

Circumstances beyond the control of attendees or Conference management may prevent you from attending the Conference. We urge you to consider purchasing travel insurance, as there are no exceptions to the refund policy – even for unexpected instances such as:

- Cancelled flights or travel delays due to severe weather
- Illnesses or family emergencies
- Unexpected work obligations
- Any other unforeseen issues that prevent you from attending

Links to two travel insurance providers are available on the Attendee Payment Information page of the Conference website. Get a quick quote by entering your non-refundable travel expenses, such as: registration fee, hotel stay, and airfare.

Travel insurance plans vary in price based on your age, location, and total amount of expenses covered.

Travel Insurance Price Example:
\$78-\$122 per person fee covers \$1500-\$2000 in travel expenses.

CHECK PAYMENTS:

The check must be in hand and made payable to A+ Events. Return to your account Dashboard and follow the attached check payment instructions.

PURCHASE ORDERS:

Purchase orders are not an acceptable form of payment, therefore will not hold an invoice longer than the normal payment policy permits (see Attendee Payments & Policies). PO numbers may be added to an invoice, but are for your internal accounting purposes only.

TO PAY FOR ITEMS ON HOLD BY CREDIT CARD:

Return to your Dashboard when you have your credit card ready. From the "Finance" tab, locate the payment due invoice and enter the credit card information. The card will be charged immediately.

WHAT IF I HAVE TO CANCEL?

If you cannot attend the Conference, your registration and/or hotel reservation may be transferred to a colleague at no cost. If no other individual can attend in your place, you may also cancel. Either option requires the use of an online substitution or cancellation form, accessible from the Conference section of your Dashboard.

WHAT ABOUT REFUNDS?

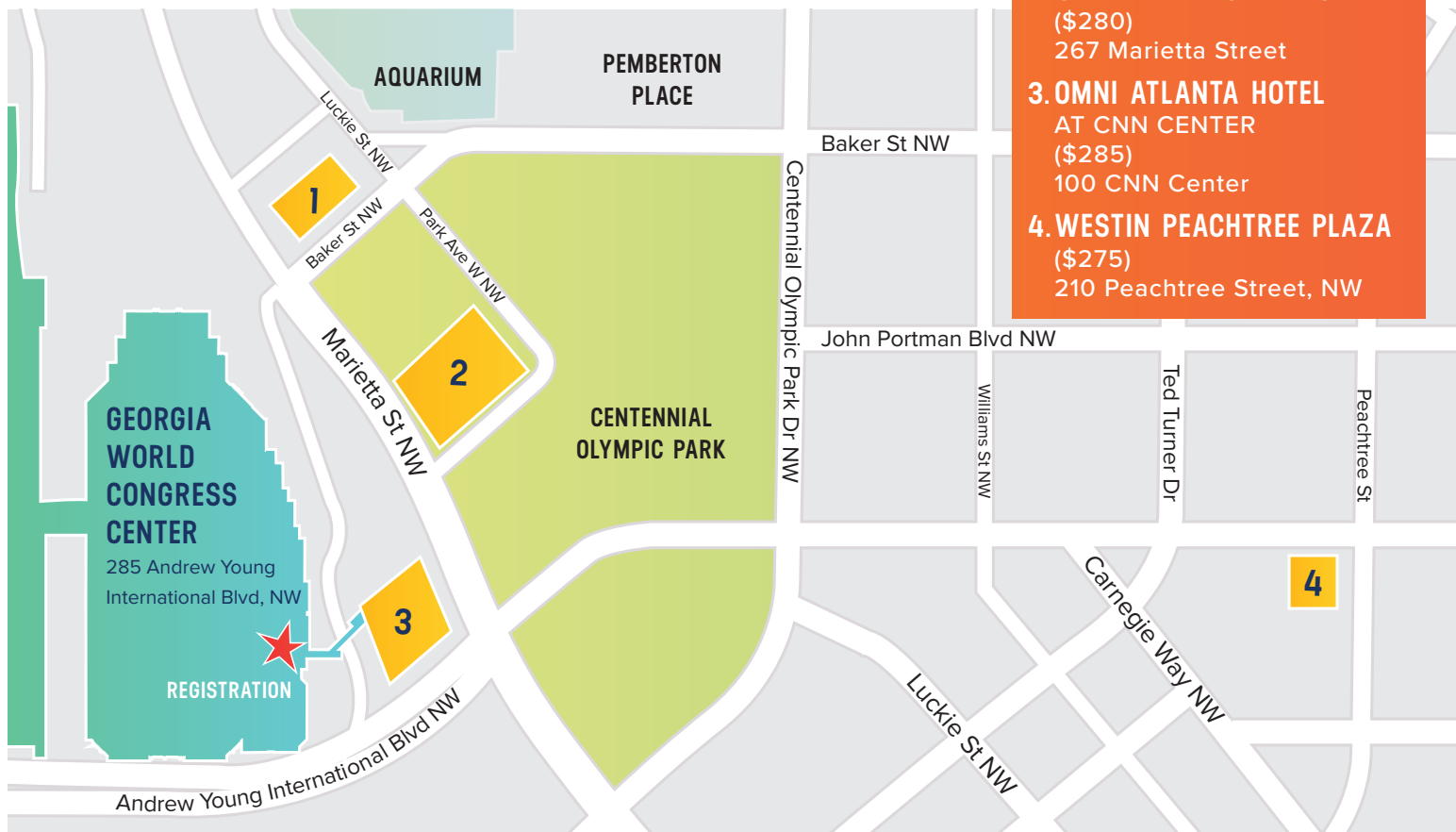
The sliding scale refund policy applies to both attendee registration and hotel reservations and allows for larger refunds the sooner the cancellation is made. Please review the schedule carefully to understand your financial obligations, as there are no exceptions to this policy.

CANCELLATION RECEIVED	AMOUNT REFUNDED
Within 7 days of purchase	100% Refund
May-September	90% Refund
October	75% Refund
November	50% Refund
December - February	No Refund

Please note that cancellations are deemed eligible for a refund **based on the date the cancellation form is submitted from your account Dashboard**. Phone calls and emails are not acceptable forms of notification.

QUESTIONS? CALL 800-256-6452

HOTELS & TRAVEL



- 1. HILTON GARDEN INN**
(\$255)
275 Baker Street
- 2. EMBASSY SUITES**
CENTENNIAL OLYMPIC PARK
(\$280)
267 Marietta Street
- 3. OMNI ATLANTA HOTEL**
AT CNN CENTER
(\$285)
100 CNN Center
- 4. WESTIN PEACHTREE PLAZA**
(\$275)
210 Peachtree Street, NW

HOTEL RATES

In order to ensure the best possible rates, the National ESEA Conference contracts several years in advance of each conference for the necessary hotel rooms offered. Part of the contract requirement is that the Conference prepays for all rooms at the contracted rate plus mandated taxes and tourism assessment fees. The rates available to attendees and exhibitors are based on the contract rate combined with those prepaid taxes and tourism fees. The Conference does not charge taxes or fees on hotel reservations, but the breakdown of how much of the flat rate is attributed to prepaid taxes and fees is itemized on the invoice for transparency. See complete hotel policies on page 7.

AIRPORT

The Hartsfield-Jackson Atlanta International Airport is approximately 9 miles from the Georgia World Congress Center.

TRAIN

The Metropolitan Atlanta Rapid Transit Authority (MARTA) is Atlanta's public transportation system comprised of a bus and rail system that connects all parts of Atlanta. If you are coming from Hartsfield-Jackson Atlanta International Airport, MARTA has a rail station located at the north end of the airport, near baggage claim. This service offers the quickest and least expensive way to get to and from the airport to downtown Atlanta. A single \$2.50 fare covers one-way bus or train trips, including transfers. For more information on MARTA, visit www.itsmarta.com.

GROUND TRANSPORTATION

There are several transportation options available from Hartsfield-Jackson Atlanta International Airport to the Georgia World Congress Center including shuttles, taxis, and ride-share services such as Supershuttle, Uber & Lyft.

PARKING

Many parking options are conveniently located within blocks of the Georgia World Congress Center.

NEARBY ATTRACTIONS

World-class restaurants, festive nightlife, and some of the city's most popular tourist attractions are located in downtown Atlanta's walkable attractions loop including World of Coca-Cola, Georgia Aquarium, Center for Civil and Human Rights, Inside CNN Studio Tour, The Children's Museum of Atlanta and SkyView Atlanta. If time permits, explore museums like the Atlanta History Center and the Martin Luther King Jr. National Historic Site. Be sure to experience the city's diverse culinary scene and see why shoppers love Atlanta for everything from boutiques to antiques. For more attractions and information, visit www.atlanta.net.

ATTENDEE TERMS & CONDITIONS

The following registration terms and conditions apply to all registrants. Even if you instruct someone else to log in to your account to complete your registration - it is your responsibility, as the registrant, to adhere to the terms and conditions. Please review them carefully.

CONFERENCE CONDUCT

The National ESEA Conference is dedicated to providing an inclusive experience for all participants, regardless of race, religion, gender, gender identity and expression, sexual orientation, ability, physical appearance, age or other marginalized affiliation. While at the conference, all participants are expected to behave with common courtesy and civility; conduct themselves in a businesslike, ethical and appropriate manner; and avoid engaging in or facilitating any discriminatory or harassing behavior.

RESERVING CONFERENCE ITEMS

Registration and hotel reservations may be reserved and held without payment for a maximum of 30 days. At the conclusion of the 30-day grace period, all unpaid items will automatically expire and return to inventory for others to purchase. Beginning January 1, 2020, all registrations and reservations must be paid in full at the time of selection. Conference items are only confirmed upon receipt of payment in full.

CREDIT CARD PAYMENTS

All major credit cards are accepted for payment and are processed directly through the attendee dashboard. Credit cards entered for payment are charged immediately; changing the form of payment will result in a \$75 administrative fee per affected invoice. Credit card statements will reflect a charge from "ESEA/A+Events."

CHECK PAYMENTS

Checks are accepted only as follows. Make check payable to A+ Events, EIN 68-0384550. With check in hand, enter check details when paying an invoice. Send the check and the printable online cover sheet to the invoice address via a traceable, overnight delivery service for receipt prior to the invoice expiration date.

HOTELS

Hotel reservations within the conference block are available on a first-come, first-reserved basis at specially negotiated conference rates only to registered attendees. Room rates are charged at a flat rate; all locally mandated taxes and fees have been paid in advance by the Conference and are not directly charged to attendees. All hotel reservations must be paid in full via the individual attendee account to be confirmed.

Changes to hotel reservations can only be accommodated through submission of the online hotel reservation adjustment form. A reduction in the number of nights of a hotel stay is a cancellation of each reduced night and refund policies apply to any paid reservations. Hotel reservations may be moved from one conference property to another at any time, subject to availability. A \$35 change fee will apply to all reservation move requests received more than seven (7) calendar days after payment.

SUBSTITUTIONS

Paid registrations may be transferred, at no cost, from one attendee to another at any time. To make a substitution, complete the online substitution form, available in the conference section of the attendee dashboard. Complimentary or discounted registrations may not be transferred.

CANCELLATIONS

Cancellations may be made at any time by submitting a cancellation request via the cancellation link in the attendee dashboard. Telephone cancellations are not accepted.

REFUNDS

All items cancelled by attendees are eligible for a refund, based on the date of receipt of the completed cancellation form. Reducing nights of a hotel reservation is a cancellation of each reduced night and is subject to the same sliding-scale refund policy, as shown below.

100% if cancelled within 7 days of payment
90% if cancelled in May-September
75% if cancelled in October
50% if cancelled in November
No refund in December, January or February

No exceptions are made to the refund policy including in the case of weather, travel delays, illness or family emergencies or unexpected work obligations. Travel insurance is strongly recommended to protect your organization's investment.

NEED HELP CONVINCING YOUR LEADERSHIP TO SEND YOU TO THE CONFERENCE?

Customize this request for approval letter, which will help administrators understand the value of attending the 2020 National ESEA Conference. You'll return to your district with great ideas, relevant information, and the resources you need to move your team forward to face new challenges.

Dear _____,

I am writing to request approval to attend the 2020 National ESEA Conference to be held in Atlanta, Georgia on February 4 - 7, 2020 at the Georgia World Congress Center.

The National ESEA Conference is four days of learning and skill building focused on supporting disadvantaged children. The Conference welcomes thousands of K-12 educators from across the country each year. This year's theme, "Together for Equity," creates a singular focus for all attendees on the unique needs of disadvantaged children and our ability to centralize support across all ESEA Programs. Formerly called the National Title I Conference, the event remains committed to sharing resources pertinent to Title I, as well as a host of other federally funded education programs addressing the needs of disadvantaged students. Participants include state agency officials, school district administrators, school building leaders, and teachers – all gaining new knowledge, instructional strategies, and skills needed to transform student learning while changing the future for our students.

As an attendee, I will participate in presentations from today's most inspiring leaders in education. I will receive important updates from the U.S. Department of Education about federal education funding issues and meet professionals who have taken significant steps to help students succeed.

Conference sessions are a combination of large group presentations with nationally recognized speakers, and smaller interactive workshops where I would have the chance to work directly with education experts. The new information that I will be able to share with the rest of our team will be extremely valuable. All of the Conference sessions are digitally recorded and one of the registration options includes a six-month subscription to the streaming service. We can extend the learning to our entire group (and amortize the cost of attendance) by incorporating Conference session videos into our professional development activities.

By registering now, I could take advantage of the Early Bird Registration offer: \$599 for the four day Conference (or \$658 with video access). The regular price of \$658 (\$718 with video access) takes effect on January 1. Special hotel rates have been negotiated for Conference attendees that include all taxes and fees, saving us even more.

The complete cost of my attendance is listed below:

Registration:	_____
Transportation: (airfare, train, bus, etc.)	_____
Hotel fees:	_____
Meals: (not included with registration)	_____
Other:	_____
Total Cost	_____

Thank you in advance for your consideration. I believe that attending the National ESEA Conference will build my knowledge base to help students and team members. I look forward to hearing from you on this request as soon as possible.

Sincerely,



CHECK PAYMENT INSTRUCTIONS

ALL CHECK PAYMENTS MUST FOLLOW THESE CHECK INSTRUCTIONS EXACTLY.

Checks received without completing these instructions will be returned and items reserved will no longer be held.

IF THE CHECK IS NOT RECEIVED BY THE INVOICE EXPIRATION DATE, THE RESERVED ITEMS WILL NO LONGER BE HELD.

- 1.** Print all invoices to be included in this payment and request a check for the total amount.
Make check payable to:
A+ Events
(a current W9 is attached)
- 2.** When the check is issued and you have it in front of you, log in to your ESEAnetwork.org account and go to the Finance tab in your Dashboard.
 - Locate the invoice you wish to pay and select “View Now.”
 - Press the button at the bottom of the page to “Pay This Invoice.”
 - If your check is paying for more than one invoice: use the “Pay additional invoices” button to add each invoice ID number included in this payment. When the total amount due matches the amount of the check, select “pay now.”
 - Read and accept the terms and conditions. These apply to all invoices being paid.
 - Choose “check” as the payment method and enter the required check information.
 - Press the “Submit” button.
- 3.** Print the invoice that now includes the check details as you entered them.
- 4.** Enclose the check detail invoice with the check and send it by traceable, overnight delivery service such as FedEx or UPS, to:
A+ Events
for the National ESEA Conference
532 North Franklin Street
Fort Bragg, CA 95437
707-961-6202
- 5.** You’ll receive a confirmation email as soon as the check has been applied.

Request for Taxpayer Identification Number and Certification

**Give Form to the
requester. Do not
send to the IRS.**

▶ Go to www.irs.gov/FormW9 for instructions and the latest information.

Print or type.
See Specific Instructions on page 3.

1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank. Magnolia Hospitality Group, Inc.	
2 Business name/disregarded entity name, if different from above D/B/A A+ Events	
3 Check appropriate box for federal tax classification of the person whose name is entered on line 1. Check only one of the following seven boxes. <input type="checkbox"/> Individual/sole proprietor or single-member LLC <input type="checkbox"/> C Corporation <input checked="" type="checkbox"/> S Corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Trust/estate <input type="checkbox"/> Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=Partnership) ▶ _____ Note: Check the appropriate box in the line above for the tax classification of the single-member owner. Do not check LLC if the LLC is classified as a single-member LLC that is disregarded from the owner unless the owner of the LLC is another LLC that is not disregarded from the owner for U.S. federal tax purposes. Otherwise, a single-member LLC that is disregarded from the owner should check the appropriate box for the tax classification of its owner. <input type="checkbox"/> Other (see instructions) ▶ _____	4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3): Exempt payee code (if any) _____ Exemption from FATCA reporting code (if any) _____ <i>(Applies to accounts maintained outside the U.S.)</i>
5 Address (number, street, and apt. or suite no.) See instructions. 532 North Franklin Street	Requester's name and address (optional)
6 City, state, and ZIP code Fort Bragg CA 95437	
7 List account number(s) here (optional)	

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN*, later.

Note: If the account is in more than one name, see the instructions for line 1. Also see *What Name and Number To Give the Requester* for guidelines on whose number to enter.

Social security number	
[] [] [] - [] [] - [] [] [] []	
or	
Employer identification number	
6 8 - 0 3 8 4 5 5 0	

Part II Certification

Under penalties of perjury, I certify that:

1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
3. I am a U.S. citizen or other U.S. person (defined below); and
4. The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.

Sign Here Signature of U.S. person ▶

Date ▶ 5 April 2019

General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to www.irs.gov/FormW9.

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following.

- Form 1099-INT (interest earned or paid)

- Form 1099-DIV (dividends, including those from stocks or mutual funds)
- Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
- Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
- Form 1099-S (proceeds from real estate transactions)
- Form 1099-K (merchant card and third party network transactions)
- Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
- Form 1099-C (canceled debt)
- Form 1099-A (acquisition or abandonment of secured property)

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See What is backup withholding, later.