

EDspaces

At the Intersection of Learning and Design

Pittsburgh, PA | November 3-5, 2021

**Submit your proposals now to design and outfit student Café spaces.
Deadline to submit ideas: May 21, 2021.**

The cafeteria is no longer just the cafeteria. It is the water cooler of the modern school—a gathering place for students to talk, a unique place to collaborate and learn, and, of course, the environment for students to eat.

EDspaces has had huge success transitioning to experiential learning by creating a classroom design competition for meeting rooms hosting professional development. These educational spaces are designed by professionals utilizing the latest in space planning ideas, innovative furniture, and technology. They have become a highlight of the conference and a great way for attendees to try out classroom ideas and products.

Our goal is to make the modern Café space an integral part of the EDspaces experience, providing attendees new ideas and products for their projects. All full conference attendees are provided lunch vouchers, keeping them in the marketplace and utilizing your Café space.

We are now accepting proposals to design and outfit Café spaces at EDspaces 2021, November 3-5 in Pittsburgh. This is an opportunity for your company to stand out at EDspaces 2021, to provide attendees with a unique experience in student Café spaces, and to showcase your products, services, and creativity.

QUESTIONS? Contact Joe Tucker at Joe.Tucker@EmeraldX.com or by phone: (770) 291.5495.

General Info | Section 1

1.1 AREA USAGE - EXHIBIT TIMES

The Café spaces will be in use during all exhibit hours:

Wednesday, November 3: 10:30 am - 5:00 pm

Thursday, November 4: 10:30 am - 5:00 pm

Friday, November 5: 9:00 am - Noon

1.2 AREA USAGE - OUTSIDE OF EXHIBIT TIMES

Participating companies will have the ability to use the space outside of published exhibit hours (or after 5:00 pm with approval) for customer meetings, training, or a cocktail reception. This is

an opportunity to stand out at the event and give attendees a new, unique experience in education facility dining ideas while showcasing products and creativity.

1.3 SET UP/MOVE-IN DATES AND TIMES

Sunday, October 31: 1:00 pm - 5:00 pm

Monday, November 1: 8:00 am - 5:00 pm

Tuesday, November 2: 8:00 am - 5:00 pm

Electrical should be set prior to flooring installation (if under flooring).

1.4 DISMANTLE/MOVE-OUT DATES AND TIMES

Friday, November 5: Noon - 8:00 pm

Saturday, November 6: 8:00 am - Noon

All items must be packed and ready for removal from the exhibit hall by Noon on Saturday.

Note: Any items remaining and not labelled for transport or donation after Noon on Saturday, November 6, will be considered trash or donated product. See section 1.5 below.

1.5 DONATION PROGRAM

Save time and money by donating products to schools in need. Any product can be donated via the EDspaces Donation Program powered by Heart of America. Donation information and labels will be provided on site. Help EDspaces leave a lasting impression with your products, while you receive vendor call outs and good will!

1.6 MATERIAL HANDLING

Design teams and/or their equipment providers are responsible for material handling expenses. We will have special shipping labels for each location/team.

Space Specifications | Section 2

2.1 LOCATION

Transform a portion of the EDspaces exhibit floor in the David L. Lawrence Convention Center (DLCC) into a modern student Café space.

2.2 QUANTITY

Up to four locations are available. The spaces will be adjacent to the food service area(s), which are TBD. The areas will be shown on the EDspaces 2021 floor plan.

2.3 DIMENSIONS

Each space will be shown as 30ft x 50ft; however, alternate sizes can be created. Please contact Joe Tucker with your ideas and questions. We are trying to accommodate at least 100 attendees to sit, eat, and work in these areas at the same time.

2.4 FLOORING

The DLCC exhibit hall floor is concrete. Although flooring is not required, it is highly suggested as flooring can set the tone of the area. Many flooring providers have donated their products for experiential areas such as this. Please contact Michael Sauer, EDspaces Operations Manager, if you would like a referral: Michael.Sauer@EmeraldX.com.

2.5 ELECTRICAL

Electrical expenses will be covered and coordinated by EDspaces. You are responsible for providing a diagram denoting the power locations and amp requirements for us to order. If selected, please submit your power plan by August 31.

Note: We can run electric anywhere; however, flat cords will have to be either under the flooring or on the flooring and taped down. Alternatively, you can use mobile power tracks or an under carpet wireway incorporated into the design. Systems such as connectrac are preferred from a safety standpoint.

Proposal Requirements | Section 3

3.1 SCHEMATIC / DRAWING

Submissions must include a drawing or schematic showing the layout along with a description of the Café space.

3.2 SEATING

Comfortable seating for a minimum of 100 adults.

3.3 AUDIO-VISUAL

Include any audio-visual equipment (screens/monitors, etc.) that support your plan.

3.4 DESIGN TEAM

List the team involved in your design as well as all vendors actively participating in the planning and installation.

3.5 SUPPLIERS

Although the preference is to have all items included in the space from EDspaces 2021 exhibitors, it is not required.

Note: if you are a manufacturer designing and outfitting the entire area, you must be exhibiting in the event.

Benefits | Section 4

4.1 NAMING RIGHTS

Create a name for the café seating area you have designed. This will be how your space is referred to in all promotions: print, online, and on site.

4.2 RECOGNITION

- Press release to announce your selection as a design winner.

- EDspaces webpage dedicated to the winning designs and descriptions of space. Includes links to the teams' websites.
- Sponsored story of the café spaces in, at a minimum, the EDspaces Insights and Essentials digital publications to promote this unique experience.
- One (1) promotional email sent to the potential EDspaces attendee list (40,000+ decision-makers).
- Logo and corporate name online and in the EDspaces 2021 On-Site Program with description.
- Branded signage on site including one (1) double-sided 1m x 8' sign highlighting the space and a 5'x20' double-sided overhead banner.
- These areas will also be highlighted in the EDspaces mobile app.
- Participating companies will have the ability to use the space outside of exhibit times (10:30 am – 5:00 pm) with advance approval for customer meetings, training, and/or a cocktail reception.

4.3 REGISTRATION

Up to four (4) complimentary full conference attendee registrations for your design team. Note: EDspaces exhibitors receive full conference registration with their booth space. If you work with a non-exhibiting supplier (NES), they must purchase either a one-day NES registration, or register for the full conference at ½ price off the NES rate (includes two full conference registrations).

4.4 PHOTOGRAPHY

High-resolution photos of the designed space for promotional purposes (post-show).

Selection Process | Section 5

5.1 EVALUATION CRITERIA

Designs will be reviewed for:

- Aesthetics
- Overall functionality
- Vendor engagement
- Relevance to the future of educational facilities

5.2 CAFÉ SEATING JUDGES

Café seating areas will be judged by a panel of educational facility, A+D, and distribution professionals as well as past winners.

Timeline for Success | Section 6

- MAY 21** Deadline for proposals.
- Have a commitment from you/your vendor partners.
 - Think about power needs for the space.

JUNE 4 or PRIOR

Notification of results of selection process.

JUNE 23

Submit any updates to the drawing, description, or partner list before it goes live on the EDspaces website.

AUGUST 20

Printed Program Deadline including:

- Final list of vendors
- Final diagram of café seating area

AUGUST 31

Final A/V and power plan due to Emerald.

Questions: Contact Joe.Tucker@EmeraldX.com