SOUTH DAKOTA ADULT EDUCATION CONFERENCE 2027 SDAEC



CLAIM YOUR STAKE IN SOUTH DAKOTA SPONSOR & EXHIBITOR OPPORTUNITIES

Striking Gold: Blazing Trails in Adult Education

Cadillac Jack's | Deadwood, SD

APRIL 28-30, 2027

https://sdall.org/pd/27SDAEC

WELCOME TO THE SDAEC

Showcase Your Solutions in Historic Deadwood

The South Dakota Association for Lifelong Learning (SDALL) and the South Dakota Department of Labor invite your company or organization to partner with us as a vendor, sponsor, or presenter at the 2027 South Dakota Adult Education Conference (SDAEC) in historic Deadwood, South Dakota.

Why Partner With Us?

Today's adult educators face expanding responsibilities and tight budgets. They are actively searching for innovative tools, curriculum, and technology to help them deliver high-impact instruction more efficiently.

SDAEC connects you directly with decision-makers and practitioners across the full spectrum of adult education, including:

- High School Equivalency (GED/HSE) Instructors
- Adult English Language Acquisition (ELA/ESL) Educators
- Alternative High School & Native American Education Programs
- Corrections, Post-Secondary, & Workforce Development Practitioners

Built-In Exhibit Hall Traffic

We respect your investment. Our conference agenda is purposefully structured to drive foot traffic to your table with dedicated exhibit hall hours, networking breaks, and dedicated attendee activities built directly into the official schedule.

Key Information & Deadlines

- Limited Space: Exhibit hall space is limited and filled on a first-come, first-served basis.
- Registration & Payment Deadline: March 15, 2027
- Program Ad Deadline: March 15, 2027 (Print-ready artwork and payment must be received by this date for inclusion in the printed program booklet).
- How to Apply: Complete the online application form at sdall.org/pd/27sdaec/

Please review the complete details in this prospectus and submit your exhibitor registration form early to claim your stake!

Direct questions to Kim Olson at 605.353.7175 or Kim.Olson@CornerstonesCareer.com

Why Exhibit at the SDAEC

About SDALL & Our Audience

The South Dakota Association for Lifelong Learning (SDALL) is the premier statewide professional development organization for adult education. Our broad membership base includes instructors, program directors, and specialists across:

- Adult English Language Acquisition (ELA/ESL) & Adult Literacy
- GED® & High School Equivalency (HSE) Programs
- Career & College Readiness & Post-Secondary Pathways
- Tribal Education Programs, Job Corps, & Community Education
- Correctional Education & Institutional Facilities

High-Impact Visibility & Dedicated Vendor Day

Your sponsorship puts your brand directly in front of regional decision-makers. The exhibitor hall is centrally positioned in the highest-traffic area of the venue, ensuring maximum exposure throughout the event.

To guarantee maximum return on your investment, we have designated Thursday, April 29, 2027, as official Vendor Day. Our conference schedule features dedicated, non-compete exhibit hours and attendee incentives so participants have dedicated time to explore your booth and test your products.

Venue & Destination: Historic Deadwood, SD
Cadillac Jack’s Gaming Resort | Deadwood, South Dakota

Nestled in the heart of the scenic Black Hills, historic Deadwood blends 1870s Gold Rush heritage with modern hospitality. Attendees and vendors alike will enjoy Cadillac Jack’s premium amenities, multiple on-site dining options, modern gaming, and easy access to Deadwood's iconic Main Street, historic tours, and Black Hills attractions.

Travel & Transportation Logistics

Flying In: Rapid City Regional Airport (RAP)
Deadwood is serviced by Rapid City Regional Airport (RAP), located approximately 55 miles southeast (a smooth 60-minute scenic drive via I-90 West and US-85 North).

- Direct Airline Service: RAP is served daily by major carriers including American Airlines, Delta Air Lines, United Airlines, and Allegiant Air.

Ground Transportation from RAP to Deadwood

- Rental Cars: On-site rental agencies at RAP include Alamo, Avis, Budget, Enterprise, Hertz, and National.
- Shuttles & Private Transport: Regional shuttle services, private charters, and rideshares (Uber/Lyft) operate regularly between RAP and Deadwood hotels.
- On-Site Parking: Cadillac Jack’s offers complimentary guest and attendee parking on-site.

SDAEC

Sponsorship & Vendor Opportunties

REGISTER AT HTTP://SDALL.ORG/PD/27SDAEC/

THE MOTHER LODE SPONSORSHIP - $700

Co-Sponsor: SDALL Awards Ceremony & Evening Social

The premier opportunity for maximum visibility, podium time, and high-level networking.

This package co-sponsors the official South Dakota Association for Lifelong Learning (SDALL) Awards Ceremony and Annual Social, held at the conference venue or an agreed-upon off-site venue.

- **Podium Time:** 10-minute presentation during the Awards Ceremony & Evening Social.
- **Breakout Session:** Option to present a breakout session (Must complete the Request for Proposal form at www.sdall.org/pd/SDAEC27).
- **General Sessions:** Verbal recognition during conference general sessions.
- **Program Advertising:** Full-page, full-color ad in the official conference program booklet + "Thank You" sponsor listing.
- **Registration Materials:** Up to 5 promotional items (flyers, pamphlets, branded swag) included in all attendee registration bags.
- **Digital Exposure:** Featured recognition in pre-conference "Check out the Exhibitors!" emails and "Call to Conference" digital reminders leading up to the event.
- **Exhibitor Space:** 1 exhibitor table with 2 chairs.

THE GOLD MINE SPONSORSHIP - $500

⭐ MOST POPULAR FOR PUBLISHERS & CURRICULUM VENDORS

Official Conference Refreshment & Food Break Co-Sponsor

Gain direct access to attendees during prime networking and refreshment hours.

Refreshment breaks are the highest-traffic moments of the conference. Help us energize attendees while showcasing your curriculum and tools. (We are seeking 8 co-sponsors for this tier).

- **Break Signage & Exposure:** Prominent logo signage placed directly on the refreshment/coffee stations during conference breaks.
- **Breakout Session:** Option to present a breakout session (Must complete the Request for Proposal form at www.sdall.org/pd/SDAEC27).
- **General Sessions:** Verbal recognition during conference general sessions.
- **Program Advertising:** Half-page color ad in the official conference program booklet + "Thank You" sponsor listing.
- **Registration Materials:** Up to 2 promotional items (flyers, pamphlets, or cards) included in all attendee registration bags.
- **Digital Exposure:** Recognition in pre-conference "Check out the Exhibitors!" emails and "Call to Conference" digital reminders.
- **Exhibitor Space:** 1 exhibitor table with 2 chairs.

THE SILVER SPUR EXHIBITOR - $250

Standard Exhibitor & Program Supporter

Ideal for vendors looking for a dedicated booth presence and program recognition.

- **Exhibitor Space:** 1 exhibitor table with 2 chairs.
- **Program Advertising:** Quarter-page color ad in the official conference program booklet.
- **Recognition:** Listed in the "Thank You" section of the conference program.

THE CLAIM STAKER - $50

Non-Profit Exhibitor OR Non-Attending Promotional Option

Designed specifically for non-profit community organizations or off-site publishers.

- **Option A** (In-Person Non-Profit / Non-Publisher): 1 exhibitor table with 2 chairs.
- **Option B** (Non-Attending Publisher or For-Profit Vendor): Quarter-page program ad OR 1 promotional item (flyer, pamphlet, or card) inserted into all attendee registration bags.

Exhibitor Information and Guidelines

Thank you for being part of the South Dakota Association for Lifelong Learning (SDALL) conference! Please review the following information to help make your exhibit experience a success.

1. Booth Space

- Each booth includes: One 6-foot table with a white tablecloth and two chairs

Please keep displays within your assigned space and avoid blocking the view of neighboring exhibitors. Booth assignments are made by the Conference Program Chair.

2. Exhibit Hours & Setup

Exhibitors may participate for the full conference or focus on the designated Exhibitor Day.

- Setup: April 27 between 4:00-5:30 PM, or April 28 between 7:30 AM- 5:00 PM
- Exhibit hours: April 28 and April 29 [Vendor Day] between 8:00 AM- 5:00 PM, April 30 between 8:00AM-Noon [Optional]
- Tear-down: Exhibits must be removed by April 30 at 1:00 PM

Exhibits not occupied by the start of the exhibition may be canceled or reassigned without a refund. Additional setup assistance, if needed, may be billed to the exhibitor.

3. Shipping & Delivery

Exhibitors are responsible for arranging the delivery, handling, storage, and pickup of their materials. Before shipping anything, contact the conference venue for its current shipping instructions, receiving dates, labeling requirements, and storage availability. Clearly label all shipments with your company name, conference name, and contact person. Shipping and storage arrangements must be confirmed with the venue in advance. The conference and venue are not responsible for arranging return shipping or transportation.

Venue shipping contact:

- Contact: Kali Timm, 360 Main ST, Deadwood, SD 57732 Phone: 605-631-0452 Email: ktimm@livhotelgroup.com

4. Eligible Exhibits

Products and services related to education, workforce development, and professional learning are encouraged. South Dakota artists and vendors showcasing local talent are also welcome.

The Conference Program Chair reserves the right to decline exhibits that are not appropriate for the conference.

5. Booth Activities & Advertising

Exhibitors must conduct sales, demonstrations, and other activities within their assigned booth space. Advertising and printed materials may not be distributed outside the booth without approval. Exhibitors may display only their own products and services. Sharing, subletting, or transferring booth space to another business requires written approval from the Conference Program Chair.

6. Electricity, Internet & Telephone

- General lighting and wireless internet are available in the exhibit area.
- Additional electrical service, hard-wired internet, and telephone lines may involve extra charges and must be arranged with the venue in advance.
- Exhibitors should bring their own extension cords and power strips.

Please contact the venue before the conference if you have special equipment or technology needs.

7. Displays, Decorations & Safety

- Displays and decorations must be fire-resistant and comply with venue safety requirements.
- Do not use staples, nails, or tacks on venue tables or other surfaces.
- Open-flame candles are prohibited.
- Machinery, gas-operated equipment, cooking appliances, and food or beverage sampling require advance venue approval. Additional fire-safety requirements may apply.
- Motorcycles and other gas-powered display equipment must meet the venue's fuel, battery, and safety requirements.

Please obtain approval from the venue before making plans involving special equipment, cooking, or food and beverage distribution.

8. Cleanup

Exhibitors are responsible for keeping their booth areas clean. Please break down cardboard boxes before disposal. Excessive waste may result in additional charges. All exhibit materials must be removed by the designated tear-down deadline. Items left behind may be considered abandoned and disposed of at the owner's expense.

9. Insurance, Security & Liability

Exhibitors are responsible for insuring their own property and equipment. SDALL, the conference organizers, and the venue cannot guarantee against loss, theft, damage, or injury.

Exhibitors are responsible for claims, losses, or damages arising from their setup, display, activities, or use of the exhibit space, subject to the applicable contract terms and law. Exhibitors must comply with all applicable safety requirements and venue policies.

10. Registration & Conference Program

Registered exhibitors will be listed in the conference program. To be included, registration and company information must be submitted by registration deadline.

11. Cancellation & Refunds

Cancellations must be submitted in writing. A $25 service fee applies, and refunds will be issued after the conference. No refunds will be issued after April 1. Please confirm the current cancellation policy before registering.

12. Agreement & Additional Rules

By registering, exhibitors agree to follow these guidelines and any reasonable conference or venue requirements. The Conference Program Chair interprets these guidelines and makes final decisions on matters not specifically addressed here.

We appreciate your participation and look forward to seeing you at the SDAEC conference!

REGISTRATION SUBMISSION INFORMATION

How to Register

Complete the Exhibitor Registration Form on the SDALL conference webpage. Please provide all required organization and contact information, select your exhibitor or sponsorship option, and include any additional details requested on the form.

Registration deadline: **March 15, 2027**. Exhibitor space is limited, and registrations will be accepted on a first-come, first-served basis. To be included in the conference program, please submit your registration and all required information by the deadline.

Payment Options

- Pay online: Use the electronic payment link on the conference webpage.
- Request an invoice: Contact Kim Olson to request an invoice and arrange payment.
- Pay by check: Make checks payable to Cornerstones Career Learning Center and mail to:
  Cornerstones Career Learning Center
  Attn: SDAEC 2027 Registration
  33 3rd St SE, Suite 201
  Huron, SD 57350

Conference & Hotel Information

Visit the SDALL conference webpage for current conference details, venue information, and hotel reservations.

Questions?

We're happy to help! Contact Kim Olson at 605-353-7175 or Kim.Olson@CornerstonesCareer.com for assistance with registration, invoices, or payment.

We appreciate your support and look forward to seeing you in Deadwood!