RULES & REGULATIONS | 2013 Annual Convention & Education Expo

A. Exhibitor shall be bound by rules and regulations set forth herein and by such amendments or additional rules and regulations that may be established by the Association. References to the “Association” herein shall be deemed to include the New York State School Boards Association, Inc., the exhibit manager and any duly authorized representative, agent or employee of the foregoing.

B. The Official Convention General Service Contractor as named by the Association will process orders and furnish services as may be required by the Exhibitor. Nails, pins, tacks, etc. must not be used on booth posts or drapes. No products or materials shall be hung, fixed, taped, glued, nailed and/or attached to any wall or column.

C. ATTENDANCE. The Association shall have sole control over all admission policies at all times. Representatives of the Exhibitor will be required to register and wear an appropriate badge while in attendance at the exhibit. Exhibitor shall not: (1) make any material change in its exhibit or the displays therein after the initial installation; (2) fail to keep its exhibit fully open and properly staffed during the specified exhibit hours. The Association reserves the right to limit the number of exhibitor registrations per company.

D. ELECTRICAL CONNECTIONS. No electrical wiring, installations or connections shall be made by or for the Exhibitor without the prior consent of the Association and the Convention Center. Such wiring installations and connections shall be made at the Exhibitor’s expense and solely in such manner, by such means and through such contractors as shall be designed by the Convention Center.

E. EXHIBITOR REPRESENTATIVE. Each Exhibitor shall name one (1) person to be his/her representative. Such representative shall direct installation, operation and removal of exhibit and be authorized to enter into necessary service contracts.

F. USE OF EXHIBIT SPACE. Sales, which include the payment of money or delivery of merchandise in the exhibit halls, are prohibited. Exhibitors shall confine all selling activities to within the limits of their own booths. Booth activities or materials which cause people to congregate in the aisles are prohibited. The level of sound-producing materials shall be kept low enough so as not to be objectionable to other Exhibitors. The exhibit shall not obstruct the view of the adjoining exhibits. An Exhibitor shall not sublet, divide or share his booth space without permission of the tradeshow manager.

G. LIABILITY. Neither the Association nor the Convention Center shall have any liability or responsibility for any injury or damage to the Exhibitor, its agents, representatives or employees, or for any loss, damage or destruction of any property belonging to the Exhibitor or used in connection with its exhibit or the displays therein, irrespective of the manner in which or circumstances under which any such injury, damage, loss or destruction may occur, and all claims and cases of action therefore shall be, and shall be deemed to be waived, released and discharged for all purposes. The Exhibitor shall indemnify and hold and keep safe, free and harmless the Association and the Convention Center, and each of them, from and against all claims, losses and damages arising in at, out of or in connection with the Exhibit and/or the exhibit or the installation, maintenance, conduct, use, operation or removal of said exhibit or any part or parts thereof including without limitation, and all such claims, losses and damages which may arise out of, be attributable to or in any manner or to any extent involve any negligence on the part of the Association and the Convention Center or either of them. The Exhibitor shall carry and maintain all such insurance coverage as may be required to fully protect it against all risks assumed or incurred in or in connection with its exhibits, the exhibition or the convention, or under the terms and conditions of this contract. The Exhibitor shall obtain and keep in force during the terms of the installation and use of the exhibit premises, policies of comprehensive general liability insurance and contractual liability insurance, insuring and specifically referring to the contractual liability set forth in this Exhibit Agreement in an amount not less than $2,000,000 combined single limit for personal injury and property damage. In addition, the Exhibitor acknowledges that the Convention Center does not maintain insurance covering Exhibitor’s property and that it is the sole responsibility of the Exhibitor to obtain business interruption and property damage insurance insuring any losses by the Exhibitor.

H. EXHIBIT RESERVATION, PAYMENT AND CANCELLATIONS. Reservations will only be made with a 100 percent payment for each exhibit space requested. No exhibitor will be permitted to erect a display until space rental is paid in full. Make checks payable to New York State School Boards Association. Any cancellation desired by the exhibitor must be made in writing. No telephone cancellations will be accepted by the Association. It is further understood and agreed that any booth payments will NOT be refunded if the space assignment is canceled within 60 days prior to the opening of the exhibit. There will be a $100 cancellation charge on all canceled booths that cancel prior to that date.

I. CANCELLATION OF CONFERENCE. Should the Association fail to furnish the Exhibitor the space herein described, for any reason whatsoever, it shall promptly refund to the Exhibitor all sums paid hereunder, and such refund shall be accepted by the exhibitor in full settlement of all loss or damage suffered by the Exhibitor.

J. Upon acceptance of this application by the New York State School Boards Association, Inc., this application shall be a legally binding contract between the Exhibitor and the Association, providing that either party may cancel this contract on condition that written notice of such cancellations is received by the remaining party at least 60 days prior to the scheduled opening date of the Exhibit as provided herein, and further provided that amount of rental paid will be refunded only on condition that such cancellation is made by the New York State School Boards Association, Inc.

K. The Association shall have power to adopt and enforce exhibit attendance, rules and regulations with respect of the kind, nature and eligibility of any exhibitors adopted by it or set forth herein, and its decision on any question relating to this paragraph which may arise shall be final.

**Exhibit Space:**
- Booth size: 10’ x 10’ ($1,800) or 10’ x 20’ ($3,400)

**Space Assignment:**
- Exhibit space is assigned on a first-come, first-serve basis. NYSSBA reserves the right to make the final determination of all space assignments in keeping with the best interest of the exhibitor.

**Education Expo Dates/Hours:**
- Thursday, Oct. 24: 4:00 p.m. – 5:30 p.m.
- Friday, Oct. 25: 8:00 a.m. – 6:00 p.m.

**Exhibitor Move-In:**
- Thursday, Oct. 24: 9:00 a.m. – 3:00 p.m.

**Exhibitor Move-Out:**
- Friday, Oct. 25: After 4:00 p.m.

**Convention Program:**
- Please email ads to katie.villmann@nyssba.org.

**File Format:**
1. Quark (PC) with all images and fonts.
2. Illustrator EPS file (convert all fonts to outlines)
3. Adobe Acrobat file - .pdf (press ready). If pdf is being created in Illustrator, not Adobe Distiller, make sure all fonts are converted to “create outlines.”
4. TIFF file.

**Deadlines:**
- Reservations: July 1, 2013
- Artwork: July 15, 2013
- Specs to be provided

**Payment:**
- Full payment is required for exhibit booths at the time of reservation. 50% deposit is required for sponsorship packages. No booth reservations will be confirmed without full payment.

**Advertising Standard:**
NYSSBA solely reserves the right to reject any advertising that conflicts with the objectives, standards, and/or programming of the Association.

**Pre-Registered Attendee List:**
- The list of pre-registered attendees (Excel file) will be e-mailed to the contact person listed on the exhibit and sponsorship contract during the week one month prior to the Convention. The list will include the district mailing address. No e-mail addresses or phone numbers will be released.

**Virtual Expo Hall Listing:**
- A Virtual Trade Show Listing is included with all commercial exhibit space rentals and sponsorship packages. This listing will include company name, address, phone, fax, website address (hyperlinked to site) and a 40-word description of the company.
COMPANY INFORMATION

Exhibiting/Sponsoring Company Name

Address

City

State     Zip

Phone

Website Address

LOGISTICAL INFORMATION

Name / Title

Email

Phone

SALES/ON-SITE CONTACT

Name / Title

Email

Phone

COMPANY DESCRIPTION

Please attach or email to katie.villmann@nyssba.org

(40 words or less)

EXHIBIT SPACE

☐ 10’ x 10’ booth: $1,800  ☐ 10’ x 20’ booth: $3,400
☐ Other size booth: $ __________________
☐ Sponsor only; no booth space required

Exhibit Booth Choices: (see floor plan at www.nyssba.org/expo)
1) _______ 2) _______ 3) _______

☐ Check here to be assigned best available location

Every effort will be made to place you in one of your booth choices. Other exhibitors to be
Away from: _______________________________________
Near: _____________________________________________

ADVERTISING OPTIONS

All ads are B&W.

☐ Convention Program full-page ad - $750
☐ Convention Program half-page ad - $500

PRODUCT CATEGORIES Check up to three boxes to indicate the product categories in which your company serves.

☐ Accounting Services
☐ Architectural Services
☐ Association
☐ Athletic Supplies & Equipment
☐ Auditorium Seating, Bleachers, Signs & Scoreboards
☐ Classroom/Office Furniture
☐ Communications Services
☐ Construction Management
☐ Consulting Services
☐ Curriculum Development
☐ Disability Equipment & Services
☐ Distance Learning
☐ Educational Software
☐ Employee Benefits
☐ Energy Efficiency
☐ Engineering
☐ Environmental Services
☐ Facilities Maintenance
☐ Financial Services
☐ Flooring, Wall Covering & Roofing
☐ Food Services
☐ Heating, Ventilating & Air Conditioning
☐ Interactive Whiteboards
☐ Insurance
☐ Landscape Architects
☐ Legal Services
☐ Lockers & Storage Equipment
☐ Office Equipment
☐ Playground Equipment
☐ Policy Services
☐ Public Relations
☐ Publishing
☐ School Safety & Security
☐ School Wear/Uniforms
☐ State Agency
☐ Superintendent Search Firms
☐ Technology
☐ Tests & Assessment Measurement
☐ Transportation
☐ Wellness Products & School Nutrition
☐ Other:________________________________________

CONTRACT - Part 1

2013 Exhibitor & Sponsorship

Don’t like paperwork? Reserve your booth online at www.nyssba.org/expo.

FOUR CONVENIENT WAYS TO RESERVE YOUR PACKAGE!

☞ Online www.nyssba.org/expo
☞ Email scanned contract to kate.chauvin@nyssba.org
☞ Fax contract to 518-783-3540
☞ Mail contract to New York State School Boards Association, P.O. Box 1322, Williston, VT 05495

All ads are B&W.

☐ Convention Program full-page ad - $750
☐ Convention Program half-page ad - $500

PRODUCT CATEGORIES Check up to three boxes to indicate the product categories in which your company serves.

☐ Accounting Services
☐ Architectural Services
☐ Association
☐ Athletic Supplies & Equipment
☐ Auditorium Seating, Bleachers, Signs & Scoreboards
☐ Classroom/Office Furniture
☐ Communications Services
☐ Construction Management
☐ Consulting Services
☐ Curriculum Development
☐ Disability Equipment & Services
☐ Distance Learning
☐ Educational Software
☐ Employee Benefits
☐ Energy Efficiency
☐ Engineering
☐ Environmental Services
☐ Facilities Maintenance
☐ Financial Services
☐ Flooring, Wall Covering & Roofing
☐ Food Services
☐ Heating, Ventilating & Air Conditioning
☐ Interactive Whiteboards
☐ Insurance
☐ Landscape Architects
☐ Legal Services
☐ Lockers & Storage Equipment
☐ Office Equipment
☐ Playground Equipment
☐ Policy Services
☐ Public Relations
☐ Publishing
☐ School Safety & Security
☐ School Wear/Uniforms
☐ State Agency
☐ Superintendent Search Firms
☐ Technology
☐ Tests & Assessment Measurement
☐ Transportation
☐ Wellness Products & School Nutrition
☐ Other:________________________________________
SPONSORSHIP PACKAGES

☐ MERIT: $3,500+ (SELECT ONE):
- Aisle Signs
- Convention Website
- Educational Strands
- Expo Finale Dessert Reception
- Featured Speakers
- Print-on-Demand Stations

☐ HONORS: $6,000+ (SELECT ONE):
- Coffee~n~Connect Lounge
- Continental Breakfast
- Digital Caricature Artist
- Notebooks

☐ HIGH HONORS: $8,500+ (SELECT ONE):
- Convention Kickoff Reception
- Pre-Convention School Law Seminar
- Power Up Networking Lunch

☐ SALUTATORIAN: $12,000+ (SELECT ONE):
- Thursday Opening Session
- Friday Morning General Session
- Lanyards

☐ VALEDICTORIAN: $15,000+ (SELECT ONE):
- Celebration of 21st Century Learning Student Booths
- Convention Bags
- Friday Afternoon General Session

SPONSORSHIP INCLUDES CORE PACKAGE PLUS+

- Program Advertising:
  - 1 half-page ad, B&W
  - 2 half-page ads, 4-color

- On Board Advertising:
  - 2 half-page ads, 4-color

- 3 half-page ads, 4-color

SPONSORSHIP INCLUDES CORE PACKAGE PLUS+

- Program Advertising:
  - 1 full-page ad, B&W
  - 5 full-page ads, 4-color

- On Board Advertising:
  - 5 full-page ads, 4-color

SPONSORSHIP INCLUDES CORE PACKAGE PLUS+

- Program Advertising:
  - 1 full-page ad, 4-color
  - 8 half-page ads, 4-color

- On Board Advertising:
  - 8 half-page ads, 4-color

SPONSORSHIP INCLUDES CORE PACKAGE PLUS+

- Program Advertising:
  - 1 full-page ad, 4-color
  - 10 half-page ads, 4-color

- On Board Advertising:
  - 10 half-page ads, 4-color

PAYMENT

EXHIBITORS: FULL payment is required. | SPONSORS: 50 percent deposit is required; remaining balance is due by August 1, 2013.
Total Amount Enclosed: $_________
☐ Check: Make checks payable to: NYSSBA, PO Box 1322, Williston, VT 05495
☐ Mastercard ☐ VISA ☐ American Express ☐ Discover

Card Holder’s Name: ____________________________
Account Number: ____________________________
Exp. Date: ____________________________
Card Holder’s Signature: ____________________________

AGREEMENT
The undersigned agrees to all terms, regulations and conditions set forth by NYSSBA on the Rules and Regulations page. NYSSBA solely reserves the right to reject any exhibitor that conflicts with the objectives, standards and/or programming of the Association.

Name: ____________________________
Title: ____________________________
Signature: ____________________________
Date: ____________________________