



PRIORITY ADVANCED REGISTRATION FOR CURRENT EXHIBITORS

National Education Association Annual Meeting & Expo Booth Application

This application for booth space at the NEA EXPO 2011 will become a contract upon acceptance. The contract is based upon rules and regulations contained herein. PLEASE SIGN AND MAIL YOUR COMPLETED APPLICATION TO: CONVENTIONS • EXHIBITS • PROMOTIONS • INC., 18840 U.S. HIGHWAY 19 NORTH, SUITE 415, CLEARWATER, FLORIDA 33764-3120 TEL: (727) 530-0405 FAX: (727) 532-4935. One copy will be returned upon acceptance and space assignment. Exhibitors can also register online at neaexpo.com

GENERAL PURPOSE STATEMENT THE NEA EXPO IS TO SUPPORT DELEGATES IN THEIR ROLES AS ASSOCIATION LEADERS. The Expo is designed to allow the following to be displayed: educational products and services directly related to classroom instruction and consumer items and general information about significant social issues that are in accordance with NEA policy.

1. STATEMENT OF NATURE OF EXHIBIT (Please complete A, B, C and D as applicable):

- A. DESCRIPTION OF PRODUCT(S) FOR SALE _____
- B. DESCRIPTION OF SERVICE(S) _____
- C. DESCRIPTION OF HANDOUT MATERIALS _____
- D. DESCRIPTION OF DISPLAY MATERIALS AND A-V PRESENTATION, IF APPLICABLE _____

If additional space is needed, please attach a separate sheet. It is hereby understood and agreed that if this application is approved, only the above content will be used. **Note: All of the above shall be in accordance with the General Purpose of the NEA Expo.**

2. PREFERRED LOCATION (Please choose four locations suitable for your booth): Space assignment will begin March 15, 2011. Although consideration will be given to exhibitor requests, placement of exhibits will be determined on the basis of past participation, amount of space required, date of receipt of application, special needs, and general grouping of exhibits for proper balance of displays. If your company is involved with on-site commercial sales, please refer to the floor plan on the enclosed brochure and select your booth(s) from the Consumer Products section.

NUMBER OF BOOTHS REQUESTED _____ SIZE _____ FT. X _____ FT. (BOOTH SIZE IS IN INCREMENTS OF 10' X 10')

1ST CHOICE BOOTH NO. OR NOS. _____ TOTAL COST \$ _____ 2ND CHOICE BOOTH NO. OR NOS. _____ TOTAL COST \$ _____

3RD CHOICE BOOTH NO. OR NOS. _____ TOTAL COST \$ _____ 4TH CHOICE BOOTH NO. OR NOS. _____ TOTAL COST \$ _____

3. PROXIMITY TO OTHER EXHIBITS (Please specify companies and/or products that you would like to be near to or away from):

NEAR TO _____ AWAY FROM _____

4. COST OF EXHIBIT SPACE RENTAL AND PAYMENT OF EXHIBITOR RENTAL FEE Booth size is 10' x 10'. Exhibit space is priced at \$13.00/sq. ft. (\$14.00/sq. ft. for a corner booth). Total exhibit space rental price is \$1,300 (\$1,400 for a corner booth). A minimum of one-half of the exhibitor rental fee is due with this application. Full payment is due upon notification of space assignment. Failure to file this application and to make a full payment by June 1, 2011 could subject the exhibitor to reassignment of space, cancellation of contract, or forfeiture of deposit. Make all payments to: Conventions • Exhibits • Promotions • Inc., 18840 U.S. Highway 19 North, Suite 415, Clearwater, Florida 33764-3120, (727) 530-0405. **No application will be considered unless accompanied by 50% of the exhibitor rental fee or a government purchase order.** **Note: Full payment is required when paying by credit card.** (Full payment consisting of cashier's check or money order must accompany all applications submitted after June 1, 2011.)

PLEASE INDICATE YOUR PREFERRED METHOD OF PAYMENT: CHECK (MINIMUM PAYMENT OF 50%) PLEASE MAKE PAYABLE TO CEPI VISA MASTERCARD AMEX

CARD # _____ CVV CODE (last 3 numbers at the end of signature on back of card) _____ EXP. DATE _____

SIGNATURE _____ NAME ON CARD _____ DATE _____

5. OFFICIAL SIGNATURE The signature of a company officer or "official representative" must appear below. By signing the Application and Exhibit Booth Contract, the company and its representatives express their agreement with the terms of this contract. Unless otherwise instructed, NEA will consider this individual to be the official company contact. **Please type or print legibly.**

SIGNATURE _____

NAME/SIGNATURE OF PERSON(S) STAFFING BOOTH _____

NAME _____ SIGNATURE _____

NAME _____ SIGNATURE _____

(Please enter the following information if different from the mailing address on this application.)

COMPANY _____ TITLE _____

NAME _____ PHONE (____) _____ FAX (____) _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

E-MAIL _____ PLEASE CHECK HERE IF YOU WOULD NOT LIKE TO RECEIVE E-MAIL UPDATES AND INFORMATION ON UPCOMING NEA EXPO EVENTS.

ANNUAL SALES VOLUME: UNDER \$500,000 \$500,000 - \$2,500,000 \$2,500,000 - \$5,000,000 \$5,000,000 - \$10,000,000 OVER \$10,000,000

NUMBER OF EMPLOYEES: 1 - 50 50 - 100 100 - 250 250 - 500 500 - 1000 over 1000

FOR EXHIBIT MANAGEMENT USE ONLY ACCEPTANCE OF APPLICANT FOR THE NEA EXHIBIT BY:

ASSIGNED: Booth(s) No.: _____ Price: _____ Date: _____ Amount Received: _____ Date: _____
 Balance Due: _____ Paid in Full: _____ Date: _____

NEA EXPO RULES AND REGULATIONS

CONTRACT FOR SPACE Applicants for exhibit space are required to forward a formal application to CEPI exhibit management with a listing of all materials that will be displayed at the booth. No application will be considered unless accompanied by 50% of the exhibit space rental fee. (All applications submitted after June 1, 2011 must be accompanied by full payment.)

The formal notification of booth space assignment and acceptance of full payment by NEA management constitutes a contract for the right to

INSTALLATION AND DISMANTLING Installation may begin at Noon, 6/28, and must be completed no later than 9:00 a.m., 6/30. Any space not claimed and occupied by 9:00 a.m., 6/30, may be reassigned without refunding any portion of the rental fee. The exhibitor express-

LOCATION OF EXHIBITS Exhibit placement is determined on the basis of the date of receipt of application, exhibitor proximity request, past history of exhibiting with management, and the amount of space required. THE NEA EXPO 2011 will be held at the McCormick Place Convention Center, Chicago, IL. All measurements have been

CASH SALES Cash sales are permitted in the Expo. Licenses to sell, payment of sales tax and other legal business requirements are the responsibility of the exhibitor. Purchasers of goods must be furnished with a bill of sale or appropriate receipt. Receipts must be provided

FOOD AND BEVERAGE SAMPLING No sample food or beverage products may be distributed without the written

GIVEAWAYS, DRAWINGS, AND DISTRIBUTION OF GIFTS NEA requires for its own meetings that all premiums and merchandise sold to members or used as giveaways be union made. While NEA does not require its exhibitors to sell or give away only union-made products, such efforts are greatly appreciated. If union-made products are not available, preference should be given to products made in the U.S.A

There will be no drawings or prize giveaway announcements, with the

MEDIA No exhibitor may photograph, take video footage, or make recordings of any type in the Expo or inside the convention

use this space. Full payment for space must be received within 20 days of notification of space assignment.

Expo hours will be as follows: 6/30, 9:00 a.m. – 5:00 p.m.
 7/1, 9:00 a.m. – 5:00 p.m.

Exhibits should be attended at all times during Expo hours by persons who are well prepared to discuss effectively all products and services.

ly agrees not to dismantle the exhibit or to do any packing before the final closing hour of the Expo, 5:00 p.m., July 1. All exhibits must be removed by midnight, July 1.

shown on the Expo diagram as accurately as possible, but exhibit management reserves the right to make any modifications necessary to adjust the floor plan to meet the needs of exhibitors, management, and agencies responsible for fire regulations and building management.

for mail order sales where cash deposits are required. Food may not be sold without the written authorization of management. No items promoting alcohol, tobacco use or drug abuse may be sold.

authorization of management.

exception of NEA giveaways. Exhibitors can not require NEA delegates to be present at prize drawings or giveaways in order to win. If conducting a raffle or giveaway, exhibitors should collect the appropriate contact information to notify winners. Exhibitors should post drawing times and winners' names at their booths, and should also provide in writing to management the winners' names, contact information, and related prizes.

center without the express consent and written approval of management.

USE OF SPACE The primary purpose of the Expo is as set forth in the GENERAL PURPOSE STATEMENT. All demonstrations, sales, or other forms of activities, must be confined to the exhibit booth. Exhibitors shall not assign, share or sublet any space allotted without the written consent of exhibit management. No interference with the space, light or view of other exhibitors will be permitted. No exhibit may exceed 8 feet in height, with the exception of island spaces 20' x 20' or larger, unless approved by exhibit management.

Booth walls, side dividers and exhibits are limited to 4 feet in height for the first 5 feet from the aisle (half of total booth depth). For island spaces of 20' x 20' or more, booth construction is limited to 15 feet in height. Any banners or other signage must be made of fireproof material and must be hung by qualified personnel covered by appropriate insurance. Unfinished display surfaces are not permitted for any booth, and finishing of such surfaces will be ordered by exhibit management at the exhibitor's expense.

CARE OF BUILDING AND EQUIPMENT The exhibitors or their agents must not injure or deface the walls or floors of the building, the booths or booth equipment. If defacement or damage occurs, the

exhibitor is liable to the owner of the property for cleaning and/or repairs. Combustible materials or explosives are not permitted in the convention center.

FIRE PROTECTION Exhibits must comply with city fire regulations. All materials used in decoration must be flameproof. Exhibits may not have closed ceilings. Electrical wiring must conform with National Electrical Code Safety Rules. If inspection indicates that any

exhibitor has neglected to comply with these regulations or otherwise incurs fire hazards, exhibit management reserves the right to cancel all or such part of the exhibit that may be out of compliance.

CANCELLATION If space contracted for is cancelled by an exhibitor on or after June 1, or if the exhibitor fails to occupy space contracted for, exhibit management is entitled to the full exhibitor rental fee. If, however, exhibit management succeeds in reselling the space in

question, the exhibitor will be relieved of financial obligation, other than a \$50 cancellation fee. If booth space is not occupied by 9:00 a.m., Thursday, June 30, exhibit management shall have the right to use such space as it deems necessary to eliminate blank spaces in the Expo.

RESTRICTIONS Management reserves the right to deny applications, as set forth in the GENERAL PURPOSE STATEMENT, on the basis of proposed exhibit content. Applicants must adhere to NEA policies and regulations on non-discrimination. Applications may be denied based on the following: (a) The applicant refuses to submit sample materials to be used at the booth for management review; (b) The applicant's materials are deemed to be obscene, distracting and/or not in keeping with NEA standards; (c) The applicant's exhibit may interfere with other applicant's use of exhibit space or of the Expo; (d) The applicant's booth activities may disrupt and/or interfere with the transaction of business; (e) The applicant has been barred from the Expo for past actions or practices.

without the express written approval of NEA; nor, with the exceptions noted above, will any exhibitor be permitted to use exhibit booth space for the express purpose of changing NEA policy. A violation of these rules could result in removal of said exhibit and jeopardize the exhibitor's future right to participate. In addition, exhibit management reserves the right to restrict or remove exhibits which, because of noise, method of operation, materials, or other infractions of rules and regulations, become objectionable. Any item, printed matter, photographic or digital media in any format, persons or conduct considered by management to be offensive may be restricted or removed. Exhibit management may also restrict or remove any exhibit which, in the opinion of management, may detract or otherwise disrupt the general proceedings of the Expo.

With the exception of NEA Affiliates, NEA caucuses, or candidates running for NEA office, the NEA logo or name may not be used

LIABILITY AND INSURANCE The exhibitor agrees to protect, and save harmless NEA and CEPI from any damage or charges imposed for violation of any law or ordinance, as well as to comply strictly with the applicable terms and conditions contained in the agreement between the convention center and management. The exhibitor shall at all times protect and save harmless the convention center, NEA and CEPI against and from all loss, cost or liability arising from or by reasons of the exhibitor's occupancy and use of the Expo premises or any part thereof. Management may exercise an

option under certain circumstances to request a certificate of insurance from the exhibitor.

Neither NEA, its officers, staff members nor agents will be responsible for the safety of the property of the exhibitors from theft, damage by fire, accident, or other causes, but will use reasonable care and take security measures to protect the exhibitors from such loss. No responsibility is assumed for unpacked materials left in the exhibit area after the closing hour of the Expo.

THESE RULES AND REGULATIONS BECOME PART OF THE CONTRACT BETWEEN THE EXHIBITOR AND THE NATIONAL EDUCATION ASSOCIATION (NEA). THEY HAVE BEEN FORMULATED IN THE BEST INTERESTS OF THE EXHIBITORS. NEA RESPECTFULLY ASKS THE FULL COOPERATION OF THE EXHIBITORS IN THEIR OBSERVANCE. ALL POINTS NOT COVERED ARE SUBJECT TO THE DISCRETION OF NEA.

OTHER INFORMATION

BOOTH EQUIPMENT Management strives to produce a professionally designed and coordinated exhibition. Exhibit management will provide draped booths and company identification signs for all

exhibitors. Back walls of booths are 8 feet high; drapery for side dividers is 3 feet high. Booths are made of flameproof fabric assembled on aluminum frames.

SECURITY Management will provide necessary security during the hours that the Expo is closed. However, the exhibitor is solely

responsible for its own exhibit materials and should insure the exhibit against loss or damage.