msea
maryland
state education
association

Maryland State Education Association
148th Annual Convention
2015 Exhibitor and Advertising Prospectus

OCTOBER 16-17, 2015
Roland E. Powell Convention Center
Ocean City, Maryland
www.marylandeducators.org/convention

Conditions, Terms, Rules, and Regulations

The conditions, terms, rules and regulations herein contained constitute part of the contract for exhibit space by Exhibitor at above named Convention presented by Maryland State Education Association, NEA (herein after called MSEA), with exposition support from Annapolis Management Partners, LLC. (herein after called AMP). The Convention will be held at the Roland E. Powell Convention Center (herein after called REPCC).

- Booth space will be allotted at this Convention in the order in which payments and signed contracts are received at its office. Reservations should list not less than three choices. Booth costs are based on the amount of space rented and are as follows:
  10' x 10' Booth Space (In-line): $500
  10' x 10' Booth Space (Corner): $750
- Full payment of the listed cost of exhibit space desired must accompany contract.
- No exhibitor may charge an admission fee to his booth.
- In the event that the total price of exhibit space is not paid by 60 days before opening date, MSEA may without notice to the Exhibitor and without any liability whatsoever to him, offer the space involved for sale to others.
- In the event that the Exhibitor fails to exhibit in the space allotted to him on opening day, MSEA may make such use of said space, as it sees fit without any liability whatsoever to the Exhibitor who shall remain liable to it for the payment of the total booth price due under the contract.
- The following equipment and furniture is included in the booth price and is to be furnished by MSEA: a 10' x 10' booth space, 8' pipe and drape back wall, and 3' side drape walls, one 6' draped table, two chairs, one wastebasket, one 110 volt, 500 watt electrical outlet, listing in the exhibitor directory, general perimeter security, and daily aisle carpet cleaning.
- The expense of installation or rental of any equipment, furniture, signs or appliances other than those enumerated in paragraph #6 hereof, shall be borne by the Exhibitor. The expense of installation or rental of additional electrical connections or electrical equipment required by the Exhibitor shall be borne by the Exhibitor.
- All exhibit backgrounds must conform to the standard set by MSEA, which is as follows: no side rails may exceed 3' in height, background must not exceed 8' in height, including the sign, and must not protrude from the back wall more than a maximum of 36" above the prescribed railing.
- Exhibits must be staffed at all times during the hours of exhibit. All exhibits must remain intact until the official closing hour. Violators will not be invited to exhibit at further meetings.
- The Exhibitor hereby agrees that the booth to be occupied by it at this Convention will be properly constructed and attractively decorated by it in conformity with the general design and decor of the other booths at such Convention, and in full and complete compliance and conformity with the general regulations established for the construction and decorations of booths by said Convention.
- Distribution of circulars or other materials may be made only within the assigned space.
- No organization that excludes persons from membership shall be an exhibitor in the MSEA Convention. Participation by commercial exhibitors shall be limited to equal opportunity employers.
- Over-the-counter sales are permitted as long as they do not interfere with the free flow of traffic in the Exhibit Halls. All such sales must be made from the front of the booth Exhibitors with corner booths are entitled to transact business only across the front portion of the booth. All exhibitors making over-the-counter sales must collect the 6% Maryland Sales Tax.
- Exhibitors, other than the grower, maker or manufacturer, who display and sell goods, wares, chattels, or merchandise, are required to obtain a Trader's License. A license is not necessary if the exhibitors submit to AMP an affidavit stating that exhibitor derives less than 10% of his/her annual income from the sales of goods, wares, chattels, or merchandise, and has not participated in more than three Conventions during the previous 365 days.
- All booth decorations must be fireproofed in a manner satisfactory to the City Fire Department. The Exhibitor hereby agrees to indemnify MSEA, AMP, the REPCC, or any of their respective officers, agents, employees or representatives against all claims resulting from failure to comply with this regulation, MSEA, AMP, the REPCC, or any of their respective officers, agents, employees or representatives shall be held in no way liable for any action resulting from the lack of proper fireproofing, of any exhibitor's property. It is advisable that exhibitors have certificates of fireproofing available for inspection by the City Fire Department if necessary.
- Exhibitors are prohibited from creating or displaying holiday themed, religious or otherwise, displays or decorations in the booth that covers more than 15% of their booth space. Exhibitors will be asked to remove such displays or decorations if MSEA or AMP deem it to be out-of-compliance.
- The Exhibition will close at **3:00 p.m**. the last day of this Convention and all exhibits must be removed from the exhibit floor not later than 5:00 p.m. of that day. No Exhibitor can dismantle a booth at any time during the Exhibit nor before 3:00 p.m. the last day of this Convention except on specific written permission from AMP. Exhibitors must observe the move in and move out times in this contract. Early dismantle could lead to denial of exhibit space at future conferences.
- Booths can be occupied only by the Exhibitor making the reservation and contract. No booth can be occupied in whole or in part, for any purpose whatsoever by any other person or persons, and no **subletting** nor joint use by any means or for any purpose is permitted.
- No manufacturer's agent can display in his booth any products, equipment or merchandise of any kind not produced or manufactured by such manufacturer unless such manufacturer or producer has himself taken other booth space directly through MSEA especially for the display of such products, equipment or merchandise. No manufacturer Exhibitor may have or display in his booth or offer for sale or sell or give away or distribute in any manner, or advertise any product, equipment or furniture other than that made, packed or produced or manufactured by such Manufacturer Exhibitor, unless the manufacturer of such other products, equipment or furniture has also taken booth space directly through MSEA especially for the display of such products, equipment or furniture.
- No supply dealer Exhibitor can have or display in his booth the products, equipment or furniture of any manufacturer not exhibiting in booth space taken directly

through MSEA for the display of such products, equipment or furniture.

- Any products, equipment or furniture placed in a booth in violation of paragraphs #17 and #18 hereof may be removed forthwith by MSEA or AMP from such booth, at any time, by any reasonable means, without any liability whatsoever to the Exhibitor and without notice of any kind to such Exhibitor.
- All exhibits including products, equipment and furniture must be confined wholly within the booth space as shown on the official floor plan. No use for any purpose whatsoever may be made of aisles or any other space adjacent to the booth reserved.
- No Exhibitor can install or use any loud speaker, public address system, amplifier, megaphone or similar device or use any sales methods which in the sole judgment of AMP, may be annoying or prove a nuisance to AMP.
- MSEA will provide security for the exhibit hall but it is understood that all products, equipment, furniture and furnishings of the Exhibitor are placed and exhibited at the sole risk of the Exhibitor and that MSEA, AMP, the REPCC, or any of their respective officers, agents, employees or representatives assume no responsibility of any kind. Therefore it is suggested that the Exhibitor remove valuable samples or movable equipment from the booth reserved overnight.
- MSEA, AMP, the REPCC, or any of their respective officers, agents, employees or representatives shall not be responsible or liable in any way for any injury to person or property, loss or damage of any kind, sustained by any Exhibitor, employees of the Exhibitor or any other person by reason of fire, theft, water, accident or fault of MSEA & AMP or any of its servants, agents or employees or for any other cause whatsoever. It is further understood that the Exhibitor will indemnify and hold harmless MSEA, AMP, the REPCC, and any of their respective officers, agents, employees or representatives from damages, loss cost or expense of any and all kind for any claim or legal action arising out of or by reason of personal injuries or property damage of any kind whatsoever, as well as the cost and expenses incurred against any such claim or claims, action or actions, arising out of the sole or contributing negligence of the Exhibitor, employees, servants or agents of MSEA.
- Should any Exhibitor misrepresent any product or article displayed in a booth, MSEA or AMP may forthwith and without any liability whatsoever, terminate this contract for such booth and require the Exhibitor to remove from the premises all his products, equipment and furniture.
- MSEA may, at any time, forbid the installation or continuance of any exhibit or part thereof which in its sole judgment and discretion, is detrimental to the interests of any other Exhibitor or MSEA or which is conducted in an objectionable manner, and may, at any time and without notice, summarily remove any such exhibit or part thereof without any liability whatsoever to the Exhibitor.
- The Exhibitor shall comply with all the terms and provisions of all union or other contracts in effect at the time of the Convention affecting any phase of its conduct, construction, or relating to the building or premises wherein it shall be conducted.
- The decision on all matters which may arise not herein specifically covered or referred to, rests in the sole discretion or judgment of MSEA and the Exhibitor agrees to accept the same. MSEA shall not be liable in any respect or any way for any such decision provided it acts reasonably and in good faith.
- MSEA may, at any time prior to the scheduled opening date of the Convention, change the dates thereof (but not reduce the total time thereof), change the floor plan, or transfer the Convention to another building.
- MSEA or AMP or any of their respective officers, agents, employees or representatives may, without incurring any liability of any kind whatsoever, require any Exhibitor who violates any of the provisions of this contract or of its Conditions, Terms, Rules and Regulations, to forthwith remove himself together with his products, equipment and furniture, from the Convention.
- Cancellation of Participation: Exhibitor may cancel either its participation in the Convention or a portion of its exhibit space only upon written notification to AMP and subject to the following schedule of liability: Notification received by AMP on or before September 1, 2015 Exhibitor shall receive a full refund of the total exhibit fee minus $75 processing fee. Notification received by AMP after September 1, 2015, Exhibitor shall be liable for the total exhibit fee.
- All such sums that are retained or are owing may be retained by MSEA in its discretion, as liquidated damages. In addition, MSEA shall have the right, at its option, to instead pursue other legal or equitable remedies available to it in the event exhibitor defaults or fails to exhibit. If, because of war, fire, labor strikes, picketing, exhibit facility construction or renovation project, government regulation, public catastrophe, bomb threats, act of God or the public enemy or other cause beyond the control of MSEA, the Convention or any part thereof is prevented from being held, and is cancelled by MSEA or the Exhibit Space becomes unavailable, MSEA in its sole discretion, shall determine and refund to the Exhibitor its proportionate share of the balance of the agreed upon exhibit fees received by MSEA which remains after deduction expenses incurred by MSEA in connection with the Convention and reasonable compensation to MSEA but in no case shall the amount of the refund to the Exhibitor exceed the amount of the exhibit fee paid by the Exhibitor.
- No agent or employee of MSEA has authority to modify, vary, change or waive any provisions of this contract or of these Conditions, Terms, Rules and Regulations and no such modification, variation, change or waiver shall be effective or binding upon MSEA unless in writing signed by an authorized officer of MSEA. The waiver by MSEA of strict compliance with or performance of any of the provisions hereof, shall not be deemed to include a waiver of any other provision.
- Children under the age of 16 are not permitted into the exhibit hall at any time other than stated in the program guide.
- Storage is not provided by MSEA or AMP. There is no storage guarantee space at the Convention Center. Please plan accordingly.

Each booth space allows for two (2) exhibitors. If you would like to register more than two, please contact our office at amp@annapolismgmt.com to do so.

Additional staff fee: $75.00 per person

Exhibit at the MSEA Convention
October 16th and 17th, 2015

Roland E. Powell Convention Center

Ocean City, Maryland

MSEA represents 71,000 educators, administrators, and support professionals working in Maryland's public schools.

Your exhibit at the MSEA Convention puts you in front of thousands of potential customers at an incredibly cost-effective fee.

Get Visible!

Recruit new customers, strengthen relationships with current customers, rollout new products, and receive immediate feedback.

BECOME A CONFERENCE SPONSOR!

MSEA Conference Sponsors receive recognition throughout the conference and pre-conference. Help support MSEA!

$2,500.00 **$5,000.00**

- Mobile App Push Notification
- Logo on Sponsorship Signage
- Exhibit Space
- Half-page ad in Conference Program
- Mention on Conference Website

Sponsorships available through our online registration

msea

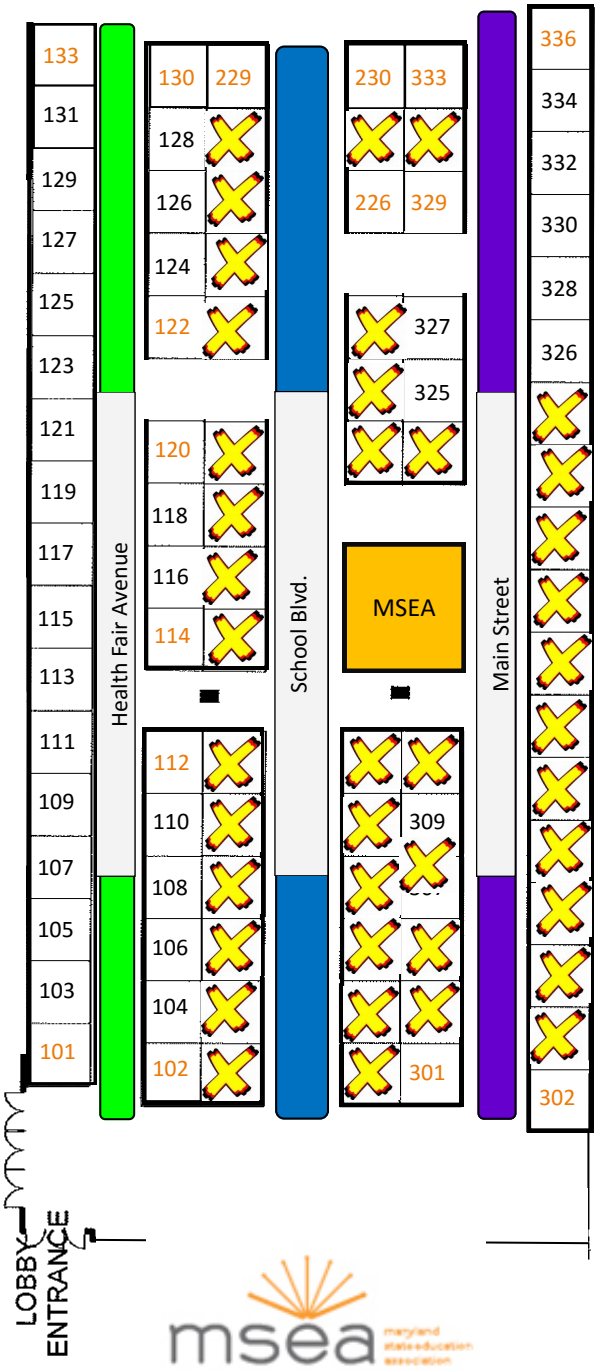
Products/Services

- Service Organizations
- Educational Software/Hardware
- School Art Supplies
- Textbooks
- Classroom Materials
- Teacher Incentives
- Financial Planning
- Multimedia
- Colleges and Universities
- Higher Education Resources

Who are MSEA's Attendees?

- Pre-K, K-12 Teachers
- Educational Support Professionals
- Higher Education Faculty
- Administrators
- Technology Specialists
- School Board Members
- Principals
- Parents

2015 MSEA Convention Floor Plan & Exhibit Information



Show Hours

Friday, Oct. 16,2015	8:00 a.m.—4:00 p.m.
Saturday, Oct. 17, 2015	8:00 a.m.—3:00 p.m.

Installation & Dismantling of Exhibits

Installation:	Thursday, Oct. 16, 2015	3:00 p.m.—6:00p.m.
	Friday, Oct. 17, 2015	7:00 a.m.—8:00 a.m.
Dismantling:	Saturday, Oct. 18, 2015	3:00 p.m.– 5:00 p.m.

Booth Fees:

Single In-Line Booth	$500.00
Single **Corner** Booth	$750.00
Second Adjoining In-Line Booth	$400.00
(Corner Booths are permitted to be open on two sides)	
Member In-Line Booth	$150.00

Member discount applies to in-line booths only

Booth fees include: Two (2) vendor registrations, 10 x 10 booth space, 8' pipe and drape back wall, 3' side rail drape, one 6' draped table, two chairs, one wastebasket, one 110-volt/500 watt electrical outlet, a company and product listing in the Exhibitor Directory, general perimeter security, and daily aisle carpet cleaning.

Assignment of Space:

Space will be assigned on a first-come, first-served basis in order of **paid** applications received. List your 3 choices on the application and we will strive to accommodate your requests.

Exposition Management:

Annapolis Management Partners, LLC
443/852-7705
amp@annapolismgmt.com
If you have any questions about exhibiting please email us. We will respond immediately to your inquiry.

Hotel Accommodations:

visit the MSEA website at www.marylandeducators.org/convention for up-to-date hotel and convention information as it becomes available.

Floor plan subject to change without notification.

Please select your booth row according to your offering of products or services:

Main Street– includes vendors of products or services that enhance the personal lives of our attendees. Ex: museums, gifts, clothing, jewelry, vacations, etc.

School Blvd.- includes vendors of products or services specifically for education, advanced education, software, etc.

Past Exhibitors;

▪Abrams Learning Trends▪Afterschool Alliance▪AT&T▪Barnes & Noble▪Barron's▪CareFirst BlueCross BlueShield▪College Savings Plans of Maryland▪Educational Systems Federal Credit Union▪EMC Publishing▪EPS Literacy and Intervention▪Excent Corporation▪Generation Ready▪Handwriting without Tears▪Horace Mann Companies▪Learning How▪Loyola University Mayland, School of Education▪Madame Tussauds▪Maryland Apple Promotion Board▪Maryland PTA▪MD State Dept of Education▪My Keepster▪NEA Academy▪No Kid Hungry▪Notre Dame of Maryland University▪Renaissance Learning▪Shurley Instructional Materials, Inc.▪Sprint▪Towson University▪VALIC▪Verizon Wireless▪Zaner-Bloser…and many more

Applying for your exhibit space, advertising, or sponsorship has just gotten easier!

Go to: http://www.marylandeducators.org/convention

Fill out our online application

Applications/Booth selection approved within 24 hours

EXHIBITION HALL SPONSORSHIPS AVAILABLE

Get noticed and serve our attendees at the same time by sponsoring in our exhibition.

Beverage Service:

Coffee, water, sodas available in the Community Annex located in the rear of the exhibit hall. Sponsor receives signage in the exhibit hall during sponsored service as well as mention in the Program.

Fri and Sat Coffee Service **$1,500**
8:00 a.m.—9:00 a.m.

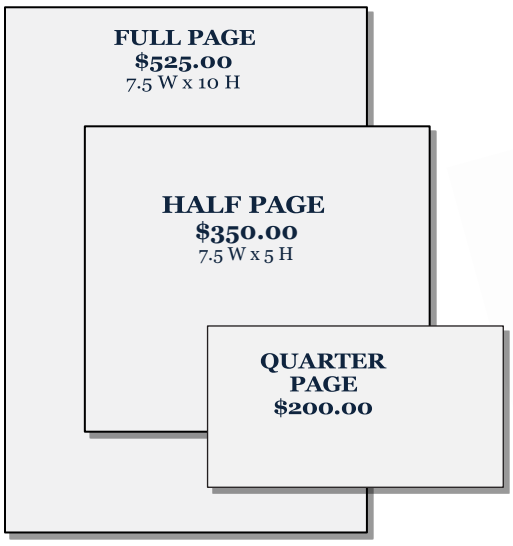
Friday Soda/Water Service **$1,000**
1:00 p.m.—2:00 p.m.

Sponsor All Beverage Services **$2,000**

Phone Charging Station **$2,000**
Provide the much needed and sought after charging station for our attendees.

Why Sponsor? Sponsorship Benefits and Event Sponsorship Benefits

Sponsorship provides a great means of broadening your competitive edge by improving your company's image, prestige, and credibility by supporting events that your target market finds attractive. In recent years, corporate sponsorship has become the fastest growing type of marketing in the United States. Sponsorship that involves hospitality always appeals to companies. The advantages may involve exclusive networking opportunities like beverage or food events, which can be used to meet significant customers and consolidate business associations. The various kinds of media that cover the event usually include the names, and even pictures, of the sponsors. This kind of mass coverage by the media that the sponsor gets is usually unaffordable if the company were to purchase it. In fact, sponsorship often can generate media coverage which may not have been otherwise available.



ALL ADVERTISING, ALL COLOR, ALL THE TIME

Back Cover: $1,000
Inside Front Cover: $750
Inside Back Cover: $750

MSEA CONVENTION APP

Have your company in the spotlight with the MSEA Mobile App .

Convention App Sponsorship

$2,000.00

Have your Brand on our App Splash page viewable when users open the Convention App.

Convention App Promoted Posts

Get your Branding on the Conference App Newsfeed for one-hour increments. Select your day and time for your post.
$250.00 per hour post

Convention App Push Notification

Push notifications are sent just like a text to all Convention App users during the Convention. Only 3 per day available.
$150.00 per Push Notification

MSEA represents 71,000 educators, administrators, and support professionals from Maryland public schools. Give your company front and center attention with a full-color ad in our conference program. Your ROI is reaching *thousands* of potential clients and customers at this important annual event.

Deadline for receipt of PDF is September 17, 2015. Any ad not submitted by the deadline will be in jeopardy of not being presented for production. There will be no refund if the deadline for advertising is missed. All ads must be submitted ready for print. MSEA does not guarantee the quality of the ad in the final printed publication. MSEA does not guarantee the location of the ad with the exception of the inside front and back covers and the back cover of the printed publication.

No agency commission for this publication

MSEA 2015 Convention Mail –in Registration Form
October 16-17, 2015
Roland E. Powell Convention Center
Reserve Online or Mail in your Application Today!

Exhibitor Contact & Mailing Information:

Company Name:_____ Exhibitor Contact:_____

Address:_____

City/State/Zip:_____

Phone:_____ Email:_____

Directory Listing:

Company Name:_____

Address:_____

City/State/Zip:_____

Phone:_____ Email or Website:_____

Product or Service Description:_____

_____

_____

_____

Booth Selection:

First Choice:_____ Second Choice:_____

Third Choice:_____ ☐ Best Available

Payment Method: *Payment in full must accompany application for it to be considered*

☐ Enclosed is our check for $_____
made **payable to MSEA** (Tax ID# 52-0607919)

☐ Charge my payment to:

☐ Visa ☐ MasterCard

_____
Credit Card Number

_____
Expiration Date CVV Code

_____
Cardholder Signature

Exhibitor agrees to be bound by the Terms, Conditions, and Rules set forth in the Exhibitor Prospectus, contained herein and those listed in the Exhibitor's Service Manual. This contract will be binding upon the parties when accepted by MSEA.

☒ _____
By (Exhibitor authorized signature) Date

_____
Name (Please Print) Title

_____
Cardholders Name

_____
Billing Address if different than above

For Advertising and Sponsorships, please contact our office at 443-852-7705 or email us at: amp@annapolismgmt.com

SIGN AND MAIL or EMAIL Application/Contract with payment to:

MSEA
c/o AMP, LLC
626C Admiral Drive
Suite 723
Annapolis, Maryland 21041
Phone: 443-852-7705 Email: amp@annapolismgmt.com