

This Is Your Opportunity To Market To
THOUSANDS
of Education Professionals

MSEA CONVENTION 2013

**STRONG
SCHOOLS
STRONG
MSEA**

Leading the change, leading the charge

OCTOBER 18-19 • OCEAN CITY, MD



2013 MSEA Exhibitor Prospectus

Maryland State Education Association **146th Annual Convention**

October 18 & 19, 2013

Roland E. Powell Convention Center
Ocean City, Maryland

Visit our web site: www.marylandeducators.org/convention for up-to-date convention information

MSEA Annual Convention

c/o D. Lawrence Planners, L.L.C.

1125 Atlantic Avenue · Suite 634

Atlantic City, NJ 08401

Exhibitor Prospectus for the

Maryland State

Education Association

146th Annual Convention

October 18 & 19, 2013



Exhibit!

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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 D. Lawrence Planners, L.L.C. (herein after called DLP). The Convention will be held at the Roland E. Powell Convention Center (herein after called REPC).

- 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): \$600
- 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 booth identification sign, 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. It is disturbing to the members as well as to adjacent exhibitors if exhibits are not opened on time or are closed before the scheduled closing hours. 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 DLP 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, DLP, the REPC, or any of their respective officers, agents, employees or representatives against all claims resulting from failure to comply with this regulation, MSEA, DLP, the REPC, 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.
- The Exhibition will close at 12:30 PM the last day of this Convention and all exhibits must be removed from the exhibit floor not later than 2:30 PM of that day. No Exhibitor can dismantle a booth at any time during the Exhibit nor before 1:00 PM the last day of this Convention except on specific written permission from DLP. Exhibitors must observe the move in and move out times in this contract.
- 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 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 judgement of DLP, may be annoying or prove a nuisance to DLP.
- 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, DLP, the REPC, 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, DLP, the REPC, 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 & DLP 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, DLP, the REPC, 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 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 anytime, 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 judgement 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 floorplan, or transfer the Convention to another building.
- MSEA or DLP 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 if its exhibit space only upon written notification to DLP and subject to the following schedule of liability:
A) Notification received by DLP on or before September 18, 2013 Exhibitor shall receive a full refund of the total exhibit fee minus \$50 processing fee.
B) Notification received by DLP after September 18, 2013, 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.



Don't miss this opportunity... Exhibit at the MSEA Convention, October 18 & 19, 2013

at the Roland E. Powell Convention
Center in Ocean City, Maryland.

MSEA represents 70,000 educators, administrators, and support professionals from Maryland's public schools - all in need of your products, services, and information. There is no other forum that is so cost-effective with this much potential to reach your market. This is an important event and an opportunity to market to thousands of education professionals!

Don't miss your prospects. Increase your company's visibility as a prominent supplier to Maryland public schools and the people who work in them.

Space is limited and has consistently sold out each year. So send in your application TODAY!

MSEA Convention Attendees Are...

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

Products/Services Displayed...

- Service Organizations
- Educational Software/ Hardware
- School & Art Supplies
- Textbooks
- Classroom Materials
- Teacher Incentives
- Financial Planning/ Investments
- Multimedia
- Teacher Gifts
- Class Trips
- Colleges and Universities
- Fundraisers

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Gives You the Most Cost-effective Opportunities to...

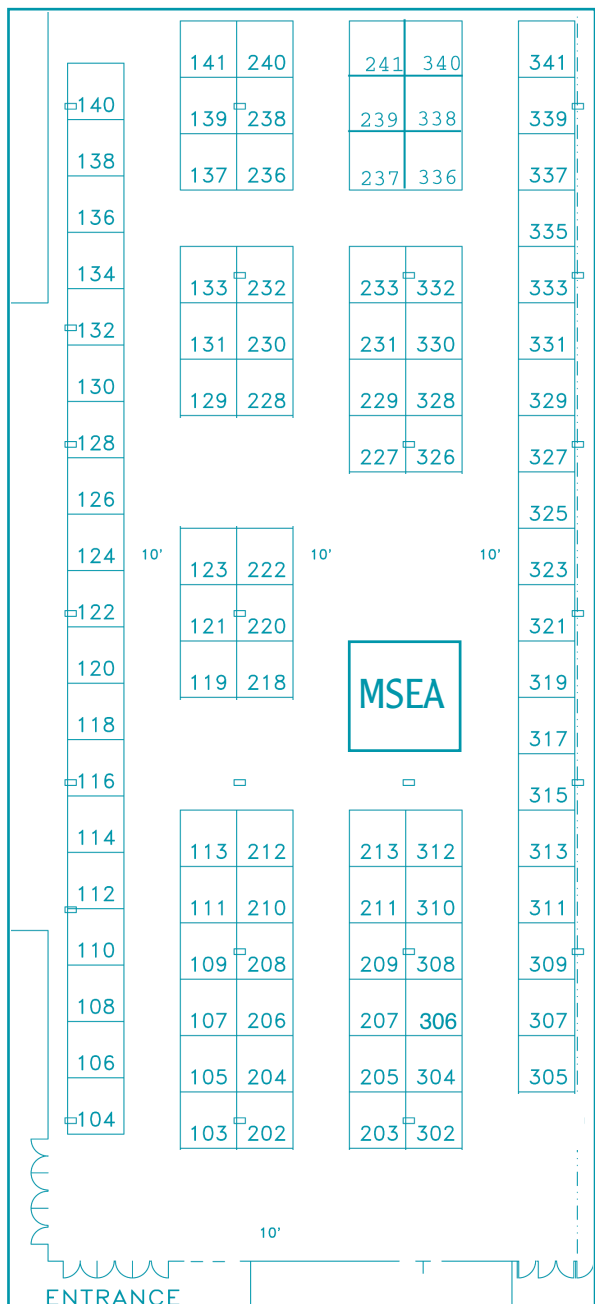
- Promote your products and services directly to the education professionals of Maryland
- Develop new business leads while building on existing relationships
- Increase the recognition of your products and services within the education community
- Broaden your market profile and audience base



MSEA 2012 Exhibitors said...

“Excellent Traffic Flow”
“Thrilled with the amount of traffic and quality leads”
“Wonderful”

2013 MSEA Convention Floorplan & Exhibitor Information



Show Hours

Friday, Oct. 18, 2013, 8:00 AM - 4:00 PM

Saturday, Oct. 19, 2013, 8:00 AM - 12:30 PM

Installation & Dismantling of Exhibits

Installation: Thursday, Oct. 17, 3:00 PM - 6:00 PM

Friday, Oct. 18, 7:00 AM - 8:00 AM

Dismantling: Saturday, Oct. 19, 12:30 PM - 2:30 PM

Booth Fee & Package

Single Inline 10' x 10' Booth Space: \$500

Single Corner 10' x 10' Booth Space: \$600

Your booth fee includes: 8' pipe and drape back wall, 3' side-rail drape, one 6' draped table, two chairs, one wastebasket, one booth identification sign, 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 four choices on the application and every effort will be made to accommodate one of your requests.

Exposition Management/Show Information

D. Lawrence Planners, L.L.C., supports MSEA by providing exposition management for the Convention. If you have any questions about exhibiting, contact them by Phone: 609-344-1333; by Fax: 609-348-4433; or by E-mail: msea@dlplan.com.

Hotel Reservations

Hotel information is not available at this time. Please visit the web site at www.marylandeducators.org/convention for up-to-date hotel and convention information as it becomes available.

Floor plan subject to change

A Sampling of 2012 Exhibitors:

Abrams Learning Trends
American Book Company
American Public University
Barnes & Noble Booksellers
Barron's
CareFirst BlueCross BlueShield
College Savings Plans of Maryland
Comcast
Continental
Dillon's Bus Service
Educational Systems Federal Credit Union
EF Education First
EPS Literacy and Intervention
Excel Sportswear
Exit 1 Stop Realty
Federal Deposit Insurance Corp (FDIC)

Goucher College - Graduate Programs in Education
Grand Canyon University
Handwriting Without Tears
Heritage Treasures Screen Print & Embroidery
Historic St. Mary's City
Horace Mann Companies
Intac, Inc. - Mondo Publishing
JHU-School of Ed/ AD ONLY
Learning How
Loyola University Maryland
Magic Massage
Maryland Apple Promotion Board
Maryland Gas Operator Advisory Committee - BGE
Maryland Office of Tourism

Maryland Operation Lifesaver
Maryland State Department of Education
Maryland State Department of Education
MarylandTeachersGuide.com
Massaging Insoles
McDonald's Family Restaurants of Greater Baltimore
MD Association of Non Public Special Education Facilities
Medieval Times Dinner & Tournament
MORE Foundation Group
NEA A+ Auto and Home Insurance (California Casualty)
NEA Home Financing Program (Wells Fargo)

NEA Member Benefits
Notre Dame of Maryland University
Regional Training Center
Roundtop Mountain Resort
Security Benefit NEA Valuebuilder
Shurley Instructional Materials, Inc.
Sock Drawer and More
Sprint
Staples
Surratt House Museum
Tax Deferred Retirement Savings (Security Benefit Group)
Teachers pay Teachers
teachSTIX
The Jared Foundation & MGM Resorts
The Living Legacy Foundation/Donate Life Maryland

The Presidents Gallery By Madame Tussauds
The Princeton Review
TheTeacherBug.com
Towson University
Triumph Learning
University of Maryland College of Education
US Army ROTC
Vacation Village Resorts
VALIC
Valley Forge FieldTrips
Verizon Wireless
Walden University
Windows To Africa
Zaner-Bloser

2013 MSEA Application/Contract for Exhibit Space

1. EXHIBITOR CONTACT & MAILING INFORMATION (Person to contact regarding this application and send mail)

Company Name: _____ Exhibitor Contact: _____
Address: _____
City/State/Zip: _____
Phone: _____ Fax: _____ E-mail: _____

2. FREE DIRECTORY LISTING & BOOTH SIGN INFORMATION (No guarantee of space or listing if application is received after Sept. 16, 2013)

Company Name: _____
Address: _____
City/State/Zip: _____
Phone: _____ E-mail or Website Address: _____
Product or Service Description for Directory: _____

3. SPACE REQUIREMENTS

(Fees per each 10'x10' exhibit space)

Do you want space adjacent to or near a competitor? Yes No

Competitor's Name(s): _____

Preferred Configuration:

Inline (standard) Corner

of Inline Booths: _____ x \$500 = \$ _____

of Corner Booths: _____ x \$600 = \$ _____

TOTAL DUE: \$ _____

4. ACCEPTANCE AS BINDING CONTRACT FOR EXHIBITOR

MSEA agrees to license and the Exhibitor agrees to take and properly occupy the following exhibit space(s) on a "first come, first served," basis.

1st Choice: _____ 2nd Choice: _____

3rd Choice: _____ OR Assign Best Available

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

X

By (Exhibitor Authorized Signature - unsigned applications will be returned.) _____ Date _____

Name (Please print) _____

Title (Please print) _____

5. PAYMENT METHOD Payment in full must accompany application for it to be considered.

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

Charge my payment to:

Visa Mastercard American Express Discover

Credit Card No. _____

Expiration Date _____

Cardholder's Signature _____

Cardholder's Name (please print) _____

Billing address if different from above _____

Total Amount Enclosed (check or credit card): \$ _____

Note: Credit card payments will appear on your statement as a purchase from D. Lawrence Planners, L.L.C. For more information, contact D. Lawrence Planners, L.L.C. at 609-344-1333; Fax at 609-348-4433.

Space is limited. Reserve your booth today!

SIGN AND MAIL, FAX, OR EMAIL ORIGINAL APPLICATION/CONTRACT WITH PAYMENT TO:

MSEA Exhibits, c/o D. Lawrence Planners, L.L.C.
1125 Atlantic Ave., Ste. 634, Atlantic City, NJ 08401
Phone: 609-344-1333 • Fax: 609-348-4433
E-mail: msea@dlplan.com

Please make a copy of both sides for your records