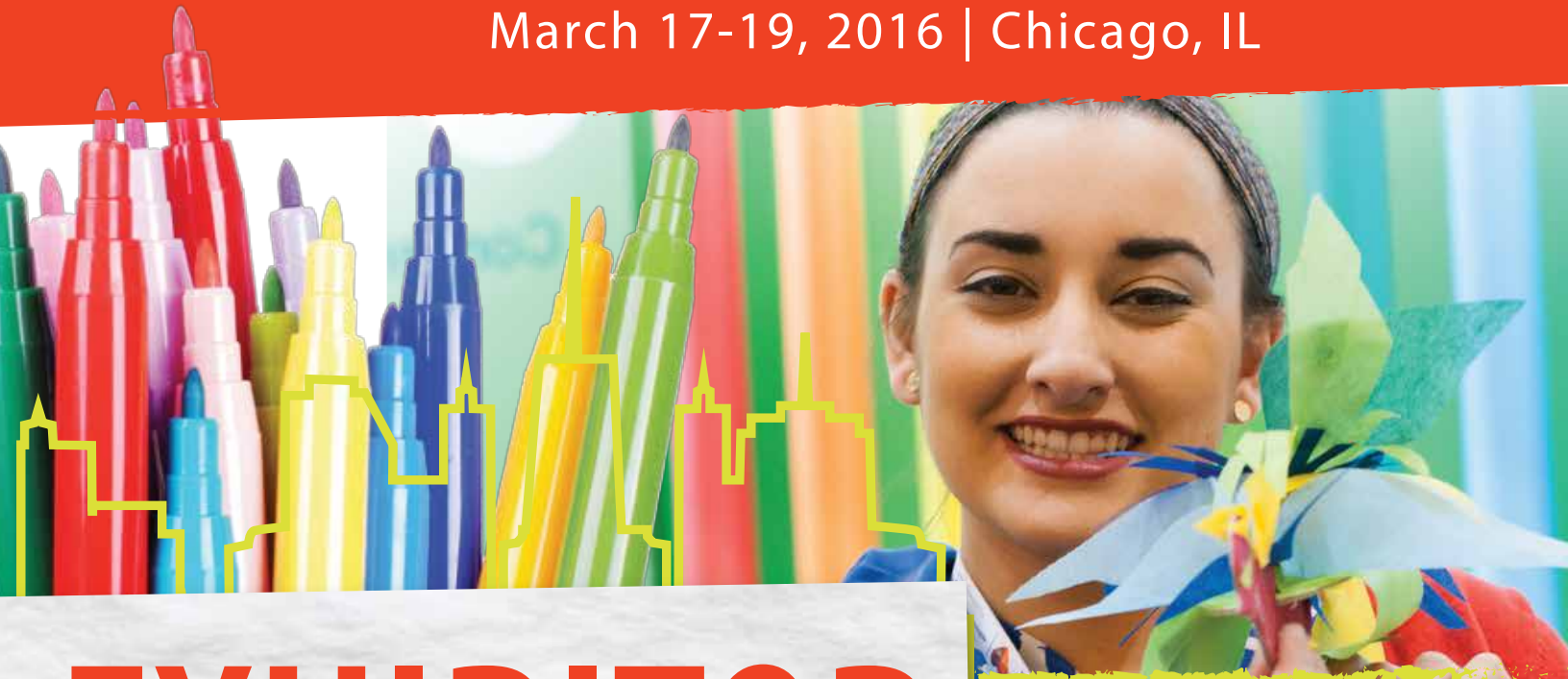


The NAEA logo, featuring the word "Naea" in a red, serif font inside a white square.

# 2016 NAEA NATIONAL CONVENTION

March 17-19, 2016 | Chicago, IL



## EXHIBITOR PROSPECTUS

NAEA invites **YOU** to be part of the largest gathering of art educators in the world!

Make a lasting connection with visual arts education professionals that is only possible at this premier event!

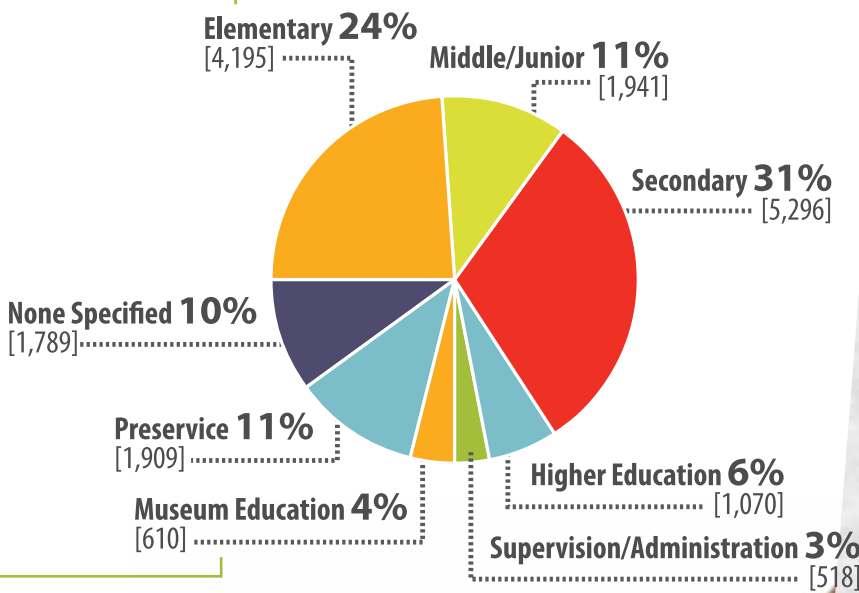
**Act now to receive maximum savings on your exhibit space and first dibs on exclusive branding opportunities!**

**MAKE YOUR MARK** at the largest gathering of art educators in the world!



**A Closer Look at NAEA Members**

MEMBERSHIP BY TEACHING LEVEL



**Exhibit With NAEA and:**

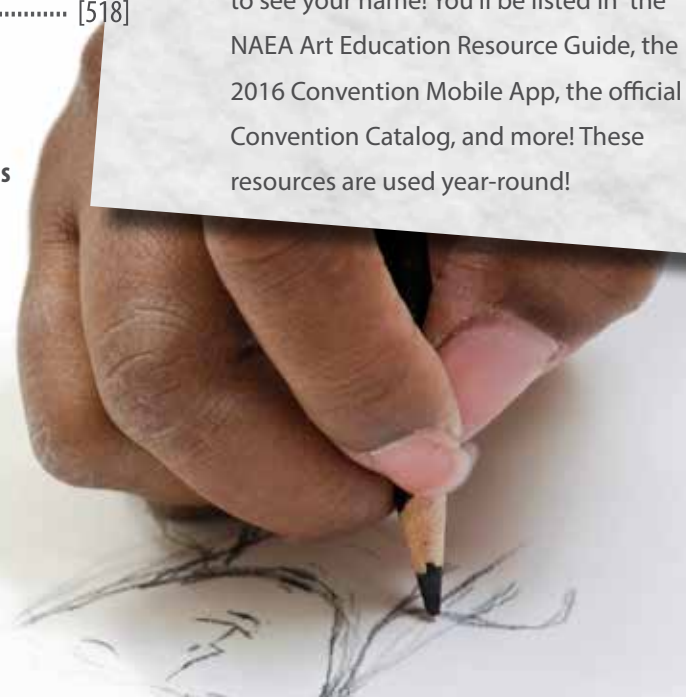
**Connect to the source!** Put your products and services in the hands of thousands of visual arts educators who have purchasing power for their schools, school districts, and beyond.

**Build a lasting relationship!** Our attendees value their connections with exhibitors and see the Exhibit Hall as the hub of Convention activity.

**Sustain your presence throughout the year!** The sooner you reserve your exhibit space, the sooner art educators will begin to see your name! You'll be listed in the NAEA Art Education Resource Guide, the 2016 Convention Mobile App, the official Convention Catalog, and more! These resources are used year-round!

WHAT OUR MEMBERS ARE LOOKING FOR

- ..... **NEW Products, Concepts, and Techniques Intended for All Skill Levels and Ages**
- ..... **Up-to-the-Minute Technology as well as Classic Art Supplies**
- ..... **Professional Development Opportunities**
- ..... **College and University Programs for Outstanding Students**
- ..... **Curriculum Resources**



# EXHIBITOR INFORMATION

**Submit Now and Save \$300  
per 10ft x 10ft Exhibit Space!**

Submit your Exhibit Space Agreement with a **50% deposit by July 31, 2015** in order to receive discounted earlybird rates. Booth locations will be assigned based on a random drawing of agreements received by this date. Agreements received after July 31 will be assigned on a first-come, first-served basis.

## ► Location:

Exhibit Hall D1  
McCormick Place  
Lakeside Center, 3rd Floor  
2301 S. Lake Shore Drive  
Chicago, IL 60616

## ► Hall Hours:

Thursday, March 17: 10 am–3 pm  
Friday, March 18: 10 am–3 pm  
Saturday, March 19: 10 am–3 pm

## ► Exhibitor Setup Hours:

Wednesday, March 16: 8 am–6 pm

## ► Exhibitor Move-Out Hours:

Saturday, March 19: 3–8 pm  
Sunday, March 20: 8–10 am

## ► Your Exhibit Space Includes:

- An 8ft-high back drape and a 3ft-high side drape per 10ft x 10ft exhibit space
- An identification sign
- 3 exhibitor personnel badges per 10ft x 10ft exhibit space
- FREE listing in the Art Education Resource Guide—a buyer's guide on NAEA's website
- Listing in the Convention Program
- The opportunity to participate in the Art Materials Giveaway to be held on Saturday, March 19, in the Exhibit Hall

## ► Items Available for Rental From The Expo Group:

- Carpeting
- Electrical
- Furniture
- And more!

## Secure a Prime Space and All the Extras!

Contact Barbara Fett,  
NAEA Exhibits Manager  
E-mail: [bfett@arteducators.org](mailto:bfett@arteducators.org)  
Telephone: 972-751-9622

## MORE WAYS TO CONNECT!

Take your connection with visual arts educators even further with these exclusive opportunities!

### Exhibitor Showcase Workshops

No distractions—really! Connect with as many as 150 attendees with a 110-minute session in a classroom environment after Exhibit Hall hours. Act now! A limited number of Exhibitor Showcase Workshops are available.

### Art Materials Giveaway

The Grand Finale of the Exhibit Hall is a yearly hit with attendees! Be a part of this random drawing that requires winners to visit your booth to claim their prizes.

### Sponsorship

Choose one of many ways to enhance the Convention experience for your target audience! See the next two pages for opportunities!

### Digital Advertising

The Convention Mobile App increases in popularity each year! Put your message in the hands of thousands of art educators. See page 5 for details.

# PREMIUM SPONSORSHIPS



**Premium sponsors are the stars of the show!** Commit to a Premium Sponsorship and your company's branding will be prominent before, during, and even after the event. As soon as you commit to sponsorship, your logo will be included in 2016 Convention print and electronic promotions that are received by more than 40,000 visual arts educators.

## PREMIUM SPONSORSHIP PACKAGES

SPONSOR BENEFITS	NEW! DIAMOND \$30,000	PLATINUM \$20,000	GOLD \$15,000	SILVER \$10,000
Complimentary 10 x 10 Exhibit Space				
Priority Booth Placement (if confirmed by 7/31/15)				
Your Logo on the NAEA Convention Website				
Prominent Recognition in the Registration Area				
Prominent Recognition at the General Sessions				
Logo Placement on Select Print and Digital Promotions				
Unlimited Exhibitor Badges				
Use of NAEA Member Mailing List	x 2	x 2		
1 Full-Color, Full-Page Advertisement on the Inside Back Cover of the Convention Program (first-come, first-served)				
1 Full-Color, Full-Page Advertisement on the Inside Front Cover of the Convention Program (first-come, first-served)				
1 Full-Color, Full-Page Advertisement on the Outside Back Cover of the Convention Program (exclusive)				
Convention Mobile App Alert	x 2			
1 Exhibitor Showcase Workshop				
E-mail to NAEA Membership via NAEA Distribution	x 3			
Logo Placement at the 2015 NAEA Virtual Conference and 6 Episodes of the Monthly Webinar Series (non-exclusive)				

**Make it happen!**

Contact Barbara Fett,  
NAEA Exhibits Manager

**E-mail:** [bfett@arteducators.org](mailto:bfett@arteducators.org)

**Telephone:** 972-751-9622

# BRANDING AND ADVERTISING



**Be front and center in everyone's Convention experience** when you sponsor an event, resource, or amenity. Get your messages to art educators before, during, and after the Convention when you advertise with the 2016 Convention Mobile App or NAEA publications!

## GET IN ON THE BIG PARTY!

Art educators deserve a celebration! Help make it happen by collaborating with NAEA on the Convention kickoff party. We're going BIG this year and you're invited!



### Party Co-Host

Be the life of the party when you are the exclusive Co-Host! Your brand will be included in the name of the party, and on all promotions and onsite signage.

\$10,000

### Swag Bag

Good presents make great parties! Provide 3,500 swag bags for the first guests to arrive.

\$5,000 + Swag Bags

### Photo Booth

Smile! Sponsor the photo booth and have your brand on all souvenir photos.

\$2,500



### Make it happen!

Contact Barbara Fett,  
NAEA Exhibits Manager  
E-mail: [bfett@arteducators.org](mailto:bfett@arteducators.org)  
Telephone: 972-751-9622

## BRANDING OPPORTUNITIES

### Tote Bag

Everyone attending the Convention will receive a complimentary registration tote bag featuring your logo.

\$6,000 + Totebags

### Lanyards

Make a fashion statement! Every attendee will wear your company's logo imprinted on the complimentary lanyards.

\$10,000 (includes lanyards)

### Sketchbooks

One of the most requested items for onsite use by attendees is a sketchbook. Help art educators document their Convention experiences by supplying a sketchbook when they arrive.

\$4,000 + Sketchbooks and applicable handling

### Recharging Lounge

Put some energy behind your brand when you host a charging station! Your logo will be part of this gathering place for attendees to plug in their electronic devices and take a moment to relax.

\$5,000

### Directional Floor Clings

Let your brand lead the way with directional floor clings. Choose between two available routes, or go with both! Each sponsorship includes 6 clings.

\$3,000 per route (two routes available)

## MOBILE APP ADVERTISING

**Mobile App Banner:** Includes rotating banner ad into full-page ad or exhibitor detail information page.

\$1,000

**Mobile App/Text Message Alert:** Get your message out there with these limited communications.

1 Alert \$500 | 3 Alerts \$750 | 5 Alerts \$950

**Multi-Media Video:** All of the features of the Mobile App Banner plus a video.

\$1,500

## Save 15%

2016 NAEA National Convention Exhibitors  
Save 15% on all NAEA Publications advertising!

Advertising space must be purchased between August, 2015 and February, 2016.



# GENERAL INFORMATION | Rules and Regulations

## GENERAL INFORMATION

Exhibit Hall D1  
McCormick Place  
Lakeside Center  
2301 S. Lake Shore Drive  
Chicago, IL 60616

### Exhibitor Registration

Exhibitors are allowed three complimentary exhibitor registrations per 10ft x 10ft exhibit space. Exhibitor registration forms will be available on the NAEA website at [www.arteducators.org/convention](http://www.arteducators.org/convention)

### Exhibitor Housing

Exhibitor housing information is available on the NAEA website at [www.arteducators.org/convention](http://www.arteducators.org/convention)

### Exhibitor Setup

8am–6pm, Wednesday, March 16

### Move-In Procedures

All exhibitors may gain admittance to the Exhibit Hall with their NAEA exhibitor badges. Installation and dismantle companies must procure special work badges. These work badges may be picked up at the loading dock area of the Exhibit Hall.

All booths must be set up by 6pm Wednesday, March 16. No booths may be set up the morning of Thursday, March 17.

### Exhibit Hall Hours

Thursday, March 17: 10am–3pm

Friday, March 18: 10am–3pm

Saturday, March 19: 10am–3pm

Exhibitors will have access to the Exhibit Hall at 8am each day.

### Exhibitor Move-Out

Saturday, March 19: 3pm–8pm

Sunday, March 20: 8am–10am

Exhibitors may begin to dismantle booths no earlier than 3pm Saturday, March 19. All exhibits must be staffed and must remain intact until the official closing time.

**NO EXHIBITOR MAY TEAR DOWN A BOOTH PRIOR TO 3pm.** Empty crates and cartons will be returned once the aisle carpet has been cleared. It will take several hours for empties to be returned. For safety reasons, exhibitors are not allowed access to the empty-freight area. All exhibitors must clear the Hall by 10am on Sunday, March 20.

### Cancellations

All cancellations must be made in writing to the NAEA Exhibits Manager by October 15, 2015. A 50% deposit will be non-refundable. Cancellations received after October 15, 2015, obligates the exhibitor to full payment of the space or advertising fee; no refunds will be given after October 15, 2015.

### Official Service Contractor

NAEA has selected The Expo Group (TEG) as the official service contractor to provide your company with the following services and products: audio/visual equipment, furniture, rental exhibits, carpet, labor, security, cleaning, material handling, signs, electrical, floral, and telecommunications.

All general questions regarding your booth space assignment, exposition operating procedures, service contractors, display rules and limitations, and exposition policies should be addressed to Barbara Fett, NAEA Exhibits Manager, at

[bfett@arteducators.org](mailto:bfett@arteducators.org) or 972-751-9622.

### Exhibit Hall Logistics and Standard Booth Equipment

The following items are included with your space rental fee.

1. All inline booths come equipped with 8ft-high back drape and 3ft-high side rail drape.
2. A 7in x 44in booth identification sign with the exhibiting company's name and booth number will be provided for all inline booths.
3. Each company will receive three complimentary exhibitor badges for each 10ft x 10ft exhibit space allowing access to the Exhibit Hall only. Additional badges may be purchased.

### Additional Booth Requirements Booth spaces are not carpeted. NAEA requires that all exhibitors provide fire-retardant carpet/floor covering for their entire contracted booth space.

Furniture and/or additional draping accessories, signs, electrical outlets, etc., are the responsibility of the exhibitor, and should be ordered and paid for in advance from The Expo Group.

### Material Handling and Shipping

Advance shipping of exhibits and products may be made to The Expo Group, as indicated in the online Exhibitor Service Manual. Exhibitors may not ship directly to the Convention Center prior to Wednesday, March 16, 2015. Shipments sent directly to the Convention Center prior to Wednesday, March 16, 2015, will be turned away.

## RULES AND REGULATIONS

### Exhibit Hall Access

All exhibitors must have an official NAEA exhibitor badge in order to gain access to the Exhibit Hall. Exhibitors will be allowed access 2 hours prior to show opening each day. Please refer to entries on this page for information on Exhibitor Move-In and Move-Out.

### Character and Acceptability of Exhibits

All exhibits shall serve the interests of the members of NAEA, and be operated in a way that will not detract from other exhibits, the exhibition, or the Convention as a whole. NAEA endorses the creative use of art materials, but does not condone products or processes which encourage imitation, allow for no individuality, or are known to be harmful to the growth and development of children. Examples of specific products that cannot be approved because they are contrary to present beliefs in art education are: paint-by-numbers sets, coloring books, and molds and kits that provide patterns allowing for no individuality. NAEA asks exhibitors not to display such materials, and reserves the right to prohibit any exhibit which, in its opinion, is not proper. NAEA reserves the right to remove any exhibits or parts thereof that are believed to be injurious to the Association.

### Construction, Installation, and Use of Exhibits and Exhibit Facilities

The regulations listed are presented to create and maintain an open atmosphere on the exhibit floor. Exhibits must conform

to the space specified in the Exhibit Space Agreement and to all display rules as set forth by NAEA.

Presentations or product demonstrations must be set into the booth back from the aisle to allow for chairs and standing room within the booth area to accommodate booth attendees.

Any part of the exhibit that does not lend itself to an attractive appearance, such as unfinished sides or end panels, must be draped at the exhibitor's expense. NAEA reserves the right to determine whether draping must be provided.

### Inline Booths

The minimum exhibit space is 10ft x 10ft. NAEA will provide the standard draped booth consisting of 10ft of 8ft-high back drape and 10ft of 3ft-high side drape.

All display materials and equipment should be arranged so as not to obstruct the sightlines of neighboring exhibitors. A maximum height of 8ft is allowed in the back 5ft of the booth space, with a 4ft-height restriction placed on objects in the front 5ft of the booth. Equipment may exceed the 4ft-height limit imposed on the front half of the booth, provided that it does not exceed 8ft in height and does not obstruct the view of adjacent booths.

An island booth is a minimum of 400 sq. ft. with an aisle on all four sides.

Island booths should be constructed to allow an open sightline enabling an attendee to view the surrounding exhibit area through the island booth. Walls or other barriers along the perimeter of the booth that prevent an open sightline to neighboring booths are prohibited.

The height of an island booth may not exceed 16ft from the floor to the top of any structure, including hanging signs.

Exhibitors with island booths must submit a floor plan for approval to the NAEA Exhibits Manager by March 1, 2015. These plans must include any hanging signs.

### Restrictions on Use of Space

No exhibitor shall sublet, assign, or share any part of the allocated exhibit space without the written consent of NAEA. Solicitations or demonstrations by exhibitors must be confined within the bounds of their own respective booths. Aisle space shall not be used for exhibit purposes, display, signs, solicitation, or distribution of promotional materials.

Exhibit signs or displays are also prohibited in meeting facilities and guest rooms or hallways of the hotels, unless approved by NAEA and the hotel in advance of the Convention.

### Noise and Sound

Any audio/visual equipment shall be operated within a booth only at a level that will not interfere with other exhibitors. NAEA reserves the right to ask any exhibitor to lower the sound of audio/visual equipment in a booth.

### Cleaning

All aisles will be cleaned daily. Trash produced as a result of an exhibitor emptying samples must be maintained within the booth area.

Trash bins will be provided in the Exhibit Hall for convenience. Trash MAY NOT be placed in the aisles or the floor area once the Exhibit Hall is opened on Thursday, March 26.

### Labor

Exhibitors shall employ only accredited labor personnel for all work in accordance with local labor regulations. Information regarding the local labor regulations will be provided online in the Exhibitor Service Manual.

### Fire and Safety Regulations

All local regulations will be strictly enforced, and the exhibitor assumes all responsibility for compliance with such regulations, as well as those of the National Board of Fire Underwriters Building Code. All decorations and booth equipment must be fireproofed and electrical wiring must meet the safety requirements of the Fire Department of Chicago.

### Care of Building and Equipment

The exhibitor or his/her agent shall not damage or deface the walls, columns, or floors of the exhibit facilities, the booths, or the equipment or furniture rented in the booth. When such damage appears, the exhibitor shall be liable to the owners of the property so damaged.

### Use of Copyrighted Music

Any exhibitors wishing to use copyrighted music must obtain their own license agreement through the proper licensing agent, e.g., ASCAP or BMI.

### Use of NAEA Identity

The names, trademarks, service marks, and logos of NAEA may not be used in any advertising or publicity, or otherwise to indicate NAEA's sponsorship or affiliation with any product or service, without NAEA's expressed written permission.

### Photography Rights

NAEA reserves the right to capture any images of all Exhibit Hall booths and exhibitors on site. Images may be posted on the NAEA website and used in printed promotional pieces.

### Liability

Neither NAEA, McCormick Place, the official contractor, the employees, officers, agents, directors, or representatives are liable for any damages or loss that may occur to the exhibitor or to the exhibitor's employees or property from any cause whatsoever. Insurance and liability are the full and sole responsibility of the exhibitor. The exhibitor, upon signing this contract, agrees to indemnify and hold forever harmless the aforementioned for any and all liability and expense from personal injury, accident, or property damage from fire, theft, destructive causes, or loss arising out of, in, at, or in connection with the exhibitor's display.

# 2016 NAEA National Convention | Exhibit Space Agreement

**Receive the Earlybird Discount when you submit payment (minimum 50% deposit) by July 31, 2015!**

**Agreement:** Exhibiting Company agrees to abide by the 2016 Exhibit Rules and Regulations, which are made a part of this agreement by reference and available to view at [www.arteducators.org/convention](http://www.arteducators.org/convention).

## Exhibit Space Fees

- Earlybird exhibit space fee is \$2,395 per 10ft x 10ft space.
- Exhibit space fee after July 31, 2015, is \$2,695 per 10ft x 10ft space.
- Corner location of exhibit space is an additional \$100.
- All agreements must be accompanied by a minimum 50% deposit, and paid in full within 30 days of submission of agreement.
- Exhibit spaces are available in multiples of 10ft spaces, or as islands (minimum 4 spaces per island). Island spaces are an additional \$400 (for four corner booths).

Booth Size: \_\_\_\_\_ ft x \_\_\_\_\_ ft

**Earlybird Rate** (agreement received by July 31): **Number of 10ft x 10ft spaces requested x \$2,395 = Total Space Fee \$** \_\_\_\_\_

**Regular Rate** (agreement received after July 31): **Number of 10ft x 10ft spaces requested x \$2,695 = Total Space Fee \$** \_\_\_\_\_

**Corner Exhibit Space Location** (optional): + \$100 = Total Space Fee \$ \_\_\_\_\_

**Mobile App Advertising:** Advertise on the 2016 Convention Mobile App. Text and artwork will be collected in Winter 2016.

Mobile App/Text Message Alert:  1 Alert=\$500  3 Alerts=\$750  5 Alerts=\$950

Mobile App Banner = \$1,000 |  Multi-Media Video= \$1,500

**Total Advertising Fee \$** \_\_\_\_\_

**Total Amount Due \$** \_\_\_\_\_

## Cancellations

- 50% of the total space rental and/or advertising fee will be retained for cancellations or space reductions received by October 15, 2015.
- 100% of the space rental and/or advertising fee will be retained for cancellations or space reductions received after October 15, 2015.
- All cancellations or requests for a reduction in exhibit space must be submitted in writing to Barbara Fett, NAEA Exhibits Manager, at [bfett@arteducators.org](mailto:bfett@arteducators.org)

## Booth Locations

Booth locations will be assigned based on a random drawing of agreements received by July 31, 2015. Agreements received after July 31, 2015, will be assigned on a first-come, first-served basis. Convention sponsors will have priority selection if agreement is finalized before July 31, 2015. NAEA reserves the right to reconfigure the Exhibit Hall floor plan or relocate an exhibit at any time.

Please specify if there is a company that you would prefer to be near: \_\_\_\_\_

Please specify if there is a company that you would prefer NOT to be near: \_\_\_\_\_

## Contact Information

This contact will be designated as the official NAEA National Convention contact to receive all exhibit-related materials and communications.

Contact Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_

Street \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip/Country Code \_\_\_\_\_ Country \_\_\_\_\_

Phone \_\_\_\_\_ Cell Phone \_\_\_\_\_ E-mail \_\_\_\_\_

Website \_\_\_\_\_ Accounts Payable E-mail \_\_\_\_\_

Exhibiting Company agrees that the Rules and Regulations on the following page are an integral and binding part of this agreement and agrees that the e-mail address and mailing address on this agreement will be shared with organizations assisting in the production of the NAEA National Convention.

Signature \_\_\_\_\_ Title \_\_\_\_\_ Date \_\_\_\_/\_\_\_\_/\_\_\_\_

## Method of Payment

VISA\*  MasterCard\*  American Express\*  Check\*\*

Charge Amount \$ \_\_\_\_\_

Name on Card \_\_\_\_\_

Card Number \_\_\_\_\_

Expiration Date \_\_\_\_/\_\_\_\_ Security Code \_\_\_\_\_

Make check payable to: NAEA

Mail check and Exhibit Space Agreement to:

Exhibits

NAEA National Convention

901 Prince Street, Alexandria, VA 22314

\*Credit card payment may be faxed to 703-860-2960, or e-mailed to: [kduse@arteducators.org](mailto:kduse@arteducators.org)

\*\*Credit Card payment required for Canadian/International purchases

# 2015 EXHIBITORS

Abbeville Press  
Academy of Art University  
ACIS Educational Tours  
Alliance for Young Artists & Writers  
Amaco/Brent  
American Institutes for Research  
Art Image Publications  
Art Instruction Schools  
Art to Remember  
*Arts and Activities Magazine*  
Artsonia  
Artstor  
Association of Independent Colleges  
of Art & Design  
Bethany College Applied Arts  
Bezos Family Foundation/Students Rebuild  
Blick Art Materials  
Bulb  
Canson  
CelebratingArt.com  
Ceramics Publications Company  
Chester Book Company  
Chroma  
ColArt Americas, Inc.  
College for Creative Studies  
Columbus College of Art & Design  
Copic Marker by Imagination International  
Inc.  
Crayola, LLC  
Crescent  
Crystal Productions  
Davis Publications  
Deflecto  
Dixon Ticonderoga  
Educational Sketchbooks  
Ed Hoy's International  
Elmer's Products, Inc.  
Faber Castell  
Fashion Institute of Technology - SUNY  
FIDM/Fashion Institute of Design  
& Merchandising  
Fired Arts and Crafts  
General Pencil  
Golden Artist Colors  
Hip Hop Airbrush  
iLoveToCreate  
Inventive Design Studio, LLC

Iwata-Medea, Inc.  
Jack Richeson & Company  
Kendall College of Art & Design  
Lowell Milken Center for Unsung Heroes  
Maine College of Art  
Mark Kistler  
Massachusetts College of Art & Design  
Mayco Colors  
MD Enterprises  
Memphis College of Art  
Minneapolis College of Art and Design  
Nasco  
National Gallery of Art  
New Hampshire Institute of Art  
Newell Rubbermaid  
Original Works  
Pacon Corporation  
Paragon Industries  
Parsons The New School for Design  
Routledge  
Royal and Langnickel Brush  
Royleco  
Sakura of America  
San Francisco Art Institute  
Sargent Art  
Sax/School Specialty  
SCAD  
Scholastic, Inc.  
School of the Art Institute of Chicago

Shain by Diversified Woodcrafts  
Shimpo Ceramics  
Skutt  
Smart-Fab  
Spectrum Glazes, Inc.  
Speedball Art Products  
Strathmore Papers  
Square 1 Art  
The Art Institutes  
The Art of Education  
Thomas Mann Design  
Tombow  
Treetop Publishing/Bare Books  
Triarco Arts & Crafts  
United Art & Education  
University Child Development School  
WB Manufacturing  
Wexel Art Displays  
Witzend Workshop, LLC  
Yam Museum  
YMM Art Education Foundation  
Young Masters

