



July, 2015

To: All Past and/or New Exhibitors

From: Dr. Joseph J. Cirusuolo, CAPSS Executive Director  
Dana A. Finello, RMP (Registered Meeting Planner)

Re: November 20, 2015 CABE/CAPSS Conference  
(Exhibitor Booths Only On Friday)

The Connecticut Association of Boards of Education (CABE) and the Connecticut Association of Public School Superintendents (CAPSS) is pleased to offer you a unique marketing opportunity - *direct access to hundreds of key players in the education purchasing process.*

Once a year, the most powerful leaders in education gather to tackle the most significant problems - *shouldn't you be there?*

At the Annual CABE/CAPSS Conference on Friday, November 20, 2015, within the walls of the Mystic Marriott Hotel & Spa in Groton, Connecticut, Exhibitors will have access to the audience that represents the public education decision-makers in Connecticut. This conference represents your best opportunity to get your product or service before these influential people *early enough in the 2015-2016 school year* so that you can be included as budgets are prepared for the 2015-2016 school year. As a CABE/CAPSS exhibitor, you will be viewed as a valued partner in CABE/CAPSS efforts to inform our members about the newest and more innovative products and services available to the education community.

**\*\*ATTENTION\*\* – Please read all the important PDF attachments and information below as well as on contracts as some of our policies and information has changed from previous years....**

**Capital Convention Contractors has been contracted as a third party to assist with setting up the exhibition for our vendors. It is very important that you read all the memos of information first as there have been some changes and new policies since previous years. Enclosed with this letter are 2 different contracts that should be**

filled out in its entirety and returned to CAPSS either with a credit card authorization form OR with a check in the amount of either \$1,100.00 for an Inside booth or \$1,600.00 for an outside Premiere booth if you intend to exhibit at the Conference. Feel free to call me at office info below to double-check to see if there is still booth space available.

**\*\*To view the CABA convention agenda/schedule, click here:**  
<http://www.cabe.org/page.cfm?p=1145> Also, hotel online reservations are at the bottom right of this link.

To view and order CABA meal tickets online, click here:  
<https://em.eboardsolutions.com/Events/Registration/Wizard/EventDetails.aspx?C=PNOR&EID=HFIE>

If you have any questions related **“outside of exhibitor inquiries,”** please visit [www.cabe.org](http://www.cabe.org) or call Lisa Steimer at 860-571-7446.

**A gentle reminder that booth space is awarded to those who either hard-mail their contract and check or email/fax a credit card authorization form “along with their contract” as soon as possible for a booth space since the ballroom size is very limited. Each year, we have had to turn people away. A strict deadline of October 30, 2015 will be enforced unless we sell out earlier, then this event is Closed Out. This deadline will also ensure your company name/address in the CABA Convention Program.**

Since the November 2015 Convention opens at 7:30am on the morning of Friday, November 20 (including a continental breakfast), NEW arrangements have been made for exhibitors to set-up their displays anytime between 12:00 noon – 6:00pm ONLY on Thursday, November 19 as well as the morning of the convention from 6:30am-7:15am ONLY. **\*\*THE BALLROOM WILL BE CLOSED AT 6:15PM ON THURSDAY, NOVEMBER 19<sup>TH</sup>\*\***

**\*\*You MUST check in at my registration table Friday morning for attendance BEFORE the event starts going to get your info packet, name badges, etc. My table will be open by 7:20am. Most people start coming through the hall after the general session. If you are not checked in, I will make rounds to find you at your booth when I am able.**

Exhibitors are welcome to attend the cocktail reception that will now be inside the Exhibitor Hall 5-5:45pm! However, you must take down your exhibits/booth starting at 5:45pm on Friday promptly as the ballroom needs to be flipped for another event starting at 7:15pm. No booths should be dismantled prior to 5:00 PM if possible.

**Thank for your cooperation and we look forward to another great year!**

**Dana Finello, RMP**

**Executive Assistant**

**CAPSS/W: 860-236-8640 x10/Fax: 860-236-8628**



## Annual CABA/CAPSS Conference

### **Exhibitor's Contract for Standard Booth in Mystic Ballroom**

Friday, November 20, 2015  
Mystic Marriott Hotel & Spa – Groton, Connecticut

#### **IMPORTANT INFORMATION - Please read all carefully...**

1. \_\_\_\_\_ hereby contracts with the Connecticut Association of Public Schools Superintendents (CAPSS) for exhibitor space at the Mystic Marriott for the CABA/CAPSS Conference to be held on Friday, November 20, 2015 at the price of **\$1,100.00 for a standard inside booth (8x8) ( a few are 8x6)**
2. I understand that I will receive a booth set-up with drapery, ID signage (7" x 44"); a 6' table; 2 chairs; wastebasket and a standard electrical outlet. (Those with computer exhibits should bring a surge suppressor and/or power strip and anti-static mat if needed). \*CAPSS and exhibition management reserves the right to eliminate any nuisance which constitutes a detriment to the exhibition area. **IMPORTANT: If you have materials that you would like to ship in advance of the convention for your booth or any other needs, please read the attached service manual from Capital Convention Contractors to make arrangements. CAPSS is not responsible for making these arrangements.**
3. **\*Your display must be contained within the booth space parameters and must not encroach into another exhibitor's booth space. If your display exceeds the allocated space prior to or on the day of the event from a staff walk-through, CAPSS will ask you to reduce the size of your display. If you fail to reduce the size of your display as directed, CAPSS has the authority to have you remove your display or ask you to be dismissed without a refund. This policy will be strictly enforced.**
4. As an exhibitor, I assume the entire responsibility and liability for losses, damages, and claims arising out of exhibitor's activities on the Mystic Marriott's premises except for any claims, loss, or damages arising directly from the Mystic Marriott's own negligence. I further understand that neither CABA/CAPSS nor the Mystic Marriott maintain insurance covering the exhibitor's property and that is my sole responsibility as an exhibitor to obtain such insurance.
5. **\*NEW - Convention exhibitors may set up between 12:00 noon – 6:00 p.m. on Thursday, November 19, 2015 (ballroom will close by 6:15pm) OR between 6:30am-7:15am on Friday, November 20, 2015. This year's venue will now allow a cocktail reception to be held within the Exhibitor Hall from 5:00-5:45pm which you are welcome to attend and use your cocktail coupons. \*\*All exhibitor booths MUST BE DISMANTLED STARTING AT 5:45pm because the hall has to be set for another event by 7:15pm.\*\***

**Contract MUST accompany a check and should be made payable to CAPSS and hard-mailed to address below OR scan/email OR fax credit card authorization form w/contract. We will not accept faxed contracts ahead of checks and we do not send invoices or use purchase orders. Strict Deadline is October 30, 2015 without exception unless we sell-out earlier. For further information, please contact: Dana A. Finello, Exec Asst/Office Mgr - CT Association of Public School Superintendents, 26 Caya Ave., West Hartford, CT 06110. Phone: 860-236-8640 x10 or E-mail: [dfinello@capss.org](mailto:dfinello@capss.org) Fax: 860-236-8628**

***\*\*If you don't submit the proper information by the deadline listed above, your company info will not be allowed to be printed in the CABA Exhibitor Handout Booklets inside the vendor packets due to deadlines for press printing.***

**PLEASE PRINT CLEARLY AND COMPLETE "ALL BOXES" OF INFO:**

Name of Company	
Company Person Name if applicable	
Nature of Product/Service	
<b>Name to Appear on ID Sign 7" x 44" (not more than 30 characters)</b>	
Company Address	
Contact Person for Company	
Phone/Fax	
E-Mail	

Signature \_\_\_\_\_

Date \_\_\_\_\_



## Annual CABA/CAPSS Conference

### **Exhibitor's Contract for Premiere Booth Outside Mystic Ballroom**

Friday, November 20, 2015  
Mystic Marriott Hotel & Spa – Groton, Connecticut

#### **IMPORTANT INFORMATION - Please read carefully...**

1. \_\_\_\_\_ hereby contracts with the Connecticut Association of Public Schools Superintendents (CAPSS) for exhibitor space at the Mystic Marriott for the CABA/CAPSS Convention to be held on Friday, November 20, 2015 at the price of **\$1,600.00 for a premiere booth (8x8) that will be set-up on the right outside area of the exhibitor Mystic ballroom including a meal bar within the foyer.**
2. I understand that I will receive a booth set-up with drapery, ID signage (7" x 44"); a 6' table; 2 chairs; wastebasket and a standard electrical outlet. (Those with computer exhibits should bring a surge suppressor and/or power strip and anti-static mat if needed). CAPSS and exhibition management reserves the right to eliminate any nuisance which constitutes a detriment to the exhibition area. **IMPORTANT: If you have materials that you would like to ship in advance of the convention for your booth or any other needs, please read the service manual from Capital Convention Contractors to make arrangements. CAPSS is not responsible for making these arrangements.**
3. **\*Your display must be contained within the booth space parameters and must not encroach into another exhibitor's booth space. If your display exceeds the allocated space prior to or on the day of the event from a staff walk-through, CAPSS will ask you to reduce the size of your display. If you fail to reduce the size of your display as directed, CAPSS has the authority to have you remove your display or ask you to be dismissed without a refund. This policy will be strictly enforced.**
4. As an exhibitor, I assume the entire responsibility and liability for losses, damages, and claims arising out of exhibitor's activities on the Mystic Marriott's premises except for any claims, loss, or damages arising directly from the Mystic Marriott's own negligence. I further understand that neither CABA/CAPSS nor the Mystic Marriott maintain insurance covering the exhibitor's property and that is my sole responsibility as an exhibitor to obtain such insurance.
5. **\*NEW - Convention exhibitors may set up between 12:00 noon – 6:00 p.m. on Thursday, November 19, 2015 (ballroom will close by 6:15pm) OR between 6:30am-7:15am on Friday, November 20, 2015. This year's venue will now allow a cocktail reception to be held within the Exhibitor Hall from 5:00-5:45pm which you are welcome to attend and use your cocktail coupons. \*\*All exhibitor booths MUST BE DISMANTLED STARTING at 5:45pm because the hall has to be set for another event by 7:15pm.\*\***

**Contract MUST accompany a check and should be made payable to CAPSS and hard-mailed to address below OR scan/email OR fax credit card authorization form w/contract. We will not accept faxed contracts ahead of checks and we do not send invoices or use purchase orders. Strict Deadline is October 30, 2015 without exception unless we sell-out earlier. For further information, please contact: Dana A. Finello, Exec Asst/Office Mgr - CT Association of Public School Superintendents, 26 Caya Ave., West Hartford, CT 06110. Phone: 860-236-8640 x10 or E-mail: [dfinello@capss.org](mailto:dfinello@capss.org) Fax: 860-236-8628**

*If you don't submit the proper information by the date listed above, your company info will not be allowed to be printed in the CABE Exhibitor Handout Booklets inside the vendor packets due to deadlines for press printing.*

**PLEASE PRINT CLEARLY AND COMPLETE "ALL BOXES" OF INFO:**

Name of Company	
Company Person if applicable	
Nature of Product/Service	
<b>Name to Appear on ID Sign 7" x 44" (not more than 30 characters)</b>	
Company Address	
Contact Person for Company	
Phone/Fax	
E-Mail	

Signature \_\_\_\_\_

Date \_\_\_\_\_

## CAPSS Credit Card Transaction

*Please fill-out ALL information in its entirety. Thank-You*

Date Submitted: \_\_\_\_\_

Name On Credit Card: \_\_\_\_\_

Organization & Address: \_\_\_\_\_

\_\_\_\_\_

Contact Telephone Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

Amount To Be Charged: \_\_\$\_\_\_\_\_

Card Type – Please Circle: ( Master Card, VISA or American Express ) \*\*We only accept these 3 cards\*\*

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

Expiration Month & Year: \_\_\_\_\_

Description of Service: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**IMPORTANT: E-Mail back to Dana Finello at [dfinello@capss.org](mailto:dfinello@capss.org)**

**OR FAX to office at 860-236-8628**

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Account Number: \_\_\_\_\_

Date Entered in database: \_\_\_\_\_

Staff Initials: \_\_\_\_\_



# Advertising Order Form

## CABE/CAPSS Convention

November 20-21, 2015 • Mystic Marriott Hotel, Groton

### I. CONVENTION MAGAZINE

- Enclosed please find camera-ready copy to be included in the November 2015 Convention Program.
- Please reserve space for our advertisement in the Convention Program. Copy in preparation.

Advertiser \_\_\_\_\_

Contact Person (print clearly) \_\_\_\_\_

Contact Signature \_\_\_\_\_

Address \_\_\_\_\_

Telephone \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip Code \_\_\_\_\_

Contact Email \_\_\_\_\_

Contact Cell \_\_\_\_\_

- Payment enclosed, amount \$ \_\_\_\_\_
- Please bill us.

#### PROGRAM SPECIFICATIONS:

- Circulation — 600
- **CLOSING DATE — September 25, 2015 (ads must be received in the CABE office by this date.)**
- Distribution — All board members, superintendents, administrators and other educators attending the CABE/CAPSS Convention on November 20-21, 2015
- Size 8 1/2 x 11, approximately 32 pages

Please check copy specification you desire:

- Back cover (color) - 8" wide x 10 1/2" vert \$700
- Inside front cover (color) - 8" wide x 10 1/2" vert \$550
- Inside back cover (color) - 8" wide x 10 1/2" vert \$525
- One page (black & white) - 7" wide x 9 1/2" vert. \$375
- 1/2 page (black & white) - 7" wide x 4 3/4" vert \$275
- 1/4 page (black & white) - 3 1/4" wide x 4 3/4" vert \$225

If you are eligible for one of these discounts please check appropriate box (**only one applies**):

- minus 10% discount for exhibitors or
- minus 10% discount for CABE Affiliate Members

**Mail completed form to:** Bonnie Carney, Senior Staff Associate for Publications, CABE, 81 Wolcott Hill Road, Wethersfield, CT 06109-1242 | Phone: 860-571-7446; **email ads in pdf format to:** bcarney@cabe.org

### II. CONVENTION MOBILE EVENT APP

#### Drive Traffic to Your Booth!

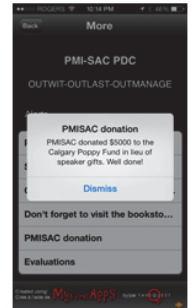
Limited to the First 6 Exhibitors

You can reach the CABE/CAPSS Convention participants with a strategically timed push notification through the CABE/CAPSS Convention mobile event app. Invite Convention participants to your booth for some exciting opportunity — for example, enter to win an iPad or the first 10 people to visit our booth get a free pen. You are creative, you will have great ideas!

#### Push notifications

- Get Convention participants' attention even when app is not active.
- Ideal for a sponsor that is attending the CABE/CAPSS Convention and wants to drive traffic to their booth.

Push Notification Fee: \$100



Organization Name \_\_\_\_\_

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

Contact Signature \_\_\_\_\_

Contact Email \_\_\_\_\_

Contact Telephone # \_\_\_\_\_

**Please return you completed form along with your check or purchase order** (we are unable to accept credit cards) to: Lisa Steimer, CABE, 81 Wolcott Hill Road, Wethersfield, CT 06109.

For additional information, contact Lisa Steimer 860-571-7446 or lsteimer@cabe.org.

**CABE/CAPSS 2015 CONVENTION  
Important Hotel/Meal Information  
November**

**HOTEL**

Mystic Marriott Hotel & Spa  
625 North Road (Route 117)  
Groton, CT 06340  
Tel: 860-446-2600 or toll free 1-866-449-7390

Those attending the annual CABE/CAPSS Convention have been guaranteed a \$149+tax room rate. Be sure to mention that you are with the CABE/CAPSS Convention when making your reservation to take advantage of this special room rate.

The \$149 rate is guaranteed only until 4:00pm on October 21, 2015. After this date, reservations for Convention participants will be on a space available and rate available basis.

You may make reservations directly with the Mystic Marriott's reservation department online at <http://www.cabe.org/page.cfm?p=1145>. Information on making reservations can be found at <http://www.cabe.org/page.cfm?p=1145>. (bottom right of page).

Purchase orders are NOT accepted.

**MEAL TICKETS**

**Important: Meal tickets are not available for purchase on day of event - pre-purchase is required.**

***Deadline for meal ticket purchase is November 6, 2015.***

Friday, November 20<sup>th</sup> Luncheon tickets \$32; Banquet dinner tickets \$60

To purchase meal tickets online with credit card below. CABE ONLY accepts MasterCard and Visa (online only)

<https://em.eboardsolutions.com/Events/Registration/Wizard/EventDetails.aspx?C=PNOR&EID=HFIE>

If you have any questions, please contact Denise Roberts at CABE, [droberts@cabe.org](mailto:droberts@cabe.org) or 860-571-7446.

**CABE/CAPSS CONVENTION**  
**November 20, 2015**  
**Exhibitor Meal Ticket Order Form**  
(\*only use this form if you don't have or use a credit card)

PLEASE PRINT LEGIBLY

Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State \_\_\_\_\_ Zip: \_\_\_\_\_

Company Name: \_\_\_\_\_

Position: \_\_\_\_\_

Contact Phone #: \_\_\_\_\_ Email: \_\_\_\_\_

I would like to purchase:

Meal tickets for Friday Luncheon, November 20, 2015	_____ x \$32/ea.	\$ _____
Meal tickets for Friday Banquet, November 20, 2015	_____ x \$60/ea.	\$ _____

TOTAL DUE: \$ \_\_\_\_\_

Please specify special dietary requirements (i.e. gluten-free, vegetarian, etc.)

\_\_\_\_\_  
\_\_\_\_\_

*\*Please Note: **Deadline for meal ticket purchase is November 6, 2015.** NO REFUND will be given for meal tickets after November 6, 2015 as meals have been guaranteed. No shows will be charged the full fee.*

Mail completed meal form and check (made payable to CABE) to:  
CABE, 81 Wolcott Hill Rd., Wethersfield, CT 06109, Attn: Exhibitor Meals



## NAME BADGE FORM FOR INDIVIDUALS MANNING A BOOTH

\*NOTE\* Each booth contains 1 table/2 chairs. Please note that due to limited ballroom and booth space, we are limiting the number of people in the booths to 3-4 maximum at one time. This needs to be enforced or a rotation is allowed.

COMPANY NAME \_\_\_\_\_

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

**IMPORTANT - PLEASE PRINT LEGIBLY AND FAX  
BACK TO CAPSS NO LATER THAN  
NOVEMBER 13<sup>th</sup>, 2015**

**FAX: 860-236-8628  
Office: 860-236-8640 x10**