



National Education Association Annual Meeting & Expo Booth Application

This application for booth space at the NEA EXPO 2018 will become a contract upon acceptance. The contract is based upon rules and regulations contained herein. Please sign and submit your completed application by fax to 404.844.4256, by email to nea@CEPIExpo.com, or by mail to: **Conventions • Exhibits • Promotions • Inc., 1055 Research Center Drive, Atlanta, Georgia 30331**. One copy will be returned upon acceptance. Alternatively, you may complete the online Application Form posted 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, consumer items, and general information about significant social issues that are in accordance with NEA policy.

CONTACT INFORMATION Please complete all items.

Company/Organization Name _____ URL _____
(As it should appear in program and on booth identification sign)
 Company/Organization Address _____
 City _____ State _____ Zip _____
 Contact Name _____ Title _____
 Phone: (____) _____ - _____ Fax: (____) _____ - _____ E-Mail: _____

BOOTH RENTAL FEES AND PREFERRED LOCATION Please provide the information requested below.

Booth rental fee (check one)

All booths are 10' wide by 10' deep. Each booth rental fee includes a standard company identification sign and pipe and drapery for an 8' back wall and 3' side dividers for each booth rented. Fees do not include booth floor covering, which is required by NEA, or optional booth furnishings or services, which must be ordered through NEA's exclusive General Service Contractor.

- | | | |
|-------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------|
| <input type="checkbox"/> Tier 1*: \$13.00/sq. ft.
Form submitted 7/1/17 – 12/14/17
\$250 minimum deposit required | <input type="checkbox"/> Tier 2: \$13.50/sq. ft.
Form submitted 12/15/17 – 3/15/18
\$500 minimum deposit required | <input type="checkbox"/> Tier 3: \$14.50/sq. ft.
Form submitted after 3/15/18
\$750 minimum deposit required |
|-------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------|

*Tier 1 exhibitors are entitled to exclusive early commitment benefits: preferred booth placement, inclusion of their company/organization logo and address in their Program Guide listing, Priority Empty Stickers to ensure their crates are returned first during dismantling, and "I am committed to the NEA Expo" exhibitor badge ribbons.

Booth selection in order of preference

1. _____ 2. _____ 3. _____ 4. _____

Although consideration will be given to exhibitor requests, other factors affecting space assignment include date of receipt of application, past participation, nature of product, special needs, and general grouping of exhibits for proper balance of displays. Please note that only exhibitors selling products considered, in the opinion of show management, to be of an educational nature may select space(s) located in the Educational Services area shown on the floor plan. Exhibitors selling products considered, in the opinion of show management, not to be of an educational nature may only select space(s) located in the Consumer Marketplace area shown on the floor plan.

Proximity to other exhibitor(s) preference(s), if any

Locate near _____ Do not locate near _____

Square feet of booth space requested (in 10'x10' increments only)

Booth size: ____ ft. x ____ ft. = ____ sq. ft. Booth rental fee due: \$ _____

Number of corner booths requested: ____ Open corner charges due: \$ _____

(\$100 charge for each corner booth requested)

NATURE OF EXHIBIT Please complete all items, noting "Not Applicable" as appropriate:

Description of featured product(s) and/or service(s) for online exhibitor listing (300 character limit): _____

Description of handout materials: _____

Description of "cash and carry" items to be sold from the booth: _____

Description of display materials and audiovisual presentations: _____

Please indicate the principal products or services to be displayed. (Please check all that apply.)

- Assembly/Class Trip Programs
 Books/Publishing
 Cause-/Issue-Related Materials
 Consumer Products
 Curriculum/Education Resources
 Financial/Retirement Services
 Fundraising
 Health Information
 Member Benefits/Caucuses
 Training/Professional Development
 Other (Specify: _____)

BOOTH FEES PAYMENT SCHEDULE

If fees are not paid in full by stated deadlines, the next applicable Tier rate will apply. Exhibitor also will be subject to reassignment of space, cancellation of contract, or forfeiture of 100% of the deposit paid.		
Booth fee deposit	Must be paid with application for space	Initial here to accept _____
50% of booth fee	Must be paid no later than by December 31, 2017	
Full payment of booth fee	Must be paid no later than by June 1, 2018	

CANCELLATION/DOWNSIZING POLICY

Exhibitor must notify the Show Manager in writing if cancelling or downsizing booth space. The fees percentage forfeited will be determined by how much in advance of the exposition opening notice is received, as shown in the schedule below.	
25% if received before January 1, 2018	Initial here to accept _____
50% if received between January 1, 2018 and March 31, 2018	
100% if received after March 31, 2018	

ORDER SUMMARY AND PAYMENT INFORMATION Please provide the information requested below and be sure to print legibly.

Space assignment will not be considered until applicable deposit or a government purchase order is received.

Please enter total fees due, current payment amount, and balance due in the spaces provided.	
Fee Type	Amount Due
Booth Rental Fees	
Open Corner Charges	
Subtotal	
Discounts, if applicable <small>-Non-profit organizations may deduct 20% -NEA Caucuses may deduct 50%</small>	
Total Due	
Current Payment Amount	
Balance Due	

Please indicate your preferred method of payment and provide credit card or check details indicated.	
Method of Payment	
<input type="checkbox"/> Credit Card Charge to:	
<input type="checkbox"/> American Express <input type="checkbox"/> Discover <input type="checkbox"/> Mastercard <input type="checkbox"/> Visa	
Card Number:	
EXP. DATE: __/__/____ (Month/Year)	CVV CODE: _____ (Security code on back of card)
<input type="checkbox"/> Check	Check Number _____
Make check payable in US Dollars to CEPI and mail to Conventions • Exhibits • Promotions • Inc., 1055 Research Center Drive, Atlanta, GA 30331	

Signature: _____ Printed Name of Cardholder or Check Issuer: _____

My signature below acknowledges that I understand this application becomes a contract upon acceptance and that I am authorized to make this commitment. I further acknowledge that I have read and agree to abide by all rules, regulations, requirements, and conditions outlined in this contract. Unless otherwise noted, NEA may consider me to be their official contact for my company/organization.

SPONSORSHIP AND ADVERTISING OPPORTUNITIES

Take advantage of additional marketing opportunities to increase brand awareness for your company, drive booth traffic, and increase overall ROI. Specs and submission deadlines will be provided with insertion order. To secure your sponsorship or learn more about all sponsorship and advertising opportunities, please contact Carson Helsper by email at chelsper@neamb.com. or by phone at 301.527.2195.

Option	Sponsorship Programs	Fee
Premier Sponsorship Packages	<ul style="list-style-type: none"> • Hotel Room Key Card Sponsorship • Co-Branded Lanyards for Badges • Cell Phone Charging Stations • Wi-Fi Sponsorships 	Call or email for details
Gold Sponsorship Package Best Value! LIMITED AVAILABILITY	<ul style="list-style-type: none"> • Sponsor's logo on aisle sign in aisle in which sponsor's booth is located; one sponsor per aisle • Full-page, black-and-white ad printed in NEA Annual Meeting Program book • 300 x 250 pixel ad in one issue of the Delegate Communications e-newsletters sent to all registered attendees prior to the meeting • Featured and enhanced exhibitor listing posted on ra.nea.org • 300 x 250 pixel ad to run on ra.nea.org during months of June, July, and August 	\$5000
Standard Sponsorship Package A Sponsorship Package B LIMITED AVAILABILITY	<ul style="list-style-type: none"> • Sponsor's logo on aisle sign in aisle in which sponsor's booth is located; <u>one sponsor per aisle</u> • 300 x 250 pixel ad to run on NEA Annual Meeting website, nea.org.ra during months of June, July, and August • 300 x 250 pixel ad to appear in one issue of the Delegate Communications e-newsletters sent to all registered attendees prior to the meeting • 300 x 250 pixel ad to run on ra.nea.org during months of June, July, and August 	\$950
Advertising Package	<ul style="list-style-type: none"> • 300 x 250 pixel ad to appear in one issue of the Delegate Communications e-newsletters sent to all registered attendees prior to the meeting • Full-page, black-and-white ad printed in NEA Annual Meeting Program book • 300 x 250 pixel ad to run on ra.nea.org during months of June, July, and August • Premium placement of your company's listing -- alphabetically at the top -- in the online Exhibitor Directory 	\$2000
Digital Signage in Convention Center and Shuttle Bus Advertising	<ul style="list-style-type: none"> • 30-second audio/video ad will loop and/or PDF copy will be posted on video monitors in the Convention Center and on video screens on shuttle buses, where available • Ads will run each day of the week-long meeting during event hours 	\$750
Enhanced Online Exhibitor Listing	<ul style="list-style-type: none"> • Premium placement of your company's listing -- alphabetically at the top -- in the online Exhibitor Directory • Listing may include a 100 x 100 pixel logo, 150 characters of descriptive text, and a hotlink to your website 	\$200
For additional sponsorship opportunities, email Carson Helsper at chelsper@neamb.com.		

THE RULES AND REGULATIONS THAT FOLLOW 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.

NEA EXPO RULES AND REGULATIONS

CONTRACT FOR SPACE Applicants for exhibit space are required to forward a formal application to CEPI management with a listing of all materials that will be displayed at the booth. No application will be considered unless accompanied by the required exhibit space rental fee deposit.

The formal notification of booth space assignment and acceptance of full payment by NEA management constitutes a contract for the right to use this space. Full payment for space must be received within 20 days of notification of space assignment.

Expo hours will be as follows: June 30, 2018, 9 am to 5 pm, and July 1, 2018, 9 am to 5 pm. Exhibits should be attended at all times during Expo hours by persons who are well prepared to discuss effectively all products and services. All booths must be

carpeted or have some type of floor covering that meets fire marshal standards.

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 2018 NEA EXPO will be held at the Minneapolis Convention Center in Minneapolis, MN. All measurements have been 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.

INSTALLATION AND DISMANTLING Installation and dismantling hours will be specified in the Exhibitor Service Manual to be provided by ExpoPlus. Any space not claimed and occupied by 7 am, June 30, 2018, may be reassigned without refunding any portion of the rental fee. The exhibitor expressly agrees not to dismantle the exhibit or to do any packing before the final closing hour of the Expo at 5 pm on July 1, 2018. All exhibits must be removed by 12 pm, July 2, 2018. All exhibit spaces must be fully carpeted or have flooring. If not, carpet will be laid at the exhibitor's expense.

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.

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 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.

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

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 exception of NEA giveaways. Exhibitors cannot 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.

MEDIA No exhibitor may photograph, take video footage, or make recordings of any type in the Expo or inside the convention center without the express consent and written approval of show management or NEA. Exhibitors agree that photos taken by NEA or show management maybe used for promotional purposes only.

CANCELLATION/DOWNSIZING Any Exhibitor who decides to cancel or downsize booth space must notify the Show Manager in writing. The percentage of fees to be forfeited will be determined by how much in advance of the exposition opening this notice is received.

- 25% Cancellation more than 180 days prior to opening
- 50% Cancellation 120 to 180 days prior to opening
- 100% Cancellation fewer than 120 days prior to opening

DIRECT MARKETING Due to privacy concerns, NEA does not make information about NEA members available outside of the association. If you are contacted by anyone offering to provide lists of NEA EXPO leads, we advise exercising caution as such offers may be fraudulent. In addition, the use of NEA member contact information for direct marketing purposes is expressly prohibited. Exhibitors are permitted to collect contact information only from EXPO attendees who voluntarily

(a) allow their badges to be scanned using lead retrieval equipment provided by NEA's exclusive vendor, and/or (b) agree to participate in raffles or giveaways. Exhibitors may use such information solely for post-EXPO follow up.

FIRE PROTECTION Exhibitors 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.

RESTRICTIONS Management reserves the right to deny any and all applications. Applicants must adhere to NEA policies and regulations on nondiscrimination. Applications may be denied because a proposed exhibit would not be in keeping with NEA's standards, would be disruptive or offensive. In addition, 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.

With the exception of NEA Affiliates, NEA Recognized Caucuses, or candidates running for NEA office, the NEA logo or name may not be used 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. Exhibitors are prohibited from using Native American mascots, such as Redskins, and any derogatory and/or racist images in exhibitors' exhibits, displays, materials, and handouts. Management reserves the right to restrict or to remove exhibits considered by Management to be using Native American mascots, derogatory and/or racist images. Management reserves the right to determine what constitutes a derogatory or racist image.

LIABILITY AND INSURANCE The exhibitor agrees to protect, and hold harmless NEA, CEPI, and ExpoPlus 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 hold 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 must be provided with a certificate of insurance from each exhibiting company of no less than one million dollars comprehensive general liability.

Neither NEA, its officers, staff members nor agents will be responsible for the safety of the exhibitors, 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.

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. All booth spaces must be fully carpeted by the exhibiting company occupying the booth space. Failure to carpet space will result in a forced fee to carpet the booth space provided by the General Service Contractor.

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.