

[workshop.njsba.org](http://workshop.njsba.org)

October 23-26, 2017 • Atlantic City Convention Center

# Education FOR A COMMON PURPOSE



**WORKSHOP**  
**2017**  
PARTNERS IN STUDENT  
ACHIEVEMENT

Co-sponsored by:  
NJSBA • NJASA • NJASBO

## PROSPECTUS FOR NON-PROFITS

Learn more about Exhibitor and Sponsor opportunities!

## TESTIMONIALS

“A Workshop like this is a great opportunity to get in touch with the feelings of the administrators of the schools, whether it’s school board members, superintendents, business administrators, It’s great to bring them all together in one place.”

**Adam Scarzafava**

**PROMEDIA**  
A NEW ERA TECHNOLOGY COMPANY

“The education field changes day by day, minute by minute, and it really gives you a chance to learn about those changes....this is all cutting edge stuff right here.”

**Bethany Summer**

North Warren Regional BOE

“Every time I come to the convention, I learn a number of new things every day.”

**Dan Blachford**

Superintendent, Hammonton BOE

“One of the best things is that you get to learn about best practices and network with your peers.”

**Chanta Jackson**

Neptune Twp BOE



# Welcome

The annual NJSBA/NJASA/NJASBO Conference is the largest and most comprehensive training conference for the education community in New Jersey.

Decision-makers from New Jersey’s 581 school districts, as well as charter schools, come to Workshop to explore trends in education and to learn about the educational products and services available from you – the experts – while keeping within their budgets.

The 2017 conference will take place Oct. 23 – 26 at the Atlantic City Convention Center. The Exhibit floor, designed to help school leaders make sound decisions on products, services and technology for their education programs, will operate for two days: Tuesday, Oct. 24 and Wednesday, Oct. 25.

The theme for Workshop 2017, “Education for a Common Purpose,” reflects the evolution of public education and its impact on our country. Since our nation’s earliest days, education has been a cornerstone of our democracy. Our founding fathers understood that a well-educated citizenry was necessary to the success of the new republic.

Workshop plays a vital role in fulfilling this goal through professional development and resources for local school board members, superintendents and school business administrators, as well as curriculum directors, technology professionals and school facility managers.

Workshop 2017 will also offer numerous opportunities to share your expertise with our attendees through training and networking.

Keep reading to learn how to become our partner in student achievement and help us promote “Education for a Common Purpose,” at Workshop 2017!

## 2016 Workshop Quick Facts



**8,100**

number of attendees

**95%**

districts represented

**21 out of 21**

NJ counties represented

## who attended

- School Board Members
- School Business Administrators
- Superintendents
- Charter School Trustees & Lead Persons
- School Technology Directors
- Curriculum Directors
- School Facilities Managers

**Workshop 2016 SOLD OUT by early September.  
Reserve your space today!!**

# Your Valuable Input at Work

**Workshop Sponsorship drives brand awareness; generates targeted leads, as well as pre- and post-conference visibility; and provides exhibitors with strategically focused access to an influential audience.**

Whether you are a Fortune 500 Company or small business, Workshop 2017 can help meet your objectives through improved brand awareness, networking and training for our attendees.

## The first step is to exhibit in the Partner Pavilion and earn your Sponsorship Benefits!

The Partner Pavilion is a premier location on the exhibit floor just beyond the entrance. As an exhibitor, you will engage face-to-face with an audience of school leaders in the most heavily traveled area of the exhibit floor.

To secure a location in the Partner Pavilion, and become a Bronze Sponsor, simply purchase a booth and spend a minimum of \$1,000 on sponsorship opportunities listed on page 7.

To learn more about additional sponsorship levels and benefits, refer to page 7.

**We can help you build your own package! For more information on the full menu of advertising and branding opportunities, see pages 5 & 6.**

### GOAL 1: TRAINING

Lead a training session and share your valuable content and information with attendees to bring back to their districts.

**Group Sessions** Group Sessions are 60-minute programs for up to 200 attendees. This is an opportunity to present information on a topic in which you are an expert.

*Available to Diamond and Platinum sponsors.*

**Learning Labs** These popular 30-minute speaking sessions take place right on the exhibit floor. Interact directly with attendees in a small lecture setting.

*Available to Diamond, Platinum, Gold and Silver sponsors.*

**Roundtable Discussions: Lunch & Learn** Take part in an interactive networking lunch on Tuesday and Wednesday with our attendees on the exhibit floor. Lunch & Learn provides an opportunity for your company to participate in roundtable discussions on important topics in education.

*Available to Diamond and Platinum.*

### GOAL 2: BRAND AWARENESS

Extend your reach! As an exhibitor, you'll have the opportunity to reach our 8,100 attendees. Get their attention – and keep it.

Become an advertiser or take advantage of the other opportunities to display your branding throughout the conference.

Workshop offers a variety of brand awareness options to help get you noticed!

- ✓ **Hydration Stations**
- ✓ **Light Box**
- ✓ **School Leader magazine advertising**
- ✓ **3rd and 4th floor classrooms**
- ✓ **Workshop Program Book advertising**

### GOAL 3: NETWORKING

In addition to the exhibit floor, Workshop 2017 will offer more chances to network including:

**Device-Charging Depot** Be a sponsor of one of the device recharging stations located in Room 319 on the 3rd floor, in the Tree House Lounge on the 4th floor, or on the exhibit floor.

**Exhibitor** You will engage face-to-face with an audience of school leaders on our heavily trafficked exhibit floor.

**Java Break** Be a sponsor of one of the attendee coffee breaks located on the 3rd floor and on the 4th floor.

**Meet & Greet Suites** The Meet & Greet Suites, on the 4th floor of the Convention Center, offer a private, casual setting to network with attendees for all 3 days of the conference from Oct. 24 to Oct. 26!

*Diamond sponsors only.*

# Sponsorship & Advertising Opportunities

## BRAND AWARENESS

Enhance your branding and advertising to increase your booth traffic and overall show success.

### Device-Charging Depot Centers

Capture the attention of attendees as they take advantage of this service to power up their wireless devices without leaving the conference. The Device-Charging Depot Centers provide convenient device-charging locations and give your company a special opportunity to display its branding. **\$6,500 each**

### General Conference Support

Looking for an opportunity to upgrade your sponsorship to the next level? Talk to us about applying your sponsorship dollars toward General Conference Support.

### Hydration Stations

Workshop is a nonstop marathon of training! Help keep attendees hydrated by sponsoring a Hydration Station that will be located throughout the Convention Center and on the exhibit floor. Hydration Stations offer a refreshing opportunity to display your brand. **\$1,000**

### Integrative STEAM Passport

The Integrative STEAM (I-STEAM) Passport will help drive foot traffic to your booth. Use this opportunity to highlight how your company can help districts learn about I-STEAM learning environments, create makerspaces and promote project-based and minds-on learning that is easily transferable to improve I-STEAM education in NJ school districts. Through the I-STEAM passport, your company can also help districts learn about decisions related to facility changes, curriculum, and teacher professional development, as well as help board members and school administrators effectively communicate to community members the importance of future careers and the vital workplace readiness skills that I-STEAM programs provide. Participating exhibitors are listed on the passport and mobile App. **\$1,000 each.**

### Java Break

Give your brand a caffeinated boost by becoming a Java Break sponsor. These coffee stations will be strategically located on the third and fourth floors on Tuesday, Wednesday, and Thursday — and are sure to draw a large number of attendees looking to recharge and refuel. **\$6,000 per day**

### Leadership Breakfast

The Leadership Breakfast brings together all of NJSBA's key leaders, including Board of Directors members, the County Association Leadership, and committee heads. Sponsorship of the leadership breakfast provides your company an opportunity to network with education leaders from across the state. **\$5,000**

### Light Box Branding

Spotlight your brand and advertise on these 5' tall, 4 sided full-color illuminated advertisements. This sponsorship opportunity will light up the Convention Center. **\$2,350 each**

### Lunch & Learn

Who says there is no free lunch? Provide attendees with a lunch and the opportunity to participate in practical, interactive and inspiring round-table discussions on Tuesday and Wednesday next to the exhibit hall theater. Large ceiling banners will be displayed with your logo. **\$10,000 each (2 each day)**

### NJSBA Broadcast Center

The Broadcast Center, located on the exhibit floor near the stage, features live, onsite interviews with top education leaders, keynote speakers and other conference attendees. This exciting destination, sure to attract the attention of onlookers, will feature your company name on an overhead banner. **\$10,000**

### NJSBA Integrative STEAM Command Center with "STEAM" TANK

The I-STEAM Command Center will again feature the STEAM TANK competition that places students in the role of inventors and entrepreneurs. There are also demonstrations by schools that exemplify best practices in I-STEAM education. The I-STEAM Command Center provides resources and experts that can lead to student achievement in the I-STEAM core areas. This year, the center will showcase a makerspace area that consists of students and teachers inventing, creating and learning how to apply I-STEAM in a collaborative and innovative setting. **\$10,000 each (limit 2)**

### NJSBA Officer's Reception

By invitation only. As the sponsor of this prestigious event, your company name will be listed on invitations sent to an exclusive list of attendees. You will have the opportunity to meet many New Jersey school leaders in a relaxed atmosphere. **\$25,000**

### NJSBA Sustainable Schools Passport

The Sustainable Passport will help drive foot traffic to your booth. Use this opportunity to highlight how your company can help districts save money, create healthier buildings and campuses, and earn Sustainable Jersey for Schools credit. Participating exhibitors are listed on the Passport and Workshop mobile app. **\$1,000 each**

### School Law Forum

The School Law Forum sponsorship provides a speaking opportunity to present to more than 250 attendees. This popular Workshop event attracts attorneys and education leaders who come to learn about developments and emerging issues in school law. **\$5,000**

### Rest and Recharge Lounge

This lounge is strategically located on the exhibit floor, and offers attendees a place to relax, hold conversations, network and recharge devices. Your brand can't be missed in this high-traffic area. **\$10,000**

# Sponsorship & Advertising Opportunities

## Sustainable Schools Center

The Sustainable Schools Center features a variety of government agencies and non-profit organizations that showcase programs and resources that lead to sustainable and healthy environments at lower operating costs. The center places an emphasis on the how to earn points in the Sustainable Jersey for Schools certification program, and participate in Eco Schools USA and the U.S. Department of Education Green Ribbon Schools program. There are also demonstrations by schools that exemplify best practices in sustainability. Additionally, there is an NJSEBA Sustainable Schools Passport that provides school leaders the opportunity to collect initials around the exhibit floor and learn about sustainable practices, products and services. This sponsorship includes a Passport stop (\$1,000 value). Your Company can choose whether to exhibit in the center or in a booth (for extra fee) in close proximity. **\$15,000 each (limit 2)**

## Sustainable Jersey for Schools Certification & Awards Ceremony

Join us in recognizing those schools who have shown leadership in sustainability at the third annual Sustainable Jersey for Schools Certification & Awards Ceremony. **\$15,000 (limit 2)**

## Technology Champion

Be one of the sponsors that provides technology needs to attendees through all three days of the conference. Your sponsorship will be visible to all through free Wi-Fi and signage. **\$10,000 each**

## Workshop Classroom Sponsor

Workshop is noted for delivering outstanding training and professional development opportunities to attendees. Display your company name/logo on a training schedule sign outside the Atlantic City Convention Center classrooms. **\$1,000 each**

## Company Logo Floor Graphic

Add your logo with a graphic over top of the aisle carpet in front of your booth. **\$1,000**

## ADVERTISING OPPORTUNITIES

Advertise in more than one medium to put your message front and center and maximize your impact.

## Workshop Program Book

Attendees use the Workshop Program Book as their ultimate guide to training programs and events throughout the three-day conference. Spotlight your company in this essential Workshop publication.

**Must be secured by August 31, 2017. Ads due by Sept.5.**

Full-Page Program Book (5" w x 8" h) . . . . . \$1,500

Half-Page Program Book (5" w x 3.5" h) . . . . . \$1,000

## School Leader Magazine

School Leader magazine is issued six times a year and has a circulation of over 6,650. It reaches school management for New Jersey's 581 school districts and NJSBA's charter school members. Readership includes decision makers, such as school board members, chief school administrators and school business officials.

**Must be secured by August 7, 2017. Ad art due August 14.**

All School Leader advertising requires a separate contract. Contact Lisa Deon at ldeon@njsba.org for details.

## Corporate Membership Program

New Jersey School Boards Association's Corporate Membership Program offers year-round benefits for being our partner in student achievement. We give you the tools to connect with our network of dedicated education leaders in more ways than anyone else in the industry – positioning your company for **Rock Star** status! **\$2,000**

Requires a separate contract. Contact Lisa Deon at ldeon@njsba.org for details.

## SCHOOL LEADER 2016 EDITORIAL CALENDAR

ISSUE	SPECIAL SECTION	AD CLOSE DATE	ART DUE DATE
2017 May/June	School Security	Apr. 10, 2017	Apr. 17, 2017
2017 July/Aug	Back to School	June 9, 2017	June 16, 2017
2017 Sep/Oct Pre-Workshop	Sustainability	Aug. 7, 2017	Aug. 14, 2017
Sept./Oct Pre-Workshop Issue 15% discount on full-page ad ..... \$1,310			
2017 Nov/Dec	School Law	Oct. 6, 2017	Oct. 13, 2017

## SCHOOL LEADER YEAR-ROUND ADVERTISING INSERTION RATES

Frequency	1x	3x	6x
2-Page Spread	\$2,050	\$1,982	\$1,885
1-Page Spread	\$1,432	\$1,373	\$1,250
Full-Page	\$1,532	\$1,473	\$1,378
Full-page Cover 2	\$1,627	\$1,569	\$1,479
Full-page Cover 3	\$1,606	\$1,548	\$1,458
Back Cover	\$1,654	\$1,590	\$1,500
Half-Page	\$888	\$851	\$766
Third-Page	\$686	\$660	\$580

# Sponsorship Benefit Menu

Build your comprehensive sponsorship package.

1. **Choose** your desired sponsorship level from the chart below: Diamond, Platinum, Gold, Silver or Bronze
2. **Select** your booth space in the Partner Pavilion from the Exhibit floor Plan on pages 8 and 9
3. **Create** your perfect package by choosing from the menu of available sponsorship and advertising opportunities on pages 8 and 9
4. **Complete** the Exhibitor/Sponsorship Summary Order Form on page 10
5. **Complete** the Exhibitor Booth Space Application and Contract on page 11
6. **Return** the completed information by following the directions listed on the forms

SPONSORSHIP BENEFITS	SPONSORSHIP LEVELS				
	DIAMOND \$30k Minimum Booth fee incl.	PLATINUM \$20k Minimum Booth fee incl.	GOLD \$10k Minimum	SILVER \$5k Minimum	BRONZE \$1k Minimum Plus Booth fee
Lead Retrieval Scanner	✓				
Group Session(s)	3	2			
Learning Lab Session(s)	2	1	2**	1	1
Lunch & Learn Tabletop Discussion(s) on Tuesday and Wednesday	1	1			
Meet & Greet Suite for 3 Days	1				
Booth in the Partner Pavilion on the Exhibit floor. You select size not to exceed 20' x 20'	✓	✓			
Superintendent List with District Addresses	✓	✓	✓	✓	
Business Administrator List with District Addresses	✓	✓	✓	✓	✓
Sponsor Ribbons for Booth Personnel	✓	✓	✓	✓	✓
Light Box Display Advertising	✓				
Full Page Ad in the Sept/Oct Issue of <i>School Leader</i> magazine*	✓				
Brief Description (75 words) in a special section of the Program Book*	✓	✓			
<i>Program Book</i> Full-Page Advertisement*	✓	✓			
Link to Your Company's Website from the Workshop 2016 Website	✓	✓	✓	✓	✓
COMPANY NAME/LOGO OPPORTUNITIES					
Prominent Placement on the Exhibit hall Entrance Unit*	✓	✓			
Exhibit floor Aisle Sign*	✓	✓	✓		
The County Café on the Exhibit floor	✓	✓	✓	✓	
Pre-conference issue of <i>School Leader</i> magazine*	✓	✓	✓	✓	✓
Post-conference issue of <i>School Leader</i> magazine	✓	✓	✓	✓	✓
Signage throughout the Convention Center	✓	✓	✓	✓	✓

\*Deadlines apply. Please see full descriptions on page 5 - 6.  
\*\*Can exchange 2 Learning Lab sessions for 1 Group Session.

# Workshop Exhibit Hall Floor Plan

## Patrice Maillet

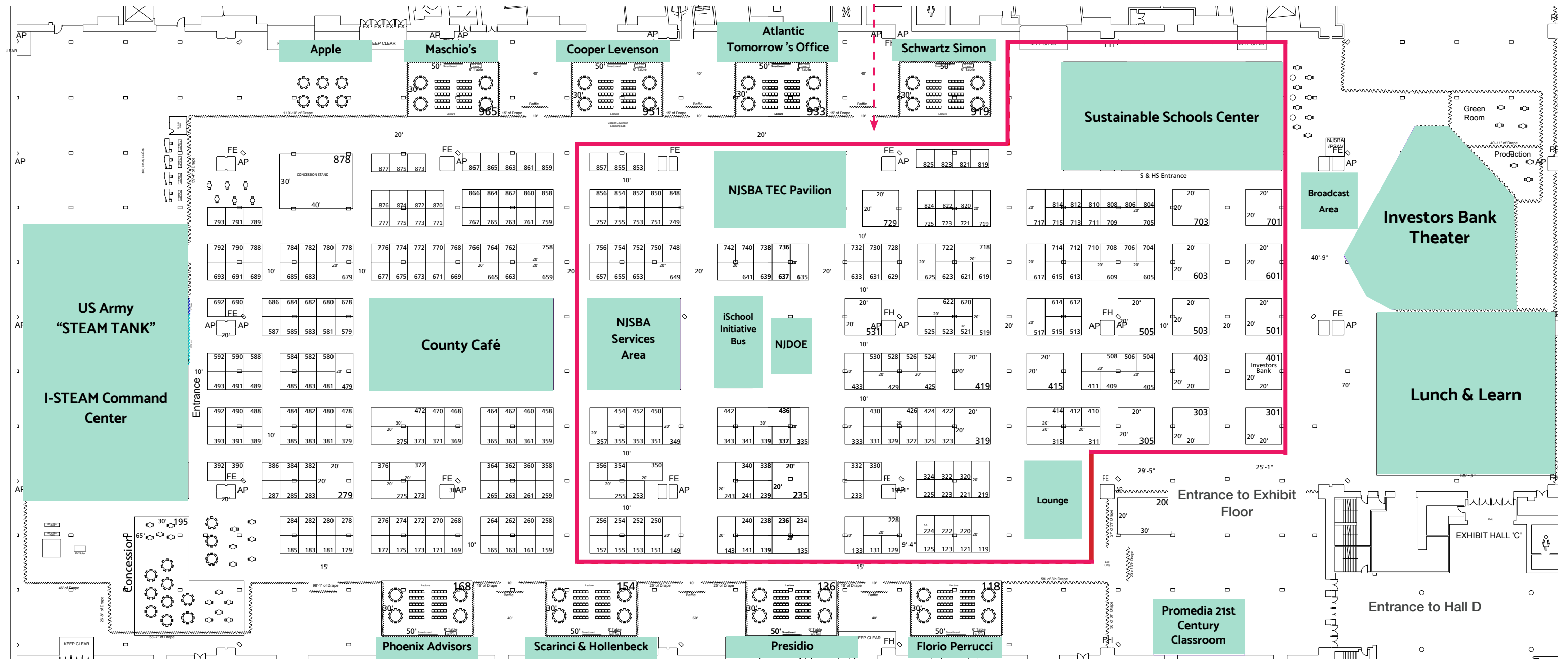
Business Development  
 Director, NJSBA  
**Phone:** 609-278-5227  
**Email:** pmaillet@njsba.org

## Lynn Anderson

Workshop & Exhibits  
 Manager, NJSBA  
**Phone:** 609-278-5223  
**Email:** landerson@njsba.org

## EXHIBIT FLOOR HOURS OF OPERATION:

**October 24, 9:00 a.m. – 5:00 p.m. and  
 October 25, 9:00 a.m. – 4:00 p.m. only**



To be included in the Partner Pavilion, add a sponsor benefit equal to a minimum of \$1,000 to your booth fee. (See column at right.)

Select your desired booth space from the exhibit floor plan on pages 8 – 9, review the Sponsorship Opportunities on pages 5 – 6 and complete this form and the Exhibit Booth Space Application & Contract on the following page.

BOOTH SELECTION FORM	
Check the appropriate box below.	
Booth (Not including Empowerment Centers)	QTY.
In-line Booth (10'x10') \$900	
Corner Booth (10'x10') \$2,000	
Peninsula Booth (20'x20') \$7,400	
Island (20'x20') \$7,800 (No drape or back wall, completely open)	
<b>BOOTH SPACE TOTAL</b>	

Included	NOT Included
One 6' draped table, two chairs, waste basket and carpet., 8' high backdrop curtain; 3' high side curtain; 7" x 44" booth identification sign; free registration to this closed show for up to five representatives per 10' x 10' space reserved; listing in Exhibit Directory section of the conference Program Book	Furniture; electrical service; and Internet service; freight; storage and carpet are not included in the space exhibition fee. A packet of order forms for services and equipment will be emailed to the contact person identified below.

**PAYMENT METHOD**

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

Payment Enclosed \$ \_\_\_\_\_ for \_\_\_\_\_  
Exhibit Spaces (total number)

BRONZE    SILVER    GOLD    PLATINUM    DIAMOND

VISA    MasterCard    American Express    Exp Date\* \_\_\_\_\_

Card# \_\_\_\_\_

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

Phone: \_\_\_\_\_

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

Billing ZIP Code \_\_\_\_\_

Card Holder's Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP \_\_\_\_\_

Card Holder Signature \_\_\_\_\_

Print Name \_\_\_\_\_

\*Credit Card payment cannot be processed without an expiration date. Booth will not be assigned unless all information is complete.

Contact Lynn Anderson: Business: 609-278-5223; Cell: 267-307-1756; landerson@njsba.org; Fax to 609-583-1046

**LEVEL OF SPONSORSHIP CALCULATOR** Add booth selection and sponsorship fees to determine sponsorship level.

BOOTH SPACE TOTAL \$ \_\_\_\_\_ + TOTAL OF SPONSOR OPTIONS SELECTED \$ \_\_\_\_\_ = GRAND TOTAL \$ \_\_\_\_\_

BRONZE = Booth fee + \$1,000 min.    SILVER = \$5,000 min.    GOLD = \$10,000 min.    PLATINUM = \$20,000 min.    DIAMOND = \$30,000 min.

**SPONSORSHIP OPPORTUNITY MENU FORM**

Check the appropriate box or boxes below to become a sponsor at the level that's right for you.

**SPONSORSHIPS and NETWORKING**

- Officer's Reception **SOLD** . . . . . \$25,000
- Badge Holders for Attendees **SOLD** . . . . . \$22,000
- Tote Bags for Attendees **SOLD** . . . . . \$22,000
- Workshop Mobile App **SOLD** . . . . . \$12,500
- Technology Champion (limit 4) . . . . . \$10,000 ea
- Java Break (limit 3) **2 LEFT** . . . . . \$6,000 ea
- Leadership Breakfast **SOLD** . . . . . \$ 5,000
- School Law Forum **SOLD** . . . . . \$ 5,000
- Corporate Membership Program . . . . . \$2,000 ea
- Workshop Classroom Sponsor . . . . . \$1,000 ea
- Hydration Stations . . . . . \$1,000 ea

**ON THE Exhibit floor**

- County Café **SOLD** . . . . . \$25,000
- Theater on Exhibit floor **SOLD** . . . . . \$25,000
- "STEAM" Tank **SOLD** . . . . . \$20,000
- Sustainable Jersey for Schools Certification and Awards Ceremony (limit 2) **1 LEFT** . . . . . \$15,000 ea
- Sustainable Schools Center (limit 2) **1 LEFT** . . . . . \$15,000 ea
- Attendee Lunch Tuesday (limit 2) **1 LEFT** . . . . . \$10,000 ea
- Attendee Lunch Wednesday (limit 2) **1 LEFT** . . . . . \$10,000 ea
- I-STEAM Command Center (limit 2) . . . . . \$10,000 ea
- Learning Lab (Limit 10) **SOLD** . . . . . \$10,000 ea
- Broadcast Center . . . . . \$10,000
- Rest and Recharge Lounge **SOLD** . . . . . \$10,000
- Device Charging Depot Centers (Limit 2) **1 LEFT** . . . . . \$6,500 ea
- Light Box Branding . . . . . \$2,350 ea
- I-STEAM Passport . . . . . \$1,000 ea
- Sustainable Schools Passport . . . . . \$1,000 ea
- Company logo on carpet overlay in front of your booth . . . . . \$1,000 ea

**ADVERTISING OPPORTUNITIES**

**PROGRAM BOOK** Must be secured by 8/31/2017. Ad art due by 9/5/2017.

- Full-Page Ad (5" x 8") . . . . . \$1,500
- Half-Page Ad (5" x 3.5") . . . . . \$1,000

**SCHOOL LEADER MAGAZINE** Must be secured by 8/7/17. Art due by 8/14/17.

- September/October Issue: (discounted, no other discounts apply) . . . \$1,310
- Other School Leader Advertising **Requires a separate contract**

Insertion type \_\_\_\_\_ Amount \_\_\_\_\_

**TOTAL OF SPONSOR OPTIONS SELECTED \$** \_\_\_\_\_

NJSBA/NJASA/NJASBO  
Location: Atlantic City  
Convention Center

2017 ANNUAL EXHIBITION & WORKSHOP  
Workshop Conference Dates: October 23, 24, 25, 26  
Exhibit floor Open: October 24, 9:00 a.m. – 5:00 p.m. and October 25, 9:00 a.m. – 4:00 p.m only

**CONTACT PERSON**

The contact person receives all correspondence, exhibitor instructions and the necessary forms required to exhibit. Information will be mailed or emailed to the address below. Please keep us advised of any changes to this information as it will affect our ability to contact you with important updates.

CONTACT PERSON: \_\_\_\_\_

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

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Cell: \_\_\_\_\_

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

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

**EXHIBIT DIRECTORY INFORMATION** (as it will appear in the Program Book)

Company \_\_\_\_\_ Person to be Listed in Program \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email: \_\_\_\_\_ Website: \_\_\_\_\_

Description of Product or Services (maximum 25 words) \_\_\_\_\_

ALL Exhibitors are listed in the Program Book

**PLEASE INDICATE YOUR EXHIBIT SPACE PREFERENCE** (See floor plan on page 8 – 9 for booth numbers)

TOTAL number of booths requested \_\_\_\_\_

1st choice    2nd choice    3rd choice    Please assign near    Do not assign near

All booth assignments are at the discretion of Management.

**FULL PAYMENT OF EXHIBITION FEE MUST ACCOMPANY THIS CONTRACT**

You will be notified of your space assignment. Space is assigned upon receipt of full payment and completed, signed contract.

**PLEASE TYPE OR PRINT LEGIBLY**

This Exhibit Space Contract is entered into between \_\_\_\_\_ (Exhibitor) and NJSBA. This contract takes effect upon acceptance by the Exhibitor and the notice of assignment of exhibit space by Exhibit Management. The Exhibitor hereby requests NJSBA to provide Exhibitor with exhibit space at the 2017 Annual Workshop and Exhibition with the understanding that the Exhibitor may set up on Oct. 23, 2017 and must participate in the show on Oct. 24 and Oct. 25, 2017, during the stated times. Exhibitor agrees to pay NJSBA the full scheduled exhibition fee with submission of this contract. Exhibitor agrees to abide by the rules and regulations printed on the reverse side of this contract. The signature affixed below indicates acceptance of these conditions. The person executing this contract has read the terms and conditions on the reverse side and agrees that the company they represent will comply with all Exhibitor Rules and Regulations.

Executed by \_\_\_\_\_ (Please sign in ink—authorized signature) \_\_\_\_\_ (print or type name) \_\_\_\_\_ (date)

I represent that my company has not filed for bankruptcy protection under the federal bankruptcy code nor filed a Deed of Assignment for the Benefit of Creditors within the four months preceding or following execution of this application/agreement.

**NOTE: In addition to the fees listed for the various booths, an additional \$150 fee will be charged for any change order received after Sept. 26, 2017 or for new booths sold on site.**

I have read the Terms and Conditions on the following page.

**SEND ORDER FORM/PAYMENT AUTHORIZATION, CONTRACT AND ALL OTHER CORRESPONDENCE TO:**

NJSBA • 413 West State Street • Trenton, NJ 08618  
Attn: Lynn Anderson, Exhibits Manager  
Business: 609-278-5223; Cell: 267-307-1756;  
landerson@njsba.org; Fax to 609-583-1046

**ALL CANCELLATIONS ARE SUBJECT TO TERMS ON REVERSE SIDE OF CONTRACT**

**NJSBA USE ONLY**

Date Contract Received \_\_\_\_\_

This Exhibit Space Contract has been accepted and exhibit space has been assigned as follows (subject to Exhibitor's Rules and Regulations or by management's discretion as circumstances require):

Booth number(s) \_\_\_\_\_ have been assigned.

Approved by \_\_\_\_\_ for NJSBA.

Number of booths assigned \_\_\_\_\_ Booth Fee \$ \_\_\_\_\_

Sponsorship Fee Total \$ \_\_\_\_\_ Sponsor Level \_\_\_\_\_

Exhibitor I.D. # \_\_\_\_\_ Order# \_\_\_\_\_

# GENERAL TERMS/CONDITIONS/GUIDELINES (Please Read Carefully)

The following “Terms and Conditions” become part of the contract between the exhibitor and the three association sponsors (“Associations”) NJSBA/NJASA/NJASBO. October 23, 24, 25, 26, 2017\*

**Application:** Workshop is an exhibition designed to provide educational opportunities for board members, charter school trustees, chief school administrators, charter schools lead persons and school/charter school business officials and other school district staff. Exhibit Management (“Management”) reserves the right to determine the eligibility of all exhibit space applicants and individual products and services to be exhibited. Exhibits that are determined to be inconsistent with the high standards of the exhibition, present health or safety hazards, or are otherwise noisy, in bad taste, or conflict with the orderly management of the exhibition or for other cause will be denied admission.

**Exhibiting Schedule:** Exhibit personnel may enter the exhibit hall each day at 8 a.m.; Set-up is Monday, October 23, 2017, 8 a.m. – 5 p.m. (Badges are not required for set-up). Freight doors will be open from 8 a.m. until 4:30 p.m. on Monday, October 23 ONLY to receive displays and materials. Only hand-carried freight will be allowed on Tuesday, October 24 through the lobby entrance only. All exhibits must be set up during this time. Any exhibit not set up by 9:00 a.m. Tuesday may be resold or reassigned by Management without obligation of the Association for any refund.

**Exhibit floor Hours:** Tuesday, October 24 from 9 a.m. to 5 p.m. and Wednesday, October 25 from 9 a.m. to 4 p.m. Badges must be worn at all times on Tuesday and Wednesday to be admitted to the exhibit floor. Management reserves the right to make modifications to the exhibition hours as may be necessary to meet program needs

**Registration of Booth Personnel:** Commercial exhibiting companies may register five representatives per 10 x 10 booth space as part of the exhibition fee. This show is a closed show. No guest badges will be permitted for booth personnel. Badges can not be transferred. A \$50 fee will be charged for any badges over the 5 allotted per booth space.

**Decorating/Shipping Directions:** Booth equipment, service forms and other pertinent information will be sent by email to confirmed exhibitors by August 1. Exhibitors contracting after that date will receive information as their contracts and payments are received and approved.

Management will provide booth space as indicated on the official floor plan, but reserves the right to make any changes necessary to the floor plan in the interest of the exhibition. Management will provide standard booth features as indicated on the Order Form. The Exhibitor understands that any additional requirement such as electrical outlets, special signs, booth equipment or the service of porters, drayage, etc. will entail charges at the exhibition fee rates. All booth assignments are at the discretion of Management.

Ovations Food Services is the exclusive supplier and retailer of all food and beverage of any type at the Atlantic City Convention Center. No food or beverage will be allowed in the exhibit booths without the written consent of Ovations. Fees are applicable.

**Payment Terms:** Payment in full of the exhibition fee for exhibit space is required at the time the contract is signed. Exhibit space will not be guaranteed until payment in full is received by NJSBA. Checks should be made payable to NJSBA. Attention: Director, Finance and mailed to 413 West State Street, Trenton NJ, 08618.

**Refunds: Subject to Right of Offset below.** If written cancellation is received at the NJSBA office on or before July 31, 2017, 100% of the exhibition fee paid will be refunded. If written cancellation is received at the NJSBA office between August 1 and August 31, 2017, 50% of the exhibition fee paid will be refunded. There will be no refunds for cancellations received after August 31, 2017.

NJSBA may cancel without refund any exhibit space for noncompliance with the terms, conditions and regulations of this contract. Further, NJSBA reserves the right to not assign exhibit space to the Exhibitor and thereby terminate any obligation of the Exhibitor and NJSBA under this contract, in which case, NJSBA will so notify the Exhibitor and refund any payments made by the Exhibitor under this contract.

**Right of Offset:** If exhibitor owes NJSBA fees for services or programs not covered by this contract, any refund otherwise due will be first applied against said fees due.

**Liability:** NJSBA, NJASA & NJASBO or agents are not responsible for injury to any exhibitor or to exhibitor’s employees or property, or for loss by fire, theft, damage, delay, or any cause whatsoever, while exhibits and merchandise are in transit to or from the building or while in the ACCC. The exhibitor shall assume all responsibility for damage, injury, or loss to the premises in which said exhibit is held, or to persons or goods, caused by his exhibit or by the acts of his employees or agents. The exhibitor shall indemnify and save harmless the Associations and the Atlantic City Convention Center from all liability that may ensue from such causes.

**Management Protection:** Exhibitor affirms it has not filed for bankruptcy protection under the federal bankruptcy code nor filed a Deed Assignment for the Benefit of Creditors within the four months preceding or following execution of this contract.

**Exhibition Sponsors:** In exchange for the sponsorship level Indicated on the 2017 Order Form found in the Prospectus and/or the 2017 Sponsor Renewal Confirmation previously submitted, Management agrees to provide the specified benefits when the Exhibitor meets all conditions including full payment of the Sponsorship.

**Hospitality Suites/Receptions:** Confirmed exhibitors are welcome to host hospitality suites and receptions for Workshop participants. All such receptions **must be cleared** through the Exhibits Manager and open to all district attendees of Workshop.

## Booth Display Rules/Regulations/ Guidelines

For purposes of consistency and ease of layout and/or reconfiguration, floor plan design is in increments of 10ft. Therefore, unless constricted by space or other limitations,

**A Linear Booth**, also called “inline” booths, is generally arranged in a straight line and has neighboring exhibitors on its immediate right and left, leaving only one side exposed to the aisle.

**A Corner Booth** is an inline booth at the end of a series of inline booths with exposure to intersecting aisles on two sides.

**An End-cap** configuration is essentially an inline booth placed in the position of a Peninsula. End-cap Booths are generally 10ft deep by 20ft-wide. The maximum back wall height allowed is 8ft and the maximum back-wall width allowed is 12ft at the center of the back-wall with a maximum 3ft height on the two side aisles.

**A Peninsula Booth** is exposed to aisles on three sides, and comprised of a minimum of four booths. There are two types of Peninsula Booths: (a) one which backs to inline booths, and (b) one which backs to another Peninsula Booth and is referred to as a “Split Island Booth.” A Peninsula Booth is usually 20ft by 20ft or larger. When a Peninsula Booth backs up to two inline booths, the back wall is restricted to 8ft high and 12ft wide permitting adequate line of sight for the adjoining Linear Booths.

**An Island Booth** is any size booth exposed to aisles on all sides. Booth must be completely open, there is no 8 foot high draping allowed. An Island Booth is typically 20ft by 20ft or larger, although it may be configured differently. The entire content of the space may be used up to the maximum allowable height, which is usually a range of 16ft to 20ft including signage.

Refer to Management with any questions concerning booth space configuration.

## Use of Space

Regardless of the number of Linear Booths utilized, e.g. 10ft by 20ft, 10ft by 30ft, 10ft by 40ft etc. display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors.

All decorative materials shall be flame proof. See Decorator Kit for more details.

Demonstrations, distribution of literature, etc. are permitted only within the exhibitor’s designated space. No space or any part thereof shall be reassigned without the written consent of Management.

## Sound/Music/Games

Exhibitors may use sound equipment in their booths so long as the noise level does not disrupt the activities of neighboring exhibitors. Speakers and other sound devices should be positioned so as to direct sound into the booth rather than into the aisle. Rule of thumb: Sound and noise should not exceed 85 decibels when measured from the aisle immediately in front of a booth.

Noise-creating devices, games or amplifying systems shall be operated at a level that does not interfere with other exhibitors. Prior approval of possible disruptive noise games is required by Management.

Noisy exhibits or those not in keeping with the standards of the Exhibition, at the sole discretion of Management, will not be permitted. Management reserves the right to request the removal of any disruptive displays.

**Music:** Exhibitors are prohibited from using any form of music in conjunction with their exhibit. The Associations will NOT be held responsible for any lawsuit resulting from a copyright infringement claim arising out of such use. The exhibitor agrees to indemnify and hold harmless the Associations from any cost resulting from any legal action.

Over-the-counter sales and/or soliciting cash payments or donations on the exhibit floor are prohibited.

**Aisle Space** All aisle space is under the general control of Management and shall not be used for exhibit or demonstration purposes. Management reserves the right to remove, relocate, or eliminate any objectionable exhibits, persons, advertisements or any other feature or action that does not conform to the high standards of the exhibition.

## Installation and Dismantling of Exhibits

All labor in connection with installation, removal, or maintenance of the exhibition must be performed by the appropriate union having jurisdiction. The official service contractor must handle all empty crate storage. Storage of empties behind booth drapes is prohibited.

The exhibitor agrees not to dismantle the display before the close of the exhibit 4 p.m. Wednesday, October 25. Management will assess the exhibiting company a \$500 fee and loss of priority status for future shows for any booths dismantled or abandoned before the 4:00 p.m. teardown time.

Exhibit Booth dismantling continues on Thursday, October 26, 8 a.m. to 10 a.m. All shipments must be removed from the premises by 2 p.m. October 26.

\* Dates subject to change with 90 days notice