

**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 <i>(No drape or back wall, completely open)</i>	
<b>BOOTH SPACE TOTAL</b>	

Included	NOT Included
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	<b>Furniture; electrical service; and Internet service; freight; storage and carpet are not included in the space exhibition fee.</b> 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 <b>Exp Date*</b> _____	
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](mailto:landerson@njsba.org); Fax to 609-583-1046

## 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) . . . . . \$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** \$ \_\_\_\_\_

## 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.

# NON-PROFIT EXHIBIT BOOTH SPACE APPLICATION & CONTRACT Submit this page with payment.

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](mailto: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