

2011

Annual Spring Conference Exhibitor Information

Missouri Association of Elementary School Principals



**Tan-Tar-A Resort and Golf Club
Windgate Exhibition Hall
Exhibitor Dates: March 13-14, 2011**

Exhibit Application

Reserve Your Space - Respond by Feb. 1, 2011

GENERAL INFORMATION: Approximately 500 principals, superintendents, college professors and Missouri State Department of Education representatives from around the state attend the annual conference of the Missouri Association of Elementary School Principals. If you would like to exhibit, please return the application form with payment before February 1, 2011. In order to provide exhibitors with maximum exposure, the association has made the following arrangements:

- The exhibit area and conference registration will be in Windgate Exhibit Hall on Sunday and Monday.
- Food and drink are available at Sbarro's Fri-Sun 11 a.m. to 2 p.m. & 5 to 10 p.m. and Mon-Wed 11 a.m. to 1 p.m. & 5 to 9 p.m.; Burger King Fri-Sun 7 a.m. to 10 p.m. & Mon-Wed 7 a.m. to 9 a.m.; Black Bear Lodge from 7 a.m. to 10 p.m.; Country Corner on Market Lane from 7 a.m. to 9 p.m. and Java Lake from 7:00-10:00 a.m.
- Exhibitors are welcome to participate in the golf tournament on Sunday.
- A reception for exhibitors will be held from 11:00 a.m. to 11:45 a.m. on Sunday.

RIGHTS OR REFUSAL OF EXHIBITOR: MAESP reserves the right to refuse to rent exhibit space to any person or entity whose product or services is not consistent with MAESP's mission and/or is deemed to be contrary to the best interests of MAESP members and/or public education. MAESP reserves the right to accept only exhibitors of its choosing.

DISAVOWAL OF ENDORSEMENT: MAESP'S acceptance of an exhibitor or sponsors is not, and should not be construed as, an endorsement by MAESP.

RATES: Exhibit booths are \$325 each. **Application and a check payable to MAESP must be postmarked on or before February 1, 2011.** MAESP also accepts MasterCard, Visa and Discover. Each 8' x 10' booth contains one 6' x 30" table, two chairs, one wastebasket and one 9" x 44" identification sign. Electrical outlets, AV, additional tables and chairs are available from Tan-Tar-A. An order form is sent with your booth confirmation.

HOURS: The exhibit hall will be open during the hours that coincide with conference registration:

Sunday, March 13, 2011 12:00 noon to 4:30 p.m.

Monday, March 14, 2011 9:00 a.m. to 12:00 noon

Sunday afternoon and Monday from 10 a.m. to 12 noon are protected times when the only scheduled activity for attendees is visiting the exhibit hall. Exhibitors who are giving away prizes at their booths are encouraged to hold their drawings between 10 a.m. and 12 noon Monday. Winners will be announced and asked to visit booths to pick up prizes at that time.

INSTALLATION AND DISMANTLING: Exhibits may be readied after 8 a.m. on Sunday, March 13, 2011, and removed after noon on Monday, March 14, 2011. Exhibits must be removed from the hall no later than 2:00 p.m. on Monday.

SHIPPING: Tan-Tar-A will assess handling and storage fees for any freight shipped directly to the hotel. Tan-Tar-A recommends that exhibitors who need to ship freight to or from the resort contact the firm of Page and Brown, 5744 Chapel Drive, Osage Beach, MO 65065; phone, 573-348-5176; fax, 573-384-5177.

SPACE ASSIGNMENT: Exhibits will be in Windgate Exhibit Hall. **Space will be assigned first to participants in the MAESP Purchase of Service program** (see back page). Businesses that participate in the MAESP Purchase of Service program should return the form immediately to guarantee first choice before booths are assigned to other exhibitors. **Other assignments will be on a first-come, first-served basis, based on the date applications are received in the MAESP office. Booths will not be assigned until fees are paid.** For information about becoming an MAESP sponsor, call Faye Peters at 573-638-2460. Every effort will be made to not place competing companies next to each other.

ACCOMMODATIONS: Room rates are \$95 per night for a single or double occupancy; \$134 for a one-bedroom suite and \$162 for a two-bedroom suite. Prices do not include tax of 8.475%. If you wish, you may check in at Tan-Tar-A on Saturday, March 12, 2011, at the same special room rate. Tan-Tar-A will release the MAESP room block on February 1, 2011.

HOSPITALITY ROOMS: Exhibitors may host hospitality rooms. These rooms must be approved and registered with the MAESP office and must observe the MAESP hospitality room guidelines, which are printed below.

HOSPITALITY ROOM GUIDELINES:

- 1) Hospitality room sponsors must register with the MAESP office. Call 573-638-2460.
- 2) Hospitality rooms may be open during the following hours:
Saturday, March 12, 2011—After the Distinguished Principals Banquet until midnight
Sunday, March 13, 2011—Before 11 a.m.
- 3) Hospitality room sponsors must have a booth in the MAESP exhibit hall.
- 4) Hospitality room sponsors must comply with all Tan-Tar-A sign regulations, which require that all banners and signs must be professionally made and displayed. Handmade signs displayed in any public spaces will be removed.
- 5) MAESP will not be responsible or liable for any loss, damage, injury or claims arising out of hospitality room sponsors' activities, including but not limited to activities held off property. Further, MAESP does not promote, endorse or advertise off-property activities on behalf of sponsors.

2011 MAESP Spring Conference Application for Exhibit Space

| | |
|-------------------|-------|
| For Office Use | |
| Date Received | _____ |
| Booth(s) Assigned | _____ |

Firm Name _____ Web Site _____
(This is how your company's name will appear on signage and in MAESP publications.)

Address _____

City _____ State _____ Zip _____ Phone _____

Person in charge of convention booth _____ E-mail: _____

Address _____ Phone: _____

City _____ State _____ Zip _____ Fax: _____

Booth confirmation and form for rental of additional Tan-Tar-A equipment will be e-mailed to the person in charge of the booth, unless you instruct otherwise.)

Names of booth personnel as they should appear on name badges:

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

Briefly describe the nature of your exhibit _____

Do you wish to donate a prize to the MAESP raffle? () Yes () No If yes, please describe: _____

Do you plan to hold a prize drawing at your booth? () Yes () No If yes, please describe: _____

**Do you wish to contribute \$25 to a drawing that requires participants to visit your booth to have a card initialed? () Yes () No
If so, please indicate below. *Drawings will be held Sunday 3:45 to 4:30 p.m. and Monday 11 a.m. to 12 noon. Principals must be present to win.*

Are you a MAESP Purchase of Service participant? () Yes () No
If you are not a Purchase of Service participant, would you like to receive information about the program? () Yes () No

Number of booths _____ x \$325.00 = \$ _____
Golf hole(s) sponsor _____ x \$250.00 = \$ _____
**Exhibitor Drawing _____ x \$ 25.00 = \$ _____

Mastercard/Visa/Discover Card#: _____
Expiration Date: _____ Amount: _____

AMOUNT ENCLOSED \$ _____

Signature: _____

Liability: Neither MAESP nor the hotel management shall be accountable or liable for any damage, loss, harm, or injury to the person or property of the applicant or any of its officers, agents, employees, or other representatives, resulting from theft, fire, water, accident, or any other cause. The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of exhibitor's activities whether on the Hotel premises or off and will indemnify, defend, and hold harmless MAESP and the Hotel, its owner, and its management company, as well as their respective agents, servants, and employees from any and all such losses, damages, and claims.

Hotel will not be responsible or liable for any loss, damage or claims arising out of exhibitor's activities on the Hotel's premises except for any claims, loss or damages arising directly from its negligence. Missouri Association of Elementary School Principals will be responsible to negotiate the contract with its exhibitors. MAESP does not endorse or advertise offsite activities.

Care of Building and Equipment: Exhibitors or their agents are liable to the owner of the property for any damage to the walls, floors, or booths.

Security: The exhibit hall will be locked when not in use. No responsibility for loss will be assumed by MAESP or Tan-Tar-A.

Cancellation Policy: In the event that an exhibitor cancels this contract after February 1 or otherwise fails to occupy his assigned space, MAESP is entitled to full payment for both space(s). Submission of application indicates acceptance of this policy.

 Signature _____

Booths will not be assigned without payment.

*Space is limited. Please return form with
Credit Card Information or check payable to MAESP
by February 1, 2011, to:*

MAESP
3550 Amazonas Drive
Jefferson City, MO 65109

Phone: 573-638-2460
Fax: 573-556-6270
E-mail: maesp@maesp.com

Web site: www.maesp.com

MAESP

3550 Amazonas Drive
Jefferson City, MO 65109

Important Information!
Respond by February 1, 2011 to exhibit at the MAESP Spring Conference

PRSRT STD
U.S. POSTAGE
PAID
JEFFERSON CITY, MO
PERMIT #319



MAESP Purchase of Service Program Participants 2009-2010

PLATINUM

Corporate Effort
\$10,000 & above

Inter-State Studio & Publishing Co.
Lifetouch National School Studios
Education Funding Group

GOLD

Corporate Effort
\$5,000-\$9,999

Ameritime

SILVER

Corporate Effort
\$2,500-\$4,999

NPRC/Virco
Horace Mann Companies
Mr. Z's / Red Apple
Macmillan/McGraw-Hill
Houghton Mifflin Harcourt Digital Solutions

BRONZE

Corporate Effort
\$1,000-\$2,499

Wagner Portrait Group
American Fidelity Assurance Co.
Software Technology
Major Saver

FRIENDS

Corporate Effort
\$600-\$999

CTB/McGraw-Hill

GOLF

Corporate Effort
\$250-\$599

Inter-State Studio & Publishing Co.
Education Funding Group
Horace Mann Companies
American Fidelity Assurance Co.

Purchase of Service companies receive first choice of booth locations!