



Alabama Association of School Boards

EXHIBITOR PROSPECTUS

2010 Annual Convention
December 2-4, 2010

The Wynfrey Hotel
Birmingham, Alabama

**ALABAMA ASSOCIATION OF SCHOOL BOARDS
2010 EXHIBITION CONTRACT / CONVENTION APPLICATION**

Don't miss your chance to build relationships with Alabama's school board members and superintendents! AASB's 2010 Annual Convention is scheduled for **Dec. 2-4**, at the Wynfrey Hotel in Birmingham, Alabama, and is expected to draw more than 400 local education leaders representing virtually every public school system in the state.

We are pleased to offer up to 40 exhibit spaces and wonderful opportunities for event sponsorship! Act quickly. Booth locations are assigned on a first-come, first-served basis and will be confirmed in writing prior to conference. Payment for exhibits must be received by **Nov. 1**.

DATES, & ACCOMMODATIONS

The Alabama Association of School Boards Annual Convention & Exhibition will be held on Dec. 2-3. at the following property:

The Wynfrey Hotel
1000 Riverchase Galleria
Birmingham, AL 35244
Phone: 800/562-0601
www.wynfrey.com

Convention Room Rate: \$119 plus tax under the
Alabama Association of School Boards (AASB) block

EXHIBIT HOURS

- **Thursday**, Dec. 2 - 1:30 - 3 p.m. (**Set-up**)
- **Thursday**, Dec. 2 - 3-6 p.m.
- **Friday**, Dec. 3 - 7:30 a.m. - 1:15 p.m.
- **Friday**, Dec. 3 - 1:15 - 2:30 p.m. (**Tear-down**)

SERVICE CONTRACTOR

George F. Fern Company serves as the service contractor for the Exhibit Program. Exhibiting companies will receive an exhibitor kit from the George F. Fern Company with complete information regarding booth furnishings, booth shipments and other pertinent information approximately six (6) weeks prior to the show.

Booth size, 8' x 10'. Booth rental \$450 per booth for members and \$550 for non-members. The official decorator for the AASB Annual Convention is:

Chuck Adams
George F. Fern Company
2101 Richard Arrington Jr. Blvd. North
Birmingham, AL 35203
Phone: 205/458-8741; Fax: 205/458-8742
E-mail: cadams@fernexpo.com

As an exhibitor, you also receive:

- One complimentary ticket to breakfast Friday.
Tickets for additional guests may be purchased onsite.
- A company listing in the conference program (30 words or less)
- A company listing and link on the conference website.
- A conference registrant list prior to the event.
- A conference attendee list following the event.

INSTALLATION AND DISMANTLING HOURS

Exhibits may be set up between 1:30 - 3 p.m. on Thursday, Dec. 2.

Exhibitors are required to keep their space staffed starting at 3 p.m. on Thursday and keep it open during exhibit times until 1:15 p.m. on Friday, Dec. 3.. No packing or dismantling should begin before this time. All exhibits must be torn down by 2:30 p.m. on Dec. 3.

RULES AND REGULATIONS

Receipt of a signed exhibit contract/application, payment and notification to the applicant of such acceptance by the Alabama Association of School Boards (Association) constitutes a contract to use the space assigned. The complete rental fee must be received by Nov. 1, 2010. Exhibitors not fulfilling this contract will not be allowed to exhibit in future shows. Any misrepresentation of products, materials, or services to any company shall result in immediate forfeiture of exhibit space.

It is understood that the regulations contained in this official prospectus become a part of the contract between the exhibitor and the Association. All matters not covered in this document are subject to the decision of the Association.

USE OF SPACE

Exhibitors may not sublet or assign any part of their booth space nor advertise or display goods or services other than their own. Aisles must be kept clear and no banners, signs, presentations, etc. will be allowed which obstruct the view of adjacent or nearby booths. No part of the exhibit may be more than eight feet in height, and the front of the exhibit may be no more than four feet in height. Nothing shall be posted or tacked, nailed or otherwise attached to walls, floors, or other parts of the Hotel. Exhibits shall not be unduly noisy, glaring, or otherwise objectionable. Audio-visual and other sound effects will be permitted only where and when they do not interfere with activities in adjacent booths. The exhibitor shall maintain his exhibit in good order at his own expense. Exhibitors shall comply with any municipal, state and federal laws, rules and regulations, including safety codes.

Volatile or inflammable matter, or any substance prohibited by city laws or insurance carriers, is not permitted on the premises. No combustible decoration such as crepe paper, tissue, cardboard or corrugated paper shall be used at any time. All packing containers and wrapping paper, which must be flame-proof, are to

be removed from the floor and must not be stored under tables or behind or in displays. All decorations must stand a flameproof test as prescribed by fire ordinance of the City. All materials and fluids which are inflammable are to be kept in safety containers.

Electrical and other mechanical apparatus must be muffled so that noise does not disturb other exhibitors. Video presentations may be shown provided that monitors are placed in the rear of the booth to eliminate congestion in the aisles. The Association reserves the right to determine at what point sound constitutes interference with others and must be discontinued.

Association reserves the right to alter the location of exhibitors or booths as shown on the floor plan, if deemed advisable and in the best interest of the exhibit.

EVICTION

In the event of violation of this contract, the Association may evict exhibitor from the exhibit booth and/or have exhibit materials removed. No fees will be returned to Exhibitor and the Exhibitor shall be liable to the Association for the costs associated with such eviction, less fees paid.

INDEMNIFICATION

Exhibitor agrees to assume sole responsibility and liability for all damages or injuries arising out of, resulting from, or in any manner connected with its exhibit (including installation and dismantling) that may be suffered by (a) Exhibitor and his employees and representatives, (b) other Exhibitors and their employees and representatives, (c) convention delegates, guests, or visitors, (d) the hotel or convention hall and the owners, and employees thereof, and (e) any other persons lawfully on or about the conference premises.

Exhibitor agrees to indemnify and hold harmless the Association, directors, officers, employees, agents, affiliates, successors and assigns from and against any and all liabilities, obligations, losses, damages, penalties, actions, judgments, suits, costs, expenses, including reasonable attorney's fees, or disbursements of any kind or nature whatsoever, which may be imposed on, incurred by, or asserted against the Association in any way relating to or arising out of this contract and/or Exhibitor's use of exhibit booths at the Exposition.

Exhibitor further agrees to obtain, maintain and pay for general insurance coverage in amounts sufficient to insure against the liability assumed pursuant to the provisions of this section. Association shall not be liable for failure to deliver exhibit space to an Exhibitor as contracted for herein due to causes beyond the Association's control.

SECURITY

Professional security guard service will be provided at the end of each exhibit period. However, the Association and the Hotel are not responsible for any loss or damage to exhibitor property. Exhibitor is required to provide all insurance and/or policy riders to cover all booth contents.

SHIPPING & STORAGE

Exhibitor shall make its own arrangement for shipment, delivery, receipt and storage of all materials and empty crates. Association will not accept or store display materials or empty crates. Packing materials must be kept in crates or boxes. Materials in violation of this rule will be considered refuse and discarded. Fire regulations must be strictly followed.

ADMISSION

No person, firm or organization, not having contracted with the Association for the occupancy of space in the Exhibit Hall, will be permitted to display or demonstrate any products, processes, or services, solicit orders or distribute advertising materials in the Exhibit Hall. No admittance to the exhibit hall is permitted without a name badge.

PROHIBITIONS

Exhibitors may not conduct social functions in the Exhibit Hall during the convention. Sale or gifts of any intoxicating beverage, conducting lotteries, raffles or drawings (except when gratis to person registering) are not permitted. Exhibit hall drawings that require convention registrants to be present to win are not permitted.

EVENT CANCELLATION

If the Association fails to hold its convention as herein provided, relocates its convention site to another hotel or city, or fails to furnish Exhibitor the booth(s) as stated herein, it shall refund to Exhibitor any charges paid hereunder. Such refund shall be accepted by Exhibitor in full statement of any loss or damage suffered by Exhibitor.

SOLICITATION

Exhibitors may explain, show, demonstrate, and take orders for products and services. Cash sales within the confines of the Exhibit Hall are prohibited. Distribution of printed materials by exhibitors or their agents is limited to the exhibit booth rented by the vendor in the Exhibit Hall.

REFUNDS

If the Exhibitor notifies the Association in **writing by Nov. 1**, that he/she will not occupy the exhibit space stated herein, all fees paid by the Exhibitor *less \$200* will be refunded. No refund of any fees will be made if notice is received after that date. Any exhibit space not occupied by 3 p.m. Thursday, Dec. 2, will be forfeited by the Exhibitor, and may be reassigned or used by trade show management without refund to Exhibitor unless prior approval for delayed occupancy is received from the trade shows management.

Disclaimer: Exhibitors and sponsors at Association events or advertisers in Association publications do not represent an endorsement by Association or affiliated entities, nor is it testimony by Association or affiliated entities as to the quality of the product or service exhibited or promoted or the validity of Exhibitor's claims.

AASB 2010 ANNUAL CONVENTION

Second Floor

Riverchase Ballroom & Prefunction Area

The Wynfrey Hotel



<p>BOOTH LEGEND 40 = 7' x 10' Booths</p>	<p>ALABAMA ASSOCIATION OF SCHOOL BOARDS DECEMBER 2-3, 2010 WYNFREY HOTEL BIRMINGHAM, AL RIVERCHASE BALLROOM & PREFUNCTION AREA</p>	<p>George Fern Company Expositions • Corporate Events • Exhibits Nationwide 125 FERNCO DRIVE NASHVILLE, TN 37207 TEL: 615-256-0357 FAX: 615-256-0490 hbottoms@georgefern.com</p>
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Contract / Application for Lease of Exhibit Space
The Wynfrey Hotel / Birmingham, Alabama / December 2-3, 2010

Exhibiting Name: _____

Onsite Contact: _____ Cell: _____

Product(s) Displayed: _____

Address: _____

City, State, Zip: _____

Phone: _____ Fax: _____

E-mail: _____ Web: _____

Enclosed is our check for _____ @ \$450 one 8' x 10' space - Sustaining Member
Enclosed is our check for _____ @ \$550 one 8' x 10' space - Non-Sustaining Member

Please see the Exhibit Hall diagram and enter your first four booth choices:

#1 Choice: _____ #2 Choice: _____ #3 Choice: _____ #4 Choice: _____

Please send a 30-word or less description of your company for the program along with this signed contract/application.

Four complimentary registrations are issued for each reserved booth. If more than four persons per booth are required, additional registrations are available at \$50 per registrant. You will also be issued one meal ticket for the Friday breakfast per booth. Additional tickets sold at registration desk.

Name: _____ Name: _____

Name: _____ Name: _____

By signing below, you acknowledge that you have read the AASB Exhibitor prospectus and will adhere to the rules and regulations set forth in this document. Any disputes, disagreements, or other questions regarding the interpretation or implementation of this contract/prospectus shall be decided in accordance with the laws of the State of Alabama. **THIS IS A LEGALLY BINDING DOCUMENT. ALL PERSONS ARE URGED TO SEEK LEGAL CONSULTATION PRIOR TO SIGNING THIS AGREEMENT.**

Lessee/Sponsor _____ **Date** _____

AASB Staff _____ **Date** _____

DEADLINE TO RECEIVE APPLICATION AND RENTAL FEE IS NOV. 1!

Mail to:
AASB Exhibitor/Sponsor
P. O. Drawer 230488
Montgomery, AL 36123-0488

Fax to:
AASB Exhibitor/Sponsor
334/270-0000

E-mail as a pdf to:
Angela.Ing@alabamaschoolboards.org

Register online:
www.AlabamaSchoolBoards.org

2010 AASB CONVENTION SPONSORSHIP OPPORTUNITIES

(DOES NOT INCLUDE BOOTH SPACE)

Conference Bags – \$3,000 (Reserve by Oct. 1)

What will get the most mileage during the convention? The convention bags every attendee receives on arrival. These tote bags are large enough for a laptop or a notebook and all the goodies they collect from the trade show. Have your logo or corporate name emblazoned on one side of the bag and gain recognition far beyond the conference.

Conference Banner/Program Sponsor - \$2,000

(Reserve by October 1, 2010)

Receive placement of your company's ad on the high-demand inside front cover page (full-color) of the convention program. And have your company's name and logo on the conference banner that hangs in front of the entire general assembly. Ad must be 6 x 11 in a pdf format and at least 350 dpi.

Leadership Lunch Sponsor – \$1,500

Be the only sponsor at this Leadership Workshop event (December 2, 2010) – targeted at new board members. Have a captive audience at lunch and break. Your company's name will be recognized and mentioned during the session. A sign will be displayed throughout the event for your company.

Cyber Café Sponsor - Variable

The Cyber Café will provide computers where attendees can check their e-mail, surf the Web and chat with their peers and exhibitors. The sponsor of this event will provide the computers and the cost of the Internet access. You also can set up a tabletop display in the café area.

Meal and Refreshment Break Sponsorships

Breakfast - \$3,000 sponsorship (Friday & Saturday)
Breakfast - \$1,500 co-sponsorship (Friday & Saturday)
Lunch - \$3,000 sponsorship (Friday)
Lunch - \$1,500 co-sponsorship (Friday)
Break - \$3,000 sponsorship (Friday Afternoon)
Break - \$500 co-sponsorship (Friday Afternoon)

Sole meal sponsorships include an opportunity to speak to members in a captive setting for up to four minutes at the end of the meal. Sponsors can place literature on the tables and meet and greet during the meal as attendees come and go in an informal atmosphere.

Speakers - Variable

Put your product/company center stage by sponsoring a general session speaker. In addition to the other recognitions, this sponsor will be able to put literature at attendees' seats.

Attendance Prizes – \$500 and \$1,000

Our school board members love these, and the money goes directly to their school board! The attendance prize is available for sponsorship on each day of the conference. For no additional charge, AASB allows your company to present the check to the winner as part of our general assembly. We will take your photo for our newsletter. Plus, the sponsorship is a tax write-off for your organization. It's a win-win for everyone!

NOTE: All above sponsorships will include signage displayed during the event, and your company's name and logo will be included in the conference moderator's speech and PowerPoint presentation. All sponsors will be listed in the conference program.

Program Ads (page size 6' x 11')

Back Inside Cover \$550
Full Page \$300
Half Page \$150

December 2-4, 2010

The Wynfrey Hotel, Birmingham, Alabama
AASB Convention Sponsorship Form

Name: _____

Company Contact: _____

Onsite representative: _____

Onsite representative cell: _____

Address: _____

City/State/Zip: _____

Phone: _____ Fax: _____

Email: _____

Sponsorship: _____

Amount: _____

Please return payment to:

AASB, PO Drawer 230488, Montgomery, AL 36123-0488

Phone: 800/562-0601 or 334/277-9700 Fax: 334/270-0000

Angela.Ing@AlabamaSchoolBoards.org

Thank you for Supporting AASB!

Contact AASB for interest in these opportunities! Call 800/562-0601 or e-mail Angela.Ing@AlabamaSchoolBoards.org.