

# NSTA's 60th National Conference On Science Education Application And Exhibit Booth Contract Indiana Convention Center Indianapolis, IN • March 29–April 1, 2012

Upon acceptance by NSTA, this exhibit space application becomes the contract for booth rental at the 60th National Conference on Science Education. Deposit of one-half the exhibit space rental is due with submission of application. NSTA will invoice the remaining balance prior to the start of the conference and the invoice is **Due upon receipt**. Upon acceptance of this application, exhibitors are obligated to full payment except as provided by the cancellation policy. NSTA reserves the right to reject any applications. For additional information, please visit [www.nsta.org/exhibitsadv/exhibiting](http://www.nsta.org/exhibitsadv/exhibiting)

## COMPANY INFORMATION: (This information will appear in the final conference program)

Company: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
E-mail: \_\_\_\_\_ Web Address: \_\_\_\_\_ Telephone: \_\_\_\_\_

## BOOTH INFORMATION (Booths are assigned in 10' x 10' increments):

**SIZE:** \_\_\_\_\_ ft. x \_\_\_\_\_ ft.     Corner (\$2,550)     In-line (\$2,350)     Island (minimum 20'x20')

NSTA does not guarantee the requested booth configuration (i.e., 10' x 20' with two corners, etc.). Booth assignments are based on availability, participation, and booth size.

## PLEASE SPECIFY COMPANIES AND/OR PRODUCTS YOU WOULD LIKE YOUR COMPANY TO BE NEAR TO OR AWAY FROM:

Near: \_\_\_\_\_

Away from: \_\_\_\_\_

## GRADE LEVEL AND SCIENCE DISCIPLINE OF EXHIBIT:

Earth/Space Science     Biology/Life Science     Chemistry     Technology  
 Environmental Science     Integrated/General Science     Physics     Professional Development

Grade level(s) of interest (circle) PreK    K    1    2    3    4    5    6    7    8    9    10    11    12    College    Other \_\_\_\_\_

**BOOTH DESCRIPTION:** Please provide a statement of the nature of the exhibit and type of products to be displayed. Please keep your description to 50 words or less. This description will appear in the Final Conference Program. Please attach a separate sheet of paper if you need more space.

\_\_\_\_\_  
\_\_\_\_\_

Will you sell merchandise in your booth?     Yes     No

Upgrade Online Interactive Floorplan (see page 3 for details):     Silver (\$100)     Gold (\$150)

## EXHIBIT COORDINATOR AND BILLING/PAYMENT INFORMATION:

Name: \_\_\_\_\_ Title \_\_\_\_\_

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

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

## PAYMENT INFORMATION

P.O. #: \_\_\_\_\_

Credit Card type:     MC     VISA     AMEX     Discover

Credit Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ Amount to Charge: \$ \_\_\_\_\_

Name on Card: \_\_\_\_\_ Total Cost of Booth: \$ \_\_\_\_\_

NSTA reserves the right to charge the credit card on file for any exhibits or workshop balance due on the account 4 weeks prior to the first day of the conference.

I will send a check for 50% deposit. Make payments to National Science Teachers Association. Mail payment and a signed copy of this contract to:  
Advertising, Exhibits and Workshops Department, National Science Teachers Association, P.O. Box 90214, Washington, DC 20090-0214

The undersigned agrees to the conditions, rules, and regulations set forth in the NSTA Exhibition Rules and Regulations

\_\_\_\_\_  
Authorized Signature    Date: \_\_\_\_\_

**FAX COMPLETED CONTRACT TO (703) 841-5114**

# Application and Exhibit Booth Contract Additional Details and Rules and Regulations

The National Exhibitors Group Joint Committee adopted a series of rules and regulations designed to increase the quality of the exhibits at the National, Area, and Special Conferences of the National Science Teachers Association. Firms and organizations must agree to abide by these regulations when accepting space assignments of these expositions.

**EXHIBIT FLOOR PLAN**—All measurements shown on the diagram are believed to be accurate, but management reserves the right to make such modifications as may be necessary to meet the needs of exhibitors and the exhibit programs. NSTA will make every effort to arrange meeting sessions near the exhibit area. But NSTA reserves the right to change sites of meeting sessions to meet the needs of the conference.

**RESTRICTIONS IN OPERATION OF EXHIBITS**—Management reserves the right to restrict exhibits which, because of noise, safety, conduct of exhibitors, method of operation, materials, or any other reason, become objectionable and also to prohibit or to evict any exhibit which in the opinion of the management may detract from the general character of the exhibit as a whole. This reservation includes persons, things, conduct, printed matter, or anything of a character which the management determines is objectionable to the exhibit. In the event of such restriction or eviction the NSTA and management are not liable for any refunds of rentals or other exhibit expense.

**LIABILITY**—A) The exhibitor must surrender space occupied by him in the same condition as it was at the commencement of occupation. The exhibitor shall assume all responsibility for damage to the exhibit hall by reason of his exhibit and shall indemnify and hold harmless the exhibit facility, NSTA, and their representatives for all liability which might ensue from any cause whatsoever arising out of the exhibitor's participation in the exhibits or in conference activities. The exhibit facility, NSTA, and their representatives will not be liable for injuries to any person or for damage to property owned or controlled by the exhibitor, which claims for damage or injuries may be incident to, arise from, or be in any way connected with the exhibitor's occupation of display space, and the exhibitor, on signing the contract, expressly releases and indemnifies the aforementioned from any and all claims for such loss, damage or injury. B) Insurance Risk—Exhibitor bears the risk of loss due to the inadequacy or failure of any insurance or any insurer, including any insurance that may be provided by exhibitor, NSTA or the Conference Center. C) Consequential Damages—NSTA shall not in any event be liable to exhibitor for any consequential damages.

**CANCELLATION**—Preliminary cancellation deadline is 5:00 p.m. EST, August 12, 2011. For cancellations postmarked after that date, a fee of \$1,200 per 10' x 10' space will be assessed. Furthermore, exhibitors will be obligated to the full rental fee, due January 6, 2012, unless request for cancellation has been made in writing and postmarked by that time. For exhibitors renting 300 square feet or more, the final cancellation date is 5:00 p.m. EST, November 4, 2011. Contracts received after cancellation date have 2 weeks from postmark date of contract to cancel except for contracts received 20 business days prior to the first day of show move-in in which case no refunds will be granted. Cancellation provisions apply to all or part of exhibit space reserved. If booth space is not occupied four hours prior to the exhibit opening, management shall have the right to use such space as it sees fit.

**SERVICE INFORMATION**—All services customarily required by exhibitors will be available and must be obtained through the official service contractors. No other contractors will be permitted without prior approval. Complete shipping instructions and information regarding furniture and carpet rental, electrical work, plumbing, labor for erecting and dismantling exhibits, drayage, etc., will be forwarded to exhibitors in advance. A service desk will be maintained in the exhibit area.

**EXHIBITOR ADMISSION**—Each exhibiting firm will be entitled to register four (4) representatives without charge for each 10' x 10' booth space rented. Exhibitors will be billed \$350 for each additional representative. Complimentary registration's intended use is for the employees of the exhibiting company only. Exceptions are: nonscience educational companies, independent contractors, and science education companies with no more than five full- or part-time employees. Violation of the use of complimentary registrations will result in cancellation of the contract and forfeiture of payments.

**RULES & REGULATIONS**—Exhibitor recognizes and agrees that NSTA retains full power and authority to interpret and enforce all Rules and Regulations for the Conference, including the authority to amend or adopt new Rules and Regulations that NSTA considers necessary and proper for the exhibition. Failure to comply with these or any other regulations or amendments shall constitute sufficient cause for NSTA to require the immediate removal of the exhibit or offending exhibitor. This may result in forfeiture of all fees paid and the opportunity to exhibit at future conferences or exhibitions sponsored by NSTA. NSTA may lease any space so forfeited to another exhibitor.

## A. General Regulations

1. Exhibit management will provide necessary security personnel during the hours the exhibit area is closed. However, the exhibitor is solely responsible for his own exhibit material and should insure his exhibit against loss or damage.
2. Exhibit booths must be staffed during exhibit hours by persons who are well prepared to explain, courteously and effectively, all products and services on display. Each exhibitor must wear an official exhibitor's identification badge.
3. Management reserves the right to make modifications to the exhibit hours as may be necessary to meet program needs.
4. The exhibitor agrees not to dismantle or pack his/her display before the close of the exhibit. NSTA will assess the exhibiting company a **\$700 fee** for any booths dismantled, packed, or abandoned before the 5:00 p.m. teardown time. For exhibitors holding 300 square feet or more, the fee will be double.
5. It is understood that no rooms, suites, or other space in conference hotels will be used for exhibit purposes, workshops, or other exhibitor sales related use. Social affairs of all kinds should be scheduled not to conflict with program events.
6. The exhibitor agrees to abide by all state & local tax regulations. Exhibit management will advise of any tax requirements but each exhibitor is responsible for collecting and submitting payment of their own sales tax to the appropriate legal authority.

## B. Construction and Arrangement of Exhibits

1. Exhibits must not project beyond the space allocated or obstruct the view of the exhibits of others. Reasonable effort must be made to provide space within the confines of the booth for interviews, demonstrations, distribution of materials, etc., so that visitors do not obstruct the aisles.
2. In straight-line exhibits, no solid construction will be permitted to exceed 44 inches in height except in the back half of the booth, where it shall not exceed 8 feet. For example in a 10' x 10' booth, solid construction above 44 inches must begin at least 5 feet back from the aisle line.

In island spaces or peninsula spaces—20' x 20', 20' x 30', or larger—narrow overhead panels of open "bridge-type" construction will be permitted to a maximum height of 10 feet along the center line of the space or along the aisles to facilitate the construction of open-type exhibits. No equipment or partitions, except slender supporting posts, may extend above the 44-inch height within 5 feet of the aisle.

**Plans for island and peninsula displays must be submitted to and approved by management 45 days in advance of the conference.**

3. Any part of the exhibit which does not lend itself to an attractive appearance, such as unfinished side or end panels, must be draped at the exhibitor's expense. Management reserves the right to have such finishing done, billing the exhibitor for charges incurred.
4. All decorations must be flame-proofed. All hangings must clear the floor. Electrical wiring must conform with the National Electrical Code safety rules. Exhibitors must comply with all city fire regulations.
5. Exhibitors, or their agents, shall not injure or deface the walls or floors of the buildings, booths, or the equipment of the booths. When such damage appears, the exhibitor is liable to the owner of the property so damaged.
6. Helium balloons are not allowed.

## C. Limitations on the Use of Space

1. No exhibitor shall assign, sublet or share the space allotted without the knowledge and written consent of management. Exhibitors must show only goods manufactured or dealt in by them in the regular course of business. All exhibits, interviews, demonstrations, and distribution of materials shall be confined exclusively to the assigned booth and must be relevant to the exhibitor's products and shall not be made primarily to attract or amuse. Sufficient space must be provided within the exhibit booth to contain persons watching demonstrations and other promotional activities. Each exhibitor is responsible for keeping the aisle or aisles near his booth free of congestion resulting from his demonstrations or other promotion.
2. Musical instruments, radios, sound motion picture equipment, record players, or any noise-making machines shall be operated only at a noise level that will not interfere with other exhibitors or add unduly to general acoustic inconvenience. All such promotional devices must be approved by management 30 days prior to the exhibit opening and must be in harmony with any agreements entered into by the Association, the management of the hall, and applicable labor unions. Approval cannot be given, however, for the use of sound equipment for live demonstrations in booths less than 20' x 20'.
3. Distribution of items other than literature describing the company's product is discouraged. Such distribution is not expressly prohibited, however, if it does not violate standards of good taste or tend to introduce a carnival atmosphere.
4. No raffles may be conducted in the Exhibit Booth unless approved by NSTA.
5. No animals are allowed in the Exhibit Hall unless prior approval is granted by show management.

## Digital Booth Packages—Online Interactive Floor Plan

### 2012 NSTA National Conference on Science Education, Indianapolis, IN

Attribute	Standard Digital Booth	Silver Digital Booth	Gold Digital Booth
Business Card	✓	✓	✓
Company Web Site URL	✓	✓	✓
Company Profile	✓	✓	✓
Visitor Report	✓	✓	✓
Categories	Unlimited	Unlimited	Unlimited
Brand	Unlimited	Unlimited	Unlimited
Company Logo		✓	✓
Company Logo for Floor Plan			✓
Company Brochure		✓	✓
Press Releases		3	5
Coupon		✓	✓
Podcast			✓
Video Webcast			✓
Company Contact		2	4
Products	1	3	5
Product Showcase			5
Special Event			4

#### PRICING:

Standard Digital Booth: Free

Silver Digital Booth: \$100

Gold Digital Booth: \$150

#### DEFINITIONS:

**Business Card** – Company Name, Address, Phone, Fax, E-mail Address, Website

**Company Web Site URL** – Refer attendees directly to your website

**Company Profile** – 100 word description about your company/organization

**Visitor Report** – A report of traffic to your digital booth.

**Categories** – Select from a predefined list of categories to describe your market

**Brands** – Create a custom list of company brands

**Company Logo for Digital Booth** – Your logo will be prominently displayed when attendees click on your company name in the Exhibitor List (100x100 pixel, 72 dpi, .gif or .jpg)

**Company Logo for Floorplan** – Your logo will be shown on the Interactive Floorplan itself when companies “roll over” your booth (25x25 pixel, 72 dpi, .gif or .jpg)

**Company Brochure** – Upload your company brochure/catalog for attendees to browse (.pdf)

**Press Releases** – Highlight your presence at the event with a professional press release (.pdf)

**Coupon** – Offer attendees a special conference offer (.pdf, .gif or .jpg)

**Podcast** – Link directly to a Podcast of your choice (URL)

**Video Webcast** – Link directly to a Video Webcast of your choice (URL)

**Company Contact** – List your selected company contacts by name with title, phone, fax, and e-mail address.

**Products** – Create a custom list of company products

**Product Showcase** – Highlight your products with a tagline, photo, description, demo URL and brochure.

**Special Event** – Invite attendees to your workshops and events. Include name of the event, description, date & time, and location.