

**2013**

# **Annual Spring Conference Exhibitor Information**

## **Missouri Association of Elementary School Principals**



**Tan-Tar-A Resort and Golf Club  
Windgate Exhibition Hall  
Exhibitor Dates: March 10-11, 2013**

**Exhibit Application**

**Reserve Your Space—Respond by February 1, 2013**

**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, 2013. 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 Monday-Wednesday 7 a.m. to 9 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 may participate in the golf tournament on Sunday. Please contact Mike Morriss at mmorriss@waynesville.k12.mo.us.
- 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 service 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, 2013.** MAESP also accepts MasterCard, Visa, Discover and American Express. 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 10, 2013..... 12:00 noon to 4:30 p.m.  
Monday, March 11, 2013..... 9:30 a.m. to 12:45 p.m.

Sunday afternoon and Monday from 10:45 a.m. to 12:45 p.m. 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 10:45 a.m. and 12:45 p.m. on 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 10, 2013, and removed after 12:45 p.m. on Monday, March 11, 2013. 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 a 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 \$97 per night for a single or double occupancy; \$135 for a one-bedroom suite and \$163 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 9, 2013, at the same special room rate. Tan-Tar-A will release the MAESP room block on February 1, 2013.

**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 9, 2013—After the Distinguished Principals Banquet until midnight  
Sunday, March 10, 2013—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.

# 2013 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 an 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/American Express#:

Expiration Date: \_\_\_\_\_ CSV: \_\_\_\_\_

Amount: \_\_\_\_\_

Signature: \_\_\_\_\_

AMOUNT ENCLOSED \$ \_\_\_\_\_

**Liability:** Neither MAESP nor Tan-Tar-A 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 booth 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, 2013, to:*

**MAESP**

**3550 Amazonas Drive  
Jefferson City, MO 65109**

**Phone: 573-638-2460**

**Fax: 573-556-6270**

**E-Mail: [maesp@maesp.com](mailto:maesp@maesp.com)**

**Web Site: [www.maesp.com](http://www.maesp.com)**

# MAESP

3550 Amazonas Drive  
Jefferson City, MO 65109

**Important Information!**  
Respond by February 1, 2013 to exhibit at the MAESP Spring Conference



## MAESP Purchase Of Service Program Participants 2011-2012

### 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

NAESP Foundation/Virco  
Horace Mann  
Mr. Z's of Missouri  
McGraw-Hill School Education Group

### BRONZE

#### Corporate Effort

\$1,000-\$2,499

Wagner Portrait Group  
American Fidelity Assurance Co.  
Major Saver  
CTB/McGraw Hill  
Mentoring Minds

### FRIENDS

#### Corporate Effort

\$600-\$999

NAESP Foundation/Pearson  
Rolland Studio

### GOLF

#### Corporate Effort

\$250-\$599

Inter-State Studio & Publishing Co.  
Education Funding Group  
American Fidelity Assurance Co.  
Bales Construction  
CTB/McGraw-Hill  
The Learning System  
Mr. Z's of Missouri

*Purchase of Service companies receive first choice of booth locations!*