

INVITATION TO EXHIBIT



What's NOW What's NEW What's NEXT

The School Equipment Show



November 17–19, 2010

Phoenix Convention Center, Phoenix, AZ

www.SchoolEquipmentShow.com

If you're involved in the FF&E market, your business can't afford to miss this Show.
RESERVE YOUR SPACE TODAY!



WHY EXHIBIT at the School Equipment Show?

It's your once-a-year opportunity to:

- Launch new products and services
- Increase company visibility
- Come face-to-face with key buyers
- Extend your reach into new markets



“The SES is the one show we feel we must absolutely attend each year. It gives us the ability to strengthen our relationships by meeting face to face with our manufacturing partners. It also gives us the opportunity to meet with and hold benchmarking sessions with other educational furniture dealers. The value created within our dealership by attending the SES far outweighs the costs.”

—Greg Janssen, Arizona School Furnishings

Join us November 17–19, 2010 at the Phoenix Convention Center to engage in industry discussion, hear perspectives on current issues, and network with your existing and potential customers. This three-day event, timed to start the prime specifying season, is the perfect place to showcase new products and bring in the full sales team for training and recognition.

The Marketplace

Products exhibited at the School Equipment Show include bleachers, lockers, scoreboards, athletic fixtures, classroom seating, computer furniture, preschool furniture, flooring, audio-visual equipment, lab equipment, building materials, lighting, plumbing fixtures, security systems, maintenance equipment, construction materials, playground equipment, and much more.

Attendees represent those professionals who evaluate and influence or make the final purchase decision for the full range of products necessary to build, maintain, repair and enhance educational facilities. They are looking for innovative solutions that address specific issues for their customers or districts. Historically, over 1,000 decision-makers from almost 400 different companies attend the School Equipment Show to find those solutions.

Outstanding Exhibitor Retention

One of the best indicators of the School Equipment Show's value is its exhibitor retention. From 2008 to 2009, over 80% of the exhibitors returned and, of these exhibitors, over 25% increased their booth space. Nothing speaks louder than actions. These figures reflect the confidence of companies that view the Show as essential to their sales goals. It's proof that exhibitors receive a valuable return on their investment.

Be a part of THE SHOW for the Educational Furniture, Fixtures, & Equipment Market!

Exhibit Information

Exhibit Space Fees (per 10' x 10')

Members*: \$1,500 by May 14, 2010;
\$1,600 thereafter

Nonmembers: \$2,100 by May 14, 2010;
\$2,300 thereafter

*Fees must be sent with your application. Please note that a company must be an NSSEA supplier or service provider member at the time of application through November 19, 2010 to qualify for the member price.

Exhibiting at SES Includes:

- Listing in the 2010 *Show Program* (see page 8 for more information)
- Listing in the Product Index in the *Show Program**
- Online Exhibitor Directory Listing (see page 8 for more information)
- Drapery booth and identification sign with your company's name and booth number for linear booths
- Aisle carpeting
- 24-hour perimeter guard service
- Access to attendee pre-registration list, registration list updates, and final post-show list
- Admission to all NSSEA networking events and to all educational sessions
- Complimentary morning coffee in Exhibitor Lounge
- Continental breakfast provided on show days
- Marketing support via the Promotional Toolkit
- Complimentary registration for 2 exhibit representatives per 10'x10' space.
- A list of member dealers (for NSSEA members only)

**Show Program* Deadline is September 3, 2010. After this date, all listings will be in the *Show Program Supplement*.

Tentative Schedule of Events

Monday, November 15

8:00 am – 5:00 pm Exhibit Setup

Tuesday, November 16

8:00 am – 5:00 pm Exhibit Setup

8:00 am – 5:00 pm Manufacturer Sales Meetings

Wednesday, November 17

7:30 am Continental Breakfast

8:00 am – Noon Manufacturer Sales Meetings

Morning Educational Seminars

Noon – 5:00 pm Exhibits Open

Thursday, November 18

7:30 am Continental Breakfast

8:00 am – Noon Manufacturer Sales Meetings

Morning Educational Seminars

Noon – 5:00 pm Exhibits Open

5:00 pm – 6:15 pm Networking Reception

Friday, November 19

7:30 am Continental Breakfast

8:00 am – Noon Exhibits Open

Noon – 8:00 pm Exhibit Dismantle

Saturday, November 20

8:00 am – Noon Exhibit Dismantle

All exhibits, sales meetings, and workshops will take place in the Phoenix Convention Center.





“NSSEA has built a time-honored show which allows just about anyone in the market to interface with a broad base of school business affiliates. Manufacturers, dealers and school officials—from established business leaders to innovative newcomers—attend this annual event. As a school furniture manufacturer, we benefit most from the C-O-N-N-E-C-T-I-O-N-S we make each year at the School Equipment Show.”

—Nora Whitson, USACapitol

Space Assignment

Priority exhibit space assignment will be made after May 14, 2010, according to the NSSEA Point System which awards two points for each year of continuous NSSEA membership since 1996; one point for each year of exhibiting at the School Equipment Show within the past nine years, up to a maximum of nine points; and one point for each equivalent paid 10' x 10' booth at the preceding School Equipment Show. After this date, space will be assigned as applications with fees are accepted. Companies with the most points will be assigned first, followed by companies in decreasing order of points. Companies with equal points will be assigned in booth size order and, if equal size, then by date of receipt of contract with payment. Companies whose preferences are not available during assignment will be assigned the closest available booth space to preferences listed on the application. No space will be confirmed without receipt of the entire booth fee and contract.

Show management will try to accommodate exhibitor requests to be assigned near or next to each other. However, the integrity of the priority point system cannot be compromised so that

individual companies with fewer points gain the higher points of another company. If all companies within the group consent to being assigned space based on the points of the company with the fewest points, then there will be a greater probability of accommodating the request. Show management must receive this request and consent in writing prior to the priority assignment date. NSSEA reserves the right to make a final determination of booth space in the best interest of the show. Exhibit space confirmations will be forwarded electronically to the contact listed on the application.

Exhibitor Services

In order to run the most professional tradeshow possible, NSSEA contracts with Exposition Management, Inc. (EMI), to help manage the tradeshow and assist exhibitors with questions and problems. Exhibitors with any questions about space assignment, their booth, freight, security, installation/dismantle, or sales meetings should contact Joe Tucker or Chris Pauley at (800) 395-5550, option 5 or via email at nssea@expomanage.net.

The Importance of Exhibiting:

Research continues to show that trade shows are an excellent investment.

How Decision-Makers Rate Exhibitions

- **89%** say that exhibitions keep them up-to-date on the latest trends and developments in their industry
- **88%** say that exhibitions save company time by bringing many vendors under one roof at the same time
- **86%** say exhibitions help their company make decisions about what products/services to buy
- **84%** say exhibitions provide an opportunity to discuss problems/ideas with professionals in their industry
- **83%** say they rely on exhibitions to keep up on important trends and new developments

Source: Center for Exhibition Industry Research

It's more important than ever for your organization to reach the leadership levels in school districts, regional offices, and state departments.

Maintaining continued, consistent visibility is critical in today's economy. Exhibiting at the School Equipment Show should be a key component of your marketing program because:

- Large tradeshows are more stable than other *traditional marketing media*.
- Focused exhibitor programs yield better results at times like these.
- Tradeshows are known to be the most cost-effective marketing medium and sales tool available.
- A time of significant change drives attendance, education and networking needs—especially at industry leading tradeshows.
- Not showing up raises the question among buyers: "Are they still in business?"



NSSEA is Getting the Word Out!

NSSEA is partnering with Arizona facility planners, architect groups, and state facility boards to promote this national event that showcases the latest products and services in the marketplace. Exhibitors will be provided with a "promotional toolkit" that will include newsletter copy, banner ads, jpeg files, hyperlinks to the show site, and an order form for printed pieces—all to help spread the word about the show and increase attendance.

SALES MEETINGS: The ability to attend multiple sales meetings in one location is a top reason that distributors attend the School Equipment Show. Take advantage of this great opportunity to save travel costs by planning your sales meetings in conjunction with the show.

SEE PAGE 10 FOR DETAILS. ►

2010 School Equipment Show Floor Plan

Phoenix Convention Center
North Halls 4–5, Lower Level
Phoenix, AZ

Booths spanning aisles may have display structures across the entire aisle spanned.

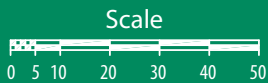
Booths are 10' x 10' or 10' x 20' unless otherwise indicated

General Information

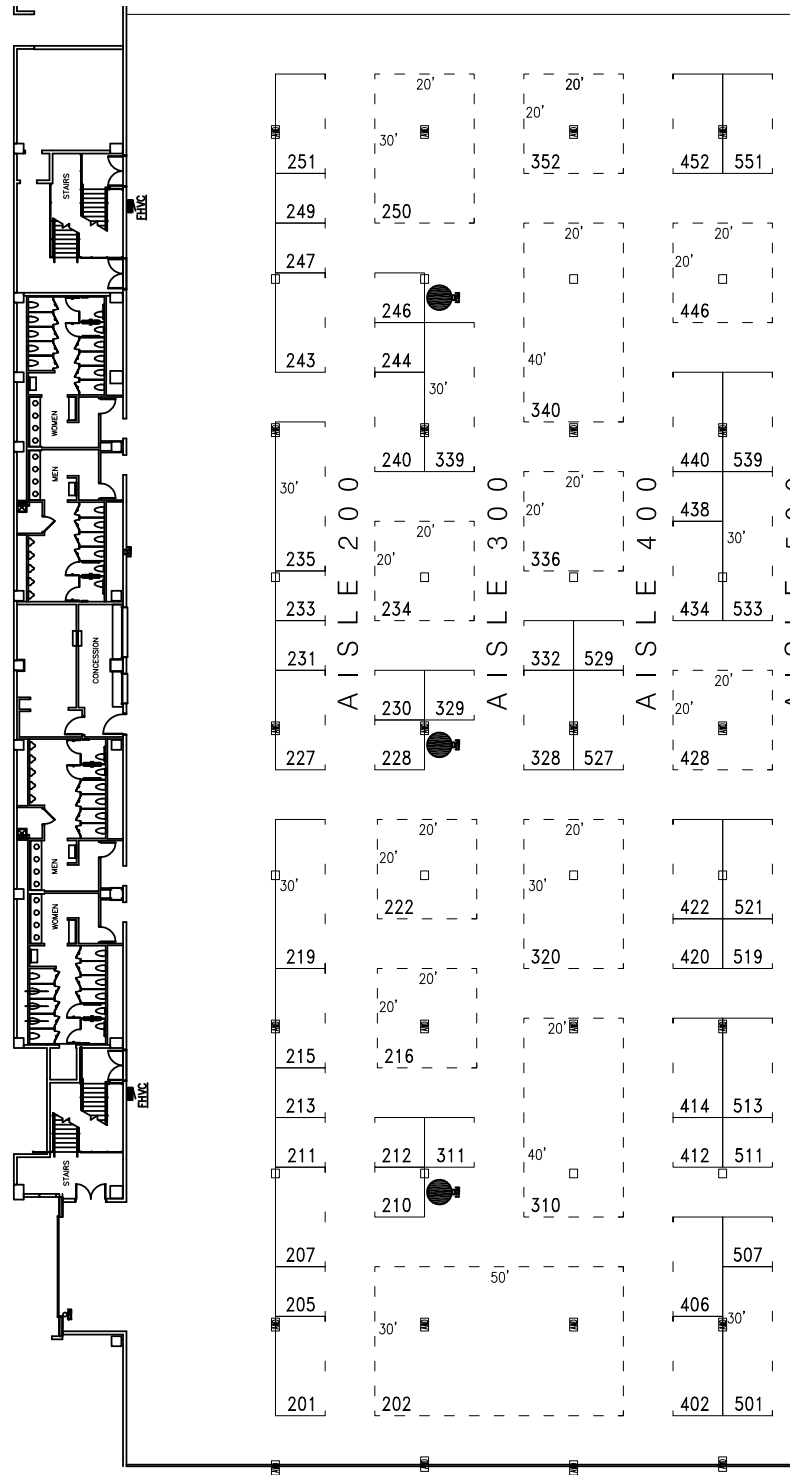
- Floor port with 100 amp, 3-phase, 5-wire, 208 volt electrical service, water, air and drain
- Floor port with 100 amp, 3-phase, 5-wire, 208 volt electrical service and drain

● Building column – 5' diameter

Ceiling Height – 32'



Exposition Management, Inc.
10425 Old Olive St. Rd., Suite 103
St. Louis, MO 63141-5940
(314) 994-9640
emi@expomanage.net



“The School Equipment Show offers us a cost effective way to connect with a vast audience of educational dealers across the entire U.S. The SES brings together the vital core of suppliers and manufacturers in school equipment, furniture and fixtures.”

— Melissa Kish, Hamilton Electronics/Buhl Industries

ONLINE EXHIBITOR DIRECTORY & SHOW PROGRAM INFORMATION—

Help Attendees Find You Before, During and After the Show

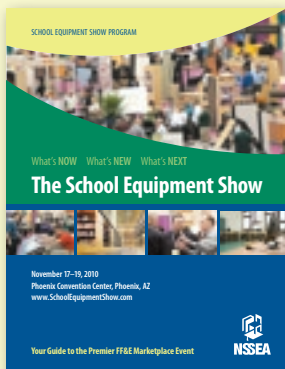
Show Program

A printed *Show Program* and *Show Program Supplement* will be provided to all attendees when they pick up their badge in Phoenix. An electronic version of the program will also be available on the NSSEA Web site two weeks prior to the show.

In order to be listed accurately in the *Show Program*, the following items must be completed online by September 3, 2010:

- Your Business Card
- Assignment of Product/Service Categories
- *Show Program Text*

Booths will not be assigned until exhibit fees are paid in full. Once your booth is assigned, you will be able to enter your *Show Program* information via the SES Web site.



SES Online Exhibitor Directory

The Online Exhibitor Directory is designed to help drive traffic to exhibitors' booths and maximize exposure before, during, and after the show. Attendees will be using the SES Online Planner, an interactive and easy-to-use online resource, as a companion to the printed *Show Program*, to map their show, plan their time, and create a unique show planner for use onsite in Phoenix. Each exhibiting company receives a basic online listing which includes:

- Company and contact information (phone/fax)
- One administrative contact
- 30-word company profile
- Booth number
- Booth locator feature

Online Directory Enhancements

Make your company stand out by upgrading your online directory information. All current School Equipment Show exhibitors can upgrade their basic listings to the following levels:

- **Bronze** level includes all benefits of the basic listing plus company logo, 50-word company profile, 1 sales contact name with email, link to Web site, 1 product showcase with optional image, and access to visitor reports.

Price: \$200.00

- **Silver** level includes all benefits of the bronze level plus 100-word company profile, 2 contact names with email addresses, PDF company brochure, 1 press release/special event, and 3 product showcases with optional images.

Price: \$350.00

- **Gold** level includes all benefits of the silver level plus 150-word company profile, 4 contact names with email addresses, link to audio/video Web cast, 1 special event listing, 2 press releases, and 5 product profiles with optional images.

Price: \$500.00

Simply check your upgrade box on the exhibit application and include payment along with the exhibit space contract. If you have questions or need assistance, please call us at 800.395.5550, option 2 or email us at memberservices@nssea.org.

2010 School Equipment Show Exhibit Space Application & Contract

Please complete this application and mail along with check payment to, NSSEA, 8380 Colesville Rd., Ste. 250, Silver Spring, MD, 20910. Or fax information to 301.495.7386. Receipt of contract and fees by the deadline does not guarantee exhibit space.

To be included in the Priority Booth Assignment, this form must be in NSSEA's office by 5:00 pm EST, May 14, 2010. After May 14, spaces will be assigned as applications with fees are accepted.

* = required fields needed to complete contract.

***1. Company:** _____

Exhibit Contact: _____ Email: _____

Company Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Website: _____

(123-456-7890)

(123-456-7890)

Company ID#: _____ I have read and agree to comply with the School Equipment Show rules and regulations. This application becomes a contract upon assignment of exhibit space. *(signature required)*

Signature: _____

2. *Are you a current NSSEA Member?

- We are current members. No, but we would like to join today!
 Not at this time. *(Proceed to section 2b to join now.)*

2b. Membership:

Joining now saves \$600 per 10'x10' booth. In addition, the \$100 application processing fee is waived - a \$700 savings.

Please check your dues level according to the volume of gross annual sales of products for educational use only.

GROSS ANNUAL SALES:	DUES AMOUNT	PRIMARY BUSINESS:
<input type="radio"/> Under \$500,000	\$650	<input type="checkbox"/> Importer/Exporter
<input type="radio"/> \$500,000 - \$999,999	\$750	<input type="checkbox"/> Manufacturer
<input type="radio"/> \$1 Million - 4,999,999	\$1,000	<input type="checkbox"/> Publisher
<input type="radio"/> \$5 Million - \$25 Million	\$1,500	<input type="checkbox"/> Wholesaler Supplier
<input type="radio"/> Over \$25 Million	\$2,000	

3. *Main product lines:

Enter brief description below

Membership Contact: _____

Email: _____

4. *Please specify exhibit space (exhibit space is in 10' x 10' increments):

	On or before 5/14/2010	After 5/14/2010
Member	\$1,500	\$1,600
Non-Member	\$2,100	\$2,300

Booth Preferences: 1) _____ 2) _____ 3) _____ 4) _____ 5) _____ 6) _____ 7) _____ 8) _____

*Total number of 10' x 10' increments: _____

*Booth Size: _____ ft. x _____ ft.

Booth Type: Peninsula Island Linear

5. Please list any companies you wish to avoid being assigned adjacent to (every effort will be made to accommodate your request):

7. Total Fees:
 Exhibit space: _____
 Upgrade package: _____
 Membership Dues: _____
Total Amount Due: _____

6. *Online Directory Enhancements:

Please select from one of the following options below. For more information on these upgrade packages call Customer Service at 301.495.0240, option 2

- None Bronze (\$200) Silver (\$350) Gold (\$500)

8. Payment Information: *Payment MUST accompany application.*

Check # _____ Make check payable to NSSEA.

AMEX Discover MasterCard Visa

Card Number: _____

Exp. Date: _____ (MM-YYYY)

Signature: _____

Cardholder's Name: _____

(print name as it appears on card)

2010 SES SALES MEETING RESERVATION FORM

The ability to attend multiple sales meetings in one location is a top reason that distributors attend the School Equipment Show. Take advantage of this great opportunity to save travel costs by planning your sales meetings in conjunction with the show.

To reserve a meeting room:

Fill out this form and mail or fax it with payment to NSSEA at the address listed at the bottom. There is no deadline for reserving a meeting room. However, space is limited and rooms will be assigned by receipt date of the reservation form with payment. Receipt of the reservation form does not guarantee a meeting room. Photocopy this form for each meeting requested. To have your sales meeting listed (if requested) in the *Show Program*, your reservation must be received by September 3, 2010. You will receive a confirmation of your meeting room after assignment.

Fee: \$100 per hour or portion thereof

This fee includes room sign identification, a listing in the *Show Program* (if requested and received by September 3, 2010), and the initial room setup. Changes to the requested room setup after room assignment will be subject to Convention Center room re-set costs. Any additional services such as audiovisual, food, and beverages can be ordered and will be billed separately by the authorized supplier of that service. Supplier information will be included in the Exhibitor Service Manual.

Company Name: _____

Contact Person: _____

On-Site Contact: _____

Phone: _____

Fax: _____

Email: _____

Sales meetings can be scheduled during the following times:

Tuesday, November 16, 8:00 am – 5:00 pm

Wednesday, November 17, 8:00 am – Noon

Thursday, November 18, 8:00 am – Noon

Requested time/date preference

1st Choice – Date: _____ Start Time: _____ End Time: _____

2nd Choice – Date: _____ Start Time: _____ End Time: _____

3rd Choice – Date: _____ Start Time: _____ End Time: _____

Should this meeting be listed in the *Show Program*? Yes No

Is this sales meeting by invitation only? Yes No

*Room Set-Up: Classroom Theater Rounds

*Expected attendance: _____

*Reservations will not be processed without both being specified. Rooms are assigned based on the expected attendance for the selected room set-up. Please advise if you will be using any large equipment, platforms, etc. that will require additional space so that we may try to accommodate you.

Payment

Enclosed is my check payable to NSSEA in the full amount of \$ _____

Or charge to my: Visa Mastercard Discover American Express

Card Number: _____

Exp. Date: _____

Name as it appears on card: _____

Signature: _____

Please send payments to:

NSSEA
8380 Colesville Road, Suite 250
Silver Spring, MD 20910
Fax credit card payments to 301.495.7386

If you have any questions about sales meetings, please contact Joe Tucker or Chris Pauley at 877.991.7711

2009 School Equipment Show Exhibitors

A & E Wood Design	Columbia Manufacturing, Inc.	Infinite Furniture Solutions	Misonix, Inc.	Shain Solutions
Aarco Products, Inc.	ComforTek Seating	Infinity Instruments Limited	Mitchell Furniture Systems, Inc.	Sheridan Seating, Inc.
ABCO Office Furniture, Inc.	Community	Interior Concepts	MooreCo, Inc. dba: Balt/ Best-Rite/Trinity	Shuttle Furniture
ACCO Brands	Correll, Inc.	Interkal, LLC	Nanami Co., Ltd.	SICO America, Inc.
Air Master Systems	Creative Catalog Concepts	Ironwood Mfg., Inc.	National Public Seating Corp.	SIS USA, Inc.
ALL STAR Bleachers	DeBourgh Manufacturing Co.	Jasper Chair Company	National School Lines by Wisconsin Bench	SMI
Allied Plastics Co., Inc.	Democrat Printing & Lithographing Co.	Jonti-Craft, Inc.	Neveco Scoreboards	Smith Carrel Co., Inc.
American Aluminum Seating, Inc.	Digilock	KFI Seating	Newline Products, Inc.	Smith System Mfg. Co.
American Specialties, Inc.	Diversified Furniture Industries, Inc.	KI	Office Star Products	Sofstop Co.
Amtab Mfg. Company	Diversified Woodcrafts	Kidstuff Play Systems	OFM, Inc.	Spalding Equipment
Angeles Group, LLC	DIY Industries	L A Baby	OI, Inc. (dba – Poweredbyoi.com)	SportsEdge
Arizona Courtlines, Inc.	DM Transportation	Ledco, Inc. div. of Graphic Laminating, Inc.	Pacific Cabinets, Inc.	Sportsplay Equipment, Inc.
Art Metal Products	Draper, Inc.	Leisure Craft, Inc.	Paladin Caseworks	Steffy Wood Products, Inc.
Artco-Bell Corp.	DURABLE Office Products Corp.	Lincora Group	Palmer Hamilton	Stevens Industries
Artistic Coverings, Inc.	Early Childhood Resources, LLC	List Industries, Inc.	Paragon Furniture, Inc.	Sturdisteel
Aspec'd	First Team Sports, Inc.	Looped Logic Laboratory Furniture	Penco Products, Inc.	Superior International Industries
AVID	Fleetwood Group, Inc.	LSI Corporation of America	Performance Sports Systems, Inc.	TBB Global Logistics
B R Bleachers	Ghent Mfg., Inc.	Luxor Company	Peter Li Education Group/ Pflaum Publishing	TEC Educational Furniture LLC
Benee's, Inc.	GrafcO, Inc./Toledo Furniture Co.	LynRus Gymnasium Products	Pinnacle Storage Products	Tennsco Corp.
Best Metal Cabinets, Inc.	Grantco Mfg., Inc.	Lyon Workspace Products	Platinum Visual Systems, a div. of ABC School Equipment, Inc.	Terraboost Media
Bevco	The Green Schoolhouse Series/ CAUSE AND EFFECT Evolutions	M&M Play Equipment, Inc.	Prime Industries, Inc.	Tesco Industries, Inc.
Bison, Inc.	GREENGUARD Environmental Institute	Mahar Manufacturing	Promats, Inc.	Track Seating
Bretford Mfg., Inc.	GreyStone Intl	Manta-Ray, Inc.	Republic Storage Systems Co.	Ultra Play Systems, Inc.
Brodart Co.	Guide-Furniture, Inc.	Markant USA, Inc.	RightAngle Products/ K&A Manufacturing, Inc.	United Visual Products, Inc.
Califone International, Inc.	Gym Bleacher Board	Marsh Industries, Inc.	Romanoff Products, Inc.	USACAPITOL
Camatic Pty Ltd.	H. Wilson Company	The Marvel Group	Safco Products Company	Virco Mfg. Corporation
CampbellRhea (ICI)	Hale Manufacturing Co.	Master Lock Co.	Sandusky Lee Corp.	VS America, Inc.
Carpets for Kids	Hamilton – Buhl	The Mat Rack System by TW Promotions, Inc.	Scholar Craft Products, Inc.	WaterSaver Faucet Company
Carpin Manufacturing, Inc.	Hann Manufacturing, Inc.	McCourt Manufacturing	Scientific Plastics	Wesco North America, Inc.
CDF School Furniture	Haskell Office, LLC	Mead Corporation (Represented by Numonics Corporation)	Screenflex Portable Partitions	Wise & Blue Co., Ltd.
CEFPI – SW Region	The HON Company	Mediatechnologies,/ Silver Street, Inc.	Seating Concepts, LLC	Wood Designs
Certwood Limited	Horizon Seating/IFC	MG Creations, Inc.	Sebel Furniture Limited	Xyron, Inc.
Childs Play	Hussey Seating Co.	Midwest Folding Products	Sedia Systems	Zephyr Lock LLC
Christian School Products/ Valor Media Concepts	IdeaPaint, Inc.	The Miller Group – Multiplex Division		Zhejiang JinHua Friendship Industry Co., Ltd.
Claridge Products & Equipment, Inc.	Indeco Sales, Inc./ Maco Manufacturing, Inc.			Zurn Engineered Water Solutions
Clarín				

STAND OUT FROM THE CROWD— Gain Additional Exposure

The School Equipment Show consistently attracts high-level distributors and buyers who are actively seeking the best product solutions. As a sponsor, your company can choose highly visible opportunities to generate leads and help in achieving your marketing and sales objectives. Don't miss the chance to highlight your company's products and services before this select group of attendees!

- Put your company's name and logo in front of the school market's leading distributors and specifiers!
- Reinforce name recognition for your company and products among a loyal audience with buying power!
- Make the most of your marketing money!
- Enhance your visibility beyond the exhibit hall to achieve maximum exposure at the show!

General Sponsorship Levels

Platinum (\$5,000 and more)

Platinum level sponsors receive all of the benefits of Gold Level sponsors. In addition, NSSEA will work with your company to customize a program that will maximize your exposure to your target market.

Gold (\$4,000)

- One meeting room for the sponsor to conduct business meetings (during non-exhibit hours only)
- Opportunity to introduce an educational session speaker
- Gold Level upgrade in the Online Exhibitor Directory (company logo, 2 press releases, 5 product images, 4 contact names, link to audio/video clips, Web site link and 150-word description)
- Recognition on the NSSEA Web site home page (company logo with Web site link)
- Signage recognizing the sponsor
- Recognition as a sponsor in the *Show Program* (if known by 9/3/10)
- Sponsor ribbons

Silver (\$2,500)

- Silver Level upgrade in the Online Exhibitor Directory (company logo, press release, 3 product images, 2 contact names, Web site link and 100-word description)
- Recognition on the NSSEA Web site (company logo with Web site link)
- Signage recognizing the sponsor
- Recognition as a sponsor in the *Show Program* (if known by 9/3/10)
- Sponsor ribbons

Bronze (\$1,000)

- Bronze Level upgrade in the Online Exhibitor Directory (company logo, 1 product image, 1 contact name, Web site link and 50-word profile)
- Recognition on the NSSEA Web site (company logo with Web site link)
- Signage recognizing the sponsor
- Recognition as a sponsor in the *Show Program* (if known by 9/3/10)
- Sponsor ribbons

Special Item/Events

Continental Breakfast (\$5,000; \$2,000 each day)

Be the first thing on show attendees minds each day by sponsoring fresh fruit, pastry, yogurt, coffee, tea and juice.

Badge Lanyards (\$2,500)

Each School Equipment Show attendee is provided an official badge for entrance into the exhibit hall and educational sessions. Each badge is attached to a lanyard imprinted with your logo or name offering your company great exposure everyday of the show. (Must be reserved by 9/11/10.)

Networking Reception (\$5,000)

Thursday, November 18, 5:00–6:15 pm

School Equipment Show attendees mingle with exhibitors while enjoying hors d'oeuvres and refreshments. Sponsorship includes a tabletop space for company materials and public recognition during the event.

Exhibitor Morning Coffee (\$1,500; \$500 each day)

NSSEA will be offering exhibitors free coffee during each morning of the show. If you are looking to attract the attention of potential vendors or advertisers this sponsorship is ideal.

Internet Lounge (\$4,000)

Computer terminals will be available for show attendees to check emails, surf the Web, print boarding passes, and retrieve messages. Your company's Web page or logo and booth number can be prominently displayed on the screens.

Educational Seminar (\$1,000 each)

NSSEA delivers educational sessions that give our attendees the competitive advantage in the marketplace and your organization the benefit of affiliation with that knowledge.

Contact Sherrie Roberts for additional sponsorship opportunities: 800.395.5550, ext. 1032 or sroberts@nssea.org.

2010 SES SPONSORSHIP AGREEMENT

Name: _____

Company: _____

Address: _____

City: _____

State/Province: _____ Zip/Postal Code: _____

Phone: _____ Fax: _____

Email: _____ Web site: _____

Sponsorship event/level: _____ \$ _____

Payment Information

Company check Check number _____ for \$ _____
Make check payable to NSSEA.

Charge to: VISA MasterCard American Express Discover

Account number: _____ Expiration Date: _____

Name as it appears on card: _____

Signature: _____

Checklist for Sponsorship

Complete and submit Sponsorship Agreement with payment.

Submit company logo in eps format

By signing below, I acknowledge that I am authorized to sign for my company and understand that I am making a commitment to participate in this sponsorship opportunity. Total sponsorship payment is due upon the execution of this agreement. If full payment is not received, I understand the sponsorship agreement may be canceled.

Signature: _____

Date: _____

Please complete this application and send it along with payment to:

NSSEA
8380 Colesville Road
Suite 250
Silver Spring, MD 20910

Fax credit card payments to 301.495.7386.
Contact Sherrie Roberts at (800) 395-5550, ext. 1032
or sroberts@nssea.org for more information.

2010 School Equipment Show Exhibit Rules & Regulations

1. Cancellation

The cancellation or decrease of exhibit space by the Exhibitor must be in writing to Show Management. The fee for cancellation or decrease of exhibit space is based on a percentage of the total rental fee as follows:

10% on or before August 27, 2010

50% August 28–October 1, 2010

100% after October 1, 2010

The above fees will apply whether or not the space is resold. Refunds will be due and payable 30 days after the close of the show. If the Exhibitor does not occupy the exhibit space by 5:00 pm the day prior to the show, then Show Management shall have the right to use such space as it may deem in the show's best interest with no refund of the rental fee or other liability to the Exhibitor.

2. Exhibitor Registration

Registration for exhibitors will be in the Convention Center. Badges must be worn to gain admission to the display area. Only authorized exhibitor personnel, registered attendees, and service personnel will be allowed in the exhibit area. Registration fees are set according to the policy of NSSEA outlined in the Exhibitor Registration Form. Use of an exhibitor badge by anyone other than the person named thereon is expressly prohibited. Any violations will result in the automatic removal of the exhibitor badge. Exhibitors witnessing such a violation are urged to report the violation to NSSEA. Since the show is restricted to NSSEA registered attendees and exhibit personnel only, outside guests are not permitted to attend unless registered by NSSEA at published registration fees.

3. Location of Space

All exhibits will be located in the Convention Center's designated exhibit areas. No exhibits nor promotion of any type may be located outside the designated exhibit areas nor in the parking areas surrounding the Convention Center. Dimensions of all booths shown on the diagram are believed to be accurate but are only warranted to be approximate. NSSEA reserves the right to make such modifications as may be necessary to adjust the floor plan to meet the needs of the NSSEA show and exhibitors. Exhibit space will be allocated to exhibitors on a fair and equitable basis, according to the assignment policies.

4. Booth Services

The booth fee includes aisle carpeting and the maintenance thereof, and for linear booths only, standard backgrounds, side railings, and a 7" x 44" I.D. sign containing company name and booth number. All other services such as electricity, telephone, furniture, carpeting, etc., must be arranged through the Official Service Supplier of that service. Exhibitor Service Manuals will be available to each exhibiting company approximately 90 days prior to move-in.

5. Assignment, Subletting of Space

No exhibitor shall assign, sublet, or share the space allotted without the knowledge and consent of management. No products, parts, accessories, or other goods, souvenirs, catalogs, etc., bearing names or other forms of advertising other than that of the exhibitor may be displayed. No firm or organization not assigned space will be permitted to solicit business within the School Equipment Show facilities. All exhibitors will utilize qualified sales representatives to work in the booth. Only the exhibitor's products may be displayed and/or promoted in booth space contracted for.

6. Installation

Installation may begin at 8:00 am on Monday, November 15. All crates are to be removed by 1:00 pm on Tuesday, November 16 with installation complete by 5:00 pm. NSSEA will not allow any move in of exhibits during show hours. Only exhibitors and independent manufacturers representatives will be allowed in the exhibit area prior to the daily exhibit opening as specified in section 11.

7. Dismantle

Exhibitors are prohibited from the dismantling and packing of displays prior to the official closing of exhibits at noon on Friday, November 19, 2010. Any company that dismantles its booth early will lose its priority points for the next year's show.

8. Local Requirements

All federal, state, and local laws, codes, fire safety requirements, convention center requirements, and union jurisdictions must be complied with and are the sole responsibility of the Exhibitor. Nothing may be stored behind linear exhibit booths. NSSEA reserves the right to evict any exhibit and impose sanctions on an Exhibitor that fails to or refuses to comply with local requirements. The Exhibitor agrees to obtain adequate insurance to insure against claims resulting from its exhibit.

9. Care of Building Equipment and Exhibits

Exhibitors, or their agents, must not injure or deface the walls or floors of the building, the booths, or the equipment of the booths. No nails or tacks can be driven in building walls, floors, or columns, and equipment must be self-supporting. The exhibitor shall indemnify NSSEA for all claims for damage to exhibit space and exhibit premises caused or contributed to by its employees, representatives, and guests. When such damage to the building appears, the exhibitor is liable to the owner of the property damaged.

10. Exhibit Construction/Arrangement

Exhibit backgrounds in all areas except island and peninsula spaces cannot exceed 8' in height, including company names or other advertising, and must be contained in the rear half of the booth area within 10 lineal feet from a cross aisle or adjacent exhibitor. The exhibit height in the front half of the booth measured in from the aisle cannot exceed 4' along the

side dividers. In island and peninsula spaces, exhibit height construction is limited to 20' in height. Island spaces may utilize the entire cubic content of the space. Plans for island type exhibits and exhibits not conforming with the above must be approved by the exhibits manager at least two months prior to the opening of the exhibits. Height limitations do not apply to the equipment manufactured in the normal course of business by the exhibitor and displayed in its normal operating position; however, such equipment must remain completely within the confines of the exhibit space. Any part of the exhibit that does not lend itself to an attractive appearance, such as unfinished side or end panels, must be finished at the exhibitor's expense. Management reserves the right to have such finishing done and to bill the exhibitor for charges incurred. Interference with the light and space of other exhibitors is prohibited. Bridging floor surfaces or roof structures across aisles is prohibited.

11. Use of Space

All booths must be open and staffed during the scheduled exhibit hours. The display area will be open to exhibitor personnel one hour before and one hour after the exhibits open and close each day. NSSEA reserves the right to restrict exhibits which, because of noise, methods of operation, materials, or for any reason become objectionable, and also to prohibit or evict any exhibit which, in the opinion of NSSEA, may detract from the general character of the show as a whole. All demonstrations or other promotional activities must be confined within the limits of the exhibit booth. Demonstrations or activities that cause annoyance to neighboring exhibitors such as flashing lights or noise, or result in obstruction of aisles or prevent ready access to a nearby exhibitor's booth will not be allowed. Exhibitors must take every reasonable precaution to minimize the noise of demonstrations or of operating sound devices, sound film, cutaway models, etc. Exhibitors shall distribute printed matter, souvenirs, or other articles only within the confines of the exhibit space. Throwing of souvenirs, loud shouting, and making of any unnecessary noise to attract attention will not be permitted. Musicians and singers are prohibited. Models or other entertainers will not be permitted to wear attire other than that which conforms to normal business or daytime social standard. NSSEA reserves the right of approval of said models and the attire of other booth personnel. If inflated, balloons must be displayed within limitations of the Regulations. Inflated balloons must be inflated only with air or heavier than air gas. Helium is not permitted. An exhibitor shall not display products or offer products in its literature or other media displayed at the show that have been declared by a U.S. governmental authority or court to infringe on another exhibitor's U.S. intellectual property rights (patent, trademark, trade dress or copyright). In its sole discretion NSSEA may impose appropriate sanctions on an Exhibitor for violation of this provision, including but not limited to closing the exhibitor's booth. Each exhibitor warrants that it owns the rights to use all U.S. intellectual property to be used by the exhibitor for promotion and exhibition at the show. Exhibitors

shall be responsible for securing all necessary licenses or consents for any use of copyrighted works (including music licenses) or other intellectual property in connection with their exhibit and hospitality events at the show.

12. Photography and Video

Attendees/show participants shall not photograph or record the exhibit or products of any exhibitor unless authorized by the exhibitor. Violation may result in the confiscation of the attendee's camera or other media and/or removal from the exhibit hall.

13. Security

NSSEA will provide necessary perimeter security guards at all times during the show, move in and move out. However, exhibitors are solely responsible for the care, custody, and control of their own exhibit material. It is suggested that exhibitors carry insurance for covering loss or damage to their exhibit material.

14. Liability

Neither NSSEA, Exposition Management, Inc., the Convention Center, nor their representatives will be responsible for any injury, loss, or damage that may occur to the exhibitor or to the exhibitor's employees or property from any cause whatsoever. The exhibitor, on signing this contract, expressly releases the forgoing named association, corporations, and individuals from all claims for such loss, damage, or injury.

15. Food/Beverage Dispensing

Exhibitors may not dispense food and/or beverages without the written permission from the exclusive provider of this service at the Convention Center. The serving of alcoholic beverages in the exhibit hall is not allowed.

16. Cash Sales

No cash sales are permitted during the show.

17. Successors in Interest

This agreement shall bind the respective parties and their successors in interest.

18. Non-Waiver

No waiver of any breach of this contract shall be held to be a waiver of any other or subsequent breach.

19. Force Majeure

In case of cancellation of the exhibition or unavailability of the exhibit space for the specified uses due to war, governmental action or order, act of God, fire, strike, labor disputes, or any other causes beyond the Association's control, the agreement shall terminate, and the exhibitor shall be entitled to the return of the exhibit space rental fee, less the pro rata share allocable to the exhibit space of the expenses incurred by NSSEA in connection with the exhibition. In case

of cancellation by NSSEA for any other reason, or a change in the place or date of the exhibition that is unsatisfactory to the exhibitor, the exhibitor shall be entitled to return of sums paid for the space. Refund of the rental fees shall be the exclusive remedy of the exhibitor against NSSEA in the event the exhibition is cancelled or rescheduled or the exhibit space is unavailable for use.

20. Governing Law

This agreement shall in all respects be governed by the laws of the State of Illinois.

21. Outside Events

Exhibitors are prohibited from holding events in conflict with official NSSEA events and during exhibit hours. Companies that schedule outside events for dealers during NSSEA events will lose their priority points for next year's show.

22. Agreement to Comply

This application for booth space at the School Equipment Show will become a contract upon mutual acceptance, and is based upon these Exhibit Space Rules and Regulations, the plan of exhibits, the booth assignment policy, and general information in the NSSEA Exhibitor Service Manual. Please read the Exhibit Space Regulations carefully before signing. All exhibiting companies agree that their employees will abide by these rules and regulations and any additions and/or amendments that NSSEA shall put into effect, and they shall remain as exhibitors from day to day, solely on their strict compliance with these rules. They have been formulated in the best interest and for the protection of the exhibitors as well as NSSEA and its representatives. In any interpretations of the rules, the judgment of NSSEA shall be final, and any matters not covered are subject to the decision of NSSEA. Acceptance as an exhibitor at the School Equipment Show in no way means or implies endorsement of the exhibitors' products and/or services by NSSEA.

23. Children

For the safety of our future customers and to protect the business environment of the tradeshow, children under the age of 16, carriages, and strollers are not permitted in the exhibit hall and/or workshops at any time. Infants are permitted with a signed waiver, but must be carried at all times.

24. Registration

Registration at the School Equipment Show is a license granted by NSSEA and may be revoked at any time. For exhibitor badges, exhibitors may only register their company personnel under their company name.

Nonexhibiting Company Policy

If you are a supplier or service supplier to the school industry and are not planning to exhibit, we ask you to respect the investment of time and money made by our exhibitors. No company that is a supplier, service provider or original equipment manufacturer may attend the show or any aspect thereof unless exhibit space is contracted. NSSEA reserves the right to require those violating this rule to leave the event immediately. Trade publications are not permitted to solicit advertising unless exhibit space is contracted.

Press Policy

Any outside press representative wishing access to the show must first check in with the NSSEA Registration Desk at the show in order to obtain a proper badge for access to the exhibit hall and other show events. Media registration privileges and credentials are limited to editors, reporters, and photographers. Credentials will NOT be extended to those in management, public affairs, public relations, or marketing. Publications wishing to sell advertising space or other services at NSSEA events to exhibitors or attendees must reserve exhibit space.

SES Exhibit Dates/Hours

Wednesday, November 17
Noon – 5:00 pm

Thursday, November 18
Noon – 5:00 pm

Friday, November 19
8:00 am – Noon



8380 Colesville Road, Suite 250
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www.nssea.org

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Additional Exposure for Your Company

Online Directory Enhancements

Increase your online presence with an upgraded listing in the Online Exhibitor Directory. Digital upgrades help attendees find your company first when making their plans for the show. See page 8 for details.

Essentials Pre-Show Issue

To reserve space in the pre-show issue of *Essentials* magazine, contact DeShuna Spencer at dspencer@nssea.org or call 800.395.5550 ext. 1034. Please note that nonmember exhibitors will be charged a 50% premium over the black and white price for members. Ad materials are due August 1, 2010.

Hold a Sales Meeting

Why not take advantage of having all of your distributors in one place and hold a sales meeting for training or recognition? See page 10 for details.

Show Program Advertising

The School Equipment *Show Program* is a full-color publication used by all show attendees. Ads are available in a variety of sizes to meet your marketing needs and budget. A Media Kit

with pricing and specifications is available at www.SchoolEquipmentShow.com. Our ad sales team will contact you regarding advertising opportunities or you can contact Paul Walley, at Naylor, LLC to request your space, 800.369.6220, ext. 3354 or pwalley@naylor.com.

Hosting Events at the Show

Many companies choose to host outside events for show attendees. Because NSSEA goes to great lengths to maximize exhibitors' time with attendees and to show consideration for all members, we ask to you please call Joe Tucker at 877.991.7711 or email nssea@expomanage.net if you would like to schedule an event in conjunction with the School Equipment Show.

Please note: No outside activities of any kind are allowed to take place during exhibit hours or be in conflict with any other official NSSEA event. This rule was established by NSSEA's supplier members to ensure that no event would draw attendees off the exhibit floor or away from NSSEA-sponsored events.

Promotional Toolkit

NSSEA will be providing you with easy-to-use ads, links and promotional copy to assist you in inviting your customers to Phoenix. Make this year's SES the best-attended event to date!

Sponsorship Opportunities

Sponsorships are an ideal opportunity to gain more exposure and show your support of your industry, your Association and, most importantly, your customers at the School Equipment Show. It has been proven that on-site marketing more than **DOUBLES** booth traffic. (Source: Center for Exhibition Industry Research). Position your company and its brand(s) as a strong proponent of this annual gathering of the industry's finest manufacturers, distributors, dealers, and those who specify educational products. See page 12 for details.

Sponsor Benefits

All Sponsors receive recognition in the *Show Program* or *Show Program Supplement*, as well as on the NSSEA Web site and on signage at the Show. Sponsors will also receive "Sponsor" ribbons for their staff to wear. Contact Sherrie Roberts for sponsorship opportunities: 800.395.5550, ext. 1032 or sroberts@nssea.org.

