



IN-BOOTH SALES MEETING INFORMATION

THE 2009 SCHOOL EQUIPMENT SHOW

Exhibitors that do not require a meeting room for sales meetings and prefer to have a sales meeting in their booth during non-exhibit hours with the product on display, may do so by completing the In-Booth Sales Meeting Reservation Form that follows. All invitees and Exhibitor personnel must be registered, badged, and follow all regulations. These regulations are necessary to protect the rights and booth content of all Exhibitors.

In-Booth sales meetings may be conducted any time during the following non-exhibit hours:

Wednesday, November 18:	8 AM – Noon
Thursday, November 19:	8 AM – Noon

Aisle carpeting maintenance, including aisle vacuuming, will be completed prior to 8 AM each morning and no machinery from the general contractor will be allowed to operate, unless in an emergency situation.

Please be advised that there will be some last minute touch-up work being done by other Exhibitors on all mornings, as not all exhibitors take advantage of these meetings. Show Management will try to minimize any distractions and/or noise during the In-Booth Sales Meetings hours, but all exhibitors do have access to the exhibit hall prior to exhibits opening each day.

Please notify the Show Management Office in the Exhibitor Service Center immediately if you do have any issues with noise during your meeting.

If you have any questions about the In-Booth Sales Meetings, contact Exposition Management, Inc. at 877.991.7711 or at nssea@expomanage.net.

IN-BOOTH SALES MEETINGS DIRECTIONS AND REGULATIONS:

- 1) You must complete the In-Booth Sales Meeting Reservation Form that follows. Send the completed form to Exposition Management, Inc. **by November 2, 2009.**
- 2) There is a maximum of 30 invitees allowed in your booth at one time per In-Booth Sales Meeting.
- 3) As shown on the Reservation Form, one (1) booth monitor is included in the daily rate for an In-Booth Sales Meeting for every group of up to 10 invitees. Each additional 10 invitees, or portion thereof up to 30 maximum, requires an additional booth monitor, as shown on the Reservation Form.

- 4) ***A representative from your company must meet your group outside the exhibit hall and, with your booth monitor(s), escort your group to your booth. No attendee will be allowed to enter the exhibit hall without a company representative.*** The monitor(s) must remain during your meeting to insure that your invitees do not stray into other exhibitors' booths, nor use the furniture in the booths of others, nor roam the exhibit floor while the Show is not officially open.
- 5) Meeting Types:
 - a. **Single Meeting** - - exhibiting company holds one meeting only per day. You and your booth monitor(s) must escort your attendees to and from your booth for the meeting.
 - b. **Consecutive Meetings** - - exhibiting company holds multiple meetings, one after the other (not concurrently). Since only one meeting is occurring at a time, the rate is based on the maximum attendance. You and your booth monitor(s) must escort your attendees to and from your booth for each individual consecutive meeting.
 - c. **Overlapping Meetings** - - exhibiting company holds multiple meetings either at the same or overlapping times (starting and/or ending at different times). Since these meetings overlap, each will require separate booth monitor(s). You and your booth monitor(s) must escort your attendees to and from your booth for each individual meeting.
 - d. **At no time can you have more than 30 attendees in your booth for any meeting type listed above.**
- 6) At the conclusion of your meeting(s), you and your booth monitor(s) must escort the guests out of the exhibit hall or your invitee(s) can remain in your booth with you and the booth monitor(s). However, if an invitee is seen roaming the exhibit floor, that person will be escorted out of the exhibit area.
- 7) To protect the rights of others also having sales meetings, no P.A. system or voice enhancement will be allowed.
- 8) The Exhibitor, by signing the In-Booth Sales Meeting Reservation Form, assumes all liability for life, accident, theft of property, damage to property or any other loss due to the Exhibitor's sales meeting and holds the National School Supply and Equipment Association, Exposition Management, Inc. and the Phoenix Convention Center harmless from any and all losses. It is recommended that the Exhibitor have, in effect during the School Equipment Show, insurance to cover all property, and personal or bodily damages and claims arising from engaging in business as an exhibitor.

PLEASE REMEMBER THAT THE IN-BOOTH SALES MEETING RESERVATION FORM MUST BE RECEIVED BY EXPOSITION MANAGEMENT, INC. BY NOVEMBER 2, 2009 TO OBTAIN THE ADVANCE DISCOUNT RATE. BEGINNING ON NOVEMBER 3, 2009, STANDARD RATES WILL APPLY FOR IN-BOOTH SALES MEETINGS.

IN-BOOTH SALES MEETING RESERVATION FORM

FOR THE 2009 SCHOOL EQUIPMENT SHOW

Please complete the information below and send where indicated. A confirmation of receipt of reservation form will be sent via email to the contact listed below within 5 days of receipt of reservation form.

IN-BOOTH SALES MEETING RATES

# of Invitees	Rate if ordered by November 2, 2009	Rate if ordered after November 2, 2009	
1-10	\$150.00	\$225.00	Includes 1 booth monitor
11-20	\$230.00	\$345.00	Includes 2 booth monitors
21-30	\$310.00	\$465.00	Includes 3 booth monitors

PLEASE SCHEDULE AN IN-BOOTH SALES MEETING ON THE FOLLOWING DAY(S):

<u>Day(s) Requested</u>	<u>Number of Invitees</u>	<u>Start Time</u>	<u>Rate</u>
Wednesday, Nov. 18	_____	_____	\$ _____
Thursday, Nov. 19	_____	_____	\$ _____
Total Cost			\$ _____

FULL PAYMENT BY CREDIT CARD REQUIRED WITH ORDER

Company Name: _____ Booth #: _____

Contact Name: _____

E-Mail: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Form of Payment: Visa MasterCard American Express Discover

Account No. _____ Exp. Date _____

Name on Card _____

Auth. Signature _____

*Send this completed form by Fax to 314-994-9650; by email to nssea@expomanage.net or by mail to:
Joe Tucker, Exposition Management, Inc., 10425 Old Olive Street Rd., Ste. 103, St. Louis, MO 63141*