



What's NOW



What's NEW



What's NEXT



www.SchoolEquipmentShow.com



Invitation to Exhibit

The School Equipment Show

November 18–20, 2009

Phoenix Convention Center, Phoenix, AZ

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



THE Event for Distributors and Specifiers in the Educational Furniture, Fixtures, & Equipment Market!

Join us November 18–20, 2009 at the Phoenix Convention Center to find new sales leads, 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.

NEW SES Exhibit Dates/Hours

WE LISTENED — NO MORE SATURDAY HOURS

Wednesday, November 18	Noon – 5:00 pm
Thursday, November 19	Noon – 5:00 pm
Friday, November 20	8:00 am – Noon

The Exhibit 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.

Your Audience

SES 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 SES to find those solutions.

Outstanding Exhibitor Retention

One of the best indicators of the School Equipment Show's value is its exhibitor retention. From 2007 to 2008, over 80% of the exhibitors returned and, of these exhibitors, over 18% 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.

Tentative Schedule of Events

Monday, November 16

8:00 am – 5:00 pm Exhibit Setup

Tuesday, November 17

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

Wednesday, November 18

7:00 am – Noon Manufacturer Sales Meetings
Morning Educational Seminars
Noon – 5:00 pm **Exhibits Open**
5:00 pm – 6:00 pm Architects/Facility Planners Reception

Thursday, November 19

8:00 am – Noon Manufacturer Sales Meetings
Morning Educational Seminars
Noon – 5:00 pm **Exhibits Open**
5:00 pm – 6:30 pm SES Reception

Friday, November 20

8:00 am – Noon **Exhibits Open**
Noon – 8:00 pm Exhibit Tear Down
1:00 pm – 3:00 pm Phoenix School Tours

Saturday, November 21

8:00 am – Noon Exhibit Tear Down

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

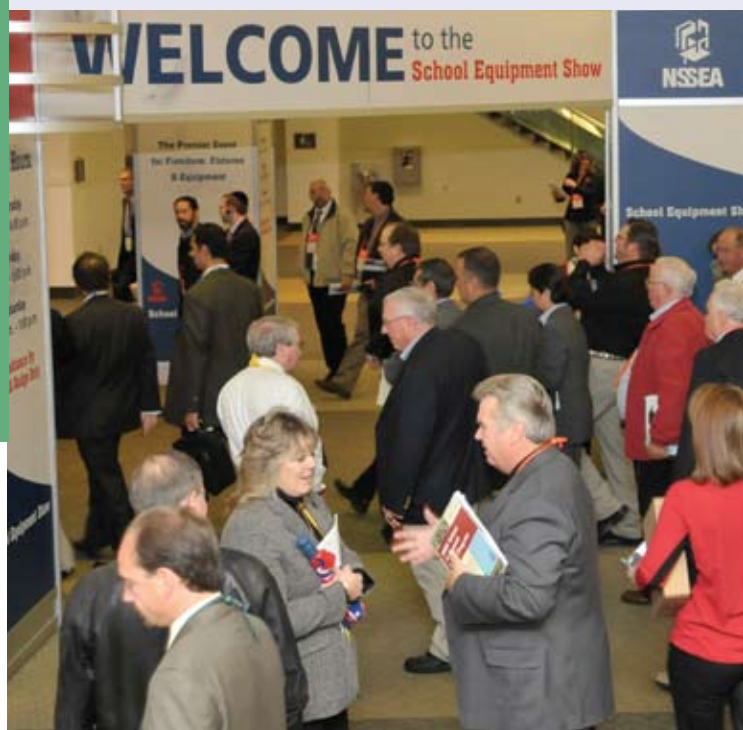


Exhibit Information

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.



Save Money by Joining NSSEA

You can save \$600 per 10' x 10' exhibit space by joining NSSEA at the same time you reserve your exhibit space. Simply check the membership box on the booth space application and include your dues payment along with your exhibit space payment. By joining NSSEA at the same time that you reserve your space, you not only save \$600 per booth, but the \$100 application processing fee is waived as well! Founded in 1916, NSSEA is a not-for-profit international trade association of over 1,500 distributors, suppliers, and independent reps of school supplies, equipment, and instructional materials. Call NSSEA's Member Services department at 800.395.5550 ext. 2507 or log on to www.NSSEA.org to find out how NSSEA can help your business be successful in the school market.

Exhibiting at SES Includes:

- A *Show Program* listing of your company name, booth location, and the products you will be displaying*
- Listing in the Product Index in the *Show Program**
- Basic level listing on the online tradeshow planner for attendees (see p.4 for more info)
- Drapery booth and identification sign with your company's name and booth number for linear booths
- Aisle carpeting
- 24-hour perimeter guard service
- Attendee pre-registration list and final post-show list
- Admission to all NSSEA networking events (by exhibitor badge) and to all educational sessions
- Complimentary morning coffee in Exhibitor Lounge
- Continental breakfast provided on show days
- Electronic promotional materials to invite your customers to the show
- The opportunity to make hundreds of business contacts
- Two complimentary exhibit registrations (for your booth personnel) with each 10' x 10' space
- A list of member dealers (for NSSEA members only)

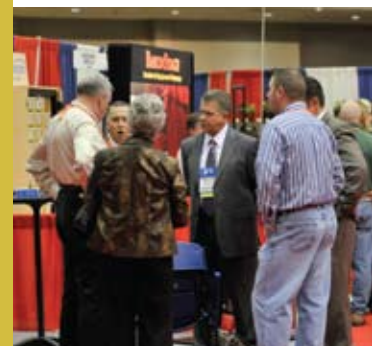
**Show Program* Deadline is September 4, 2009. After this date, all listings will be in the *Show Program* Supplement.

Exhibit Space Fees (per 10' x 10')

Members*: \$1,500

Nonmembers: \$2,100

*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 20, 2009 to qualify for the member price.



SES Online Planner

NSSEA is pleased to announce a new exhibit service to help drive traffic to exhibitors' booths and maximize your exposure before, during, and after the show. *My Planner*, an interactive and easy-to-use online resource, is a companion to the printed *Show Program*, allowing attendees to easily map their show, plan their time, and create a unique show planner for use onsite in Phoenix. Each exhibiting company receives:

- A free basic online booth listing which includes the company and contact information (phone/fax)
- One administrative contact
- 30-word company profile
- Booth number
- Booth locator feature

Stand Out From the Crowd – Online Planner Upgrades

Add your company logo and a link to your Web site. Make your company stand out by upgrading your online planner information. All current School Equipment Show exhibitors can upgrade their free basic listings. Upgrade packages are:

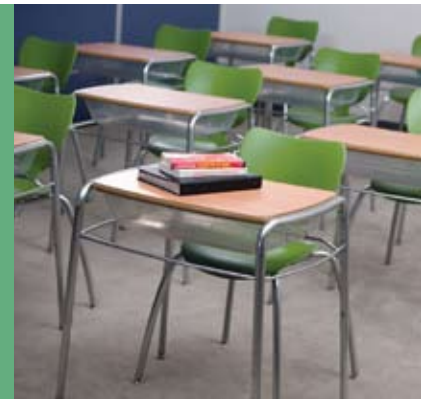
- **Bronze** level includes all benefits of the basic listing plus company logo, 50-word company profile, 1 sales contact name with email, link to Web site, 1 product showcase with optional image, and access to visitor reports.
Price: \$150
- **Silver** level includes all benefits of the bronze plus 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: \$300
- **Gold** level includes all benefits of the silver 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

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 to speak with a customer service representative or email us at memberservices@nssea.org.

Space Assignment

Priority exhibit space assignment will be made after May 15, 2009, 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 877.991.7711 or via email at nssea@expomanage.net

2009 SES Exhibit Space Application & Contract

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. Receipt of exhibit 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 5, 2009

1.

COMPANY		
EXHIBIT CONTACT		EMAIL ADDRESS
COMPANY ADDRESS		
CITY	STATE	ZIP
PHONE	FAX	WEB SITE
COMPANY ID #	(Find on back of brochure)	SOURCE CODE

Please sign: I have read and agree to comply with the SES rules and regulations. This application becomes a contract upon assignment of exhibit space.

SIGNATURE	DATE
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2. Please specify exhibit space (exhibit space is in 10' x 10' increments):

Total number of 10' x 10' booths: _____ Booth size: _____ ft. x _____ ft. Booth type: Linear Peninsula Island

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

**NSSEA does not guarantee assignment of preferences listed.*

3. Main product lines: _____

4. If you wish to avoid being assigned space adjacent to competitors, list those companies below. Every effort will be made to assign space accordingly.

5. Online Planner upgrade packages: Bronze (\$150) Silver (\$300) Gold (\$500)

Nonmembers — Join NSSEA and save!

Yes, we want to join NSSEA now and save \$600 per 10' x 10' space. In addition, by joining now the \$100 application processing fee will be waived.

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="checkbox"/> Under \$1,000,000	\$700	<input type="checkbox"/> Manufacturer
<input type="checkbox"/> \$1,000,000–\$25,000,000	\$1,200	<input type="checkbox"/> Content Publisher
<input type="checkbox"/> \$25,000,000+	\$1,700	<input type="checkbox"/> Importer/Exporter
		<input type="checkbox"/> Wholesaler Supplier

Year Company Established: _____ Year entered school market: _____

Percentage of business in the school market: _____

Exhibit space fees per 10' x 10' space:

Members: \$1,500 Nonmembers: \$2,100 (*Fees must accompany application.*)

Payment

Exhibit space: \$ _____

(*Total # of 10' x 10' spaces x exhibit space fee*)

Upgrade package: \$ _____

Membership: \$ _____

(*Enter 0 if already a member*)

Total Amount Due: \$ _____

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

Or charge to my: Visa Mastercard Discover American Express

FEDERAL TAX ID # _____ # OF EMPLOYEES _____

CARD NUMBER _____ EXP DATE _____

MEMBERSHIP CONTACT _____

NAME AS IT APPEARS ON CARD _____

EMAIL ADDRESS _____

SIGNATURE _____

Send payment to the address above or fax to 301.495.7386.

2009 School Equipment Show Floor Plan

Phoenix Convention Center North Halls B-E, Level 300 Phoenix, AZ

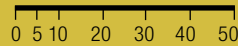
Booths spanning aisles may have display structures across the entire aisle spanned.

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 – 3' 2" diameter
Ceiling Height – 30'

Scale

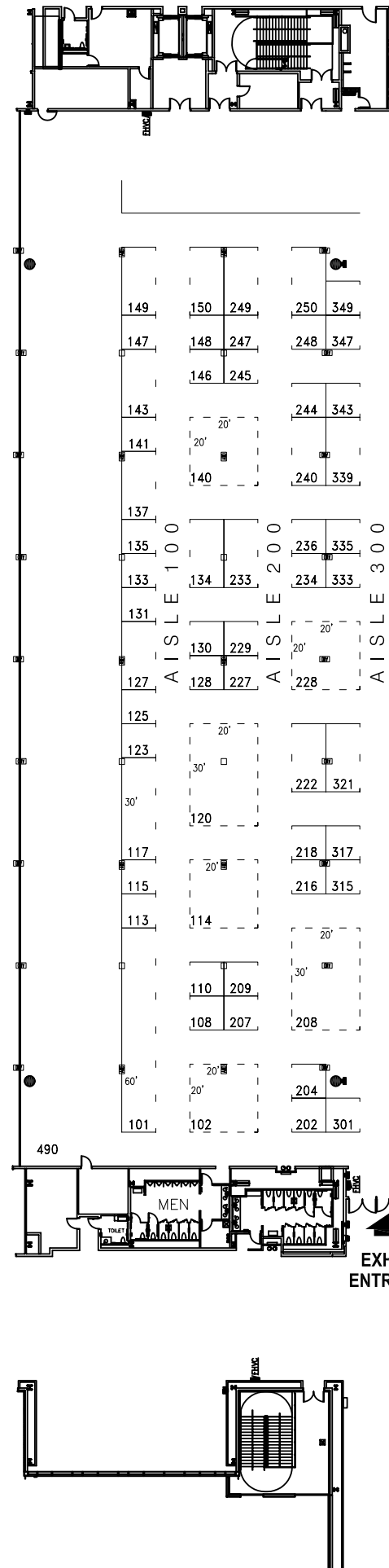


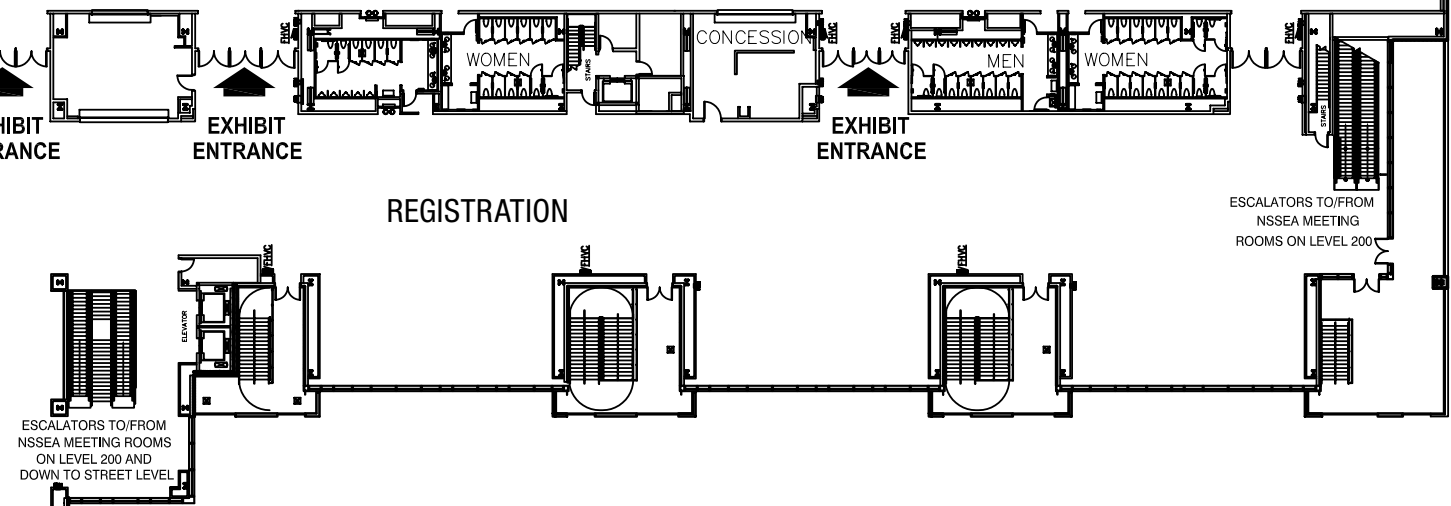
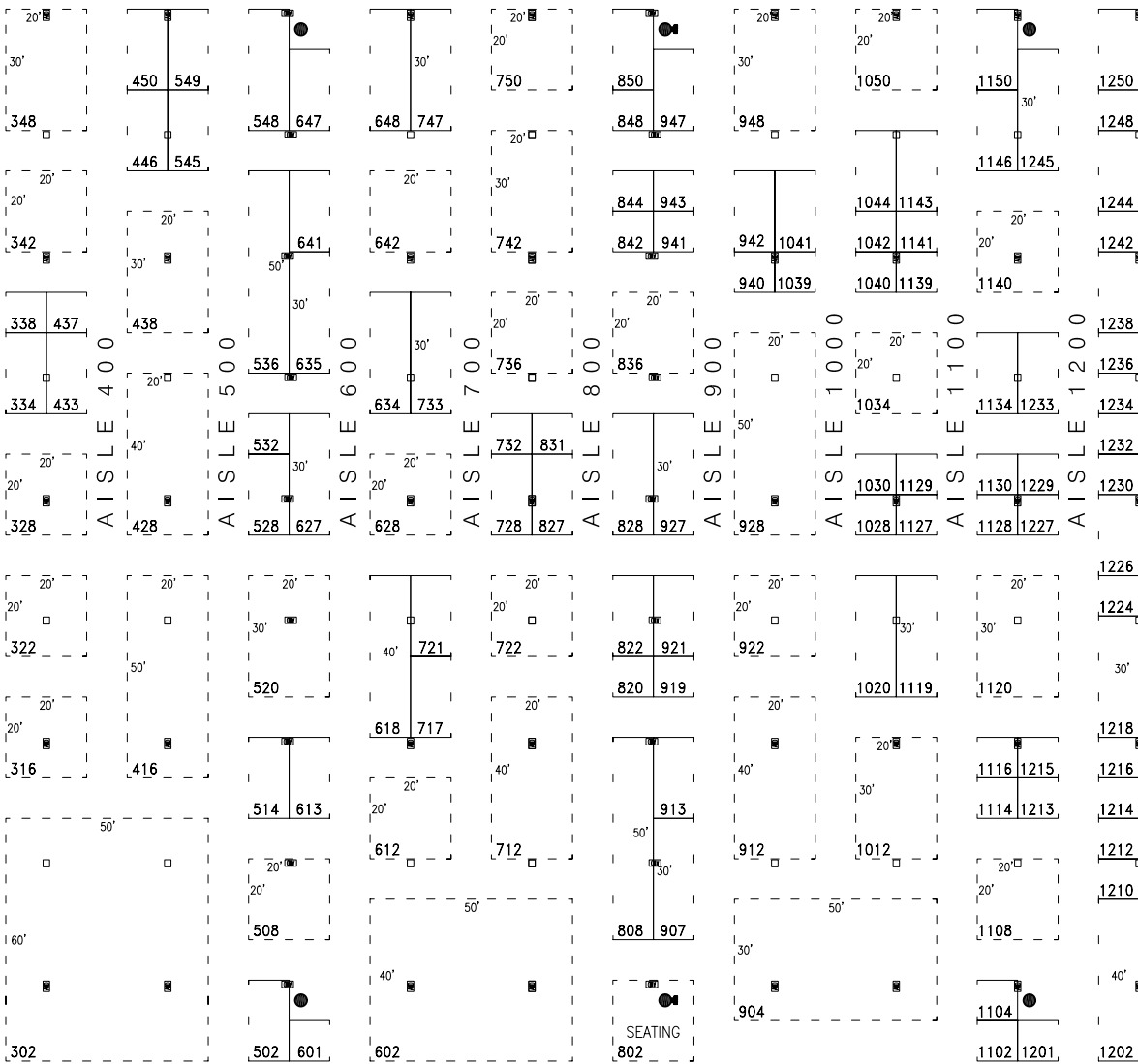
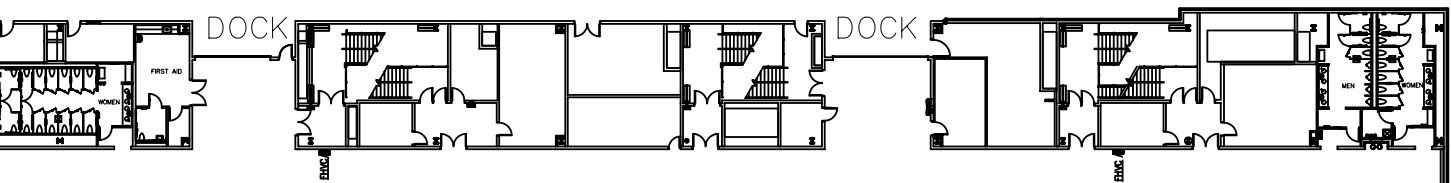
“The School Equipment Show is the place for Smith System to see all of our dealers in one location and now with a November show we can debut new products in time for specifying season which is key.”

– Molly Risdall, Smith System Mfg.



Exposition Management, Inc.
800.395.5550, ext. 1041/1043
nssea@expomanage.net





2008 School Equipment Show Exhibitors

A+ Childsupply, Inc.
 Aarco Products, Inc.
 ABCO Office Furniture, Inc.
 ACCO Brands
 Acorn Wire and Iron Works
 AD-AS
 Air Master Systems
 Air Science USA
 All American Scoreboards
 All Star Bleachers
 Allied Plastics Co., Inc.
 American Aluminum Seating, Inc.
 American Seating Co.
 American Specialties, Inc.
 Amtab Mfg. Company
 Angeles Group, LLC
 Art Metal Products
 Artco-Bell Corp.
 Artistic Coverings, Inc.
 Atlantic Metal Industries
 AVCON
 B R Bleachers
 Baron Stage Curtain & Equipment Co., Inc.
 Benee's, Inc.
 Best Metal Cabinets, Inc.
 Bevco
 BioFit Engineered Products
 Bison, Inc.
 Bretford Mfg., Inc.
 Brodart Co.
 Buckstaff Co.
 Califone International, Inc.
 CampbellRhea (IC)
 Carpin Manufacturing, Inc.
 CDF School Furniture
 Central Transportation Systems
 Certwood Limited
 Childforms
 Childs Play, Inc.
 Christian School Products/
 Valor Media Concepts
 Claridge Products & Equipment, Inc.
 Clarin
 Columbia Manufacturing, Inc.
 Community
 Copernicus Educational Products

Corilam Fabricating Co.
 Correll, Inc.
 Coverplay
 Creative Catalog Concepts
 Datum Filing Systems
 DeBourgh Manufacturing Co.
 Democrat Printing & Lithographing Co.
 Digilock
 Diversified Woodcrafts
 DIY Industries
 Draper, Inc.
 DURABLE Office Products Corp.
 Durable USA/Superior Casters
 DURCON Incorporated
 E&D Specialty Stands, Inc.
 Early Childhood Resources, LLC
 EC12
 Ecorth Corp.
 Egan Visual
 Electro-Mech Scoreboard Co.
 Finish Tech Corp.
 Flagship Carpets
 Fleetwood Group, Inc.
 Flexible Montisa
 Foundations® Quality Children's Products/
 Careplay®/Italtrike®
 Ghent Mfg., Inc.
 Goal Sporting Goods
 GrafcO, Inc.
 Granite Industries
 Grantco Mfg., Inc.
 Great Openings
 Greene Mfg., Inc.
 Gressco, Ltd.
 Greystone International
 GT Grandstands, Inc.
 Gymkids
 H. Wilson Company
 Hale Manufacturing Co.
 Hollowell, div. of List Industries
 Hamilton – Buhl
 Hann Manufacturing, Inc.
 Haskell Office, LLC
 HEMCO Corporation

The HON Company
 Horizon Seating/IFC
 Hussey Seating Co.
 Indeco Sales, Inc./Maco Manufacturing, Inc.
 Infinite Furniture Solutions
 Infinity Instruments Limited
 Interior Concepts
 Interkal, LLC
 Inwood Office Environments
 Ironwood Mfg., Inc.
 Jasper Chair Company
 Jaypro Sports, Inc.
 Jonti-Craft, Inc.
 KFI Seating
 KI
 Kidkraft
 Kidstuff Play Systems
 Kwik-Covers
 L A Baby
 Laurentian Industries
 Learning Carpets, Inc.
 Learningground, Inc.
 Ledco, Inc. div. of Graphic Laminating, Inc.
 Leisure Craft, Inc.
 LifeSecure, LLC
 Lincora Group
 List Industries, Inc.
 Lone Star Seating, Ltd.
 LSI Corporation of America
 Luxor Company
 LynRus Gymnasium Products
 Lyon Workspace Products
 M&M Play Equipment, Inc.
 Mahar Manufacturing
 Manta-Ray, Inc.
 Markant USA, Inc.
 Marsh Industries, Inc.
 Martin Universal Design
 Marvel
 Master Lock Co.
 McCourt Manufacturing
 Mediatechnologies, /Silver Street, Inc.
 Melsur Corp.
 Midwest Folding Products
 The Miller Group – Multiplex Division
 Mitchell Furniture Systems, Inc.

Mity-Lite, Inc.
 MooreCo, Inc. dba: Balt/ Best-Rite/Trinity
 Nanami Co., Ltd.
 National Public Seating Corp.
 National Recreation Systems
 National School Lines, Inc.
 New Product Specialties Group
 Norson's Industries
 Office Source
 OFM, Inc.
 Orna-Metal, Inc.
 Ozark River Portable Sinks
 Paladin Caseworks
 Palmer Hamilton
 Palmieri Furniture
 Paragon Furniture, Inc.
 Penco Products, Inc.
 Performance Sports Systems, Inc.
 Perkins Logistics, LLC
 Peter Li Education Group/
 Pflaum Publishing
 Pinnacle Storage Products
 Porter Athletic Equipment Co.
 Prime Industries, Inc.
 Promats, Inc.
 Q Products, LLC
 Regency, Inc.
 Republic Storage Systems Co.
 RightAngle Products/K&A Manufacturing, Inc.
 Romanoff Products, Inc.
 Safco Products Company
 Samsonite Commercial Furniture by Cosco
 Sandusky Lee Corp.
 Scholar Craft Products, Inc.
 School Concepts, Inc.
 School Construction News
 School Furniture in a Flash
 Schwab Corp.
 Scientific Plastics
 Screenflex Portable Partitions
 Seating Concepts, LLC
 Sedia Systems

Sexauer
 Shain Solutions
 Sheridan Seating, Inc.
 ShuttleSystem
 SICO America, Inc.
 SMARTdesks
 SMI
 Smith Carrel Co., Inc.
 Smith System Mfg. Co.
 Sofstop Co.
 Spalding Equipment
 SportsGraphics, Inc.
 Sportsplay Equipment, Inc.
 Steffy Wood Products, Inc.
 Stevens Industries
 SturdiSteel Company
 Sunway Inc. – Stand Up for Learning
 Superior International Industries
 TBB Global Logistics
 Tennsco Corp.
 Tesco Industries, Inc.
 Texas Wood World, Inc.
 Toddler Tables
 Toledo Furniture, Inc.
 Track Seating
 TW Promotions, Inc.
 Ultra Play Systems, Inc.
 Unelko Corporation
 United Visual Products, Inc.
 USA CAPITOL
 V. G. Plastica, Inc.
 VanerumStelter
 Virco Mfg. Corporation
 Visual Edge, Inc.
 VS America, Inc.
 WaterSaver Faucet Company
 Webcoat Products
 Whitney Bros. Co.
 Wilsonart International
 Wood Designs
 Worldwide Surfacing, LLC
 Zephyr Lock LLC
 Zhejiang Dafeng Sports Equipment Co., Ltd.

2009 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 4, 2009. 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 4, 2009), 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 17, 8:00 am – 5:00 pm

Wednesday, November 18, 8:00 am – Noon

Thursday, November 19, 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 SES 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 28, 2009

50% August 28–October 2, 2009

100% on or after October 2, 2009

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, city, state, 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 9. All crates are to be removed by 1:00 pm on Tuesday, November 10 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 13, 2009. 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

Cameras (including cell phone cameras) are allowed on the show floor. However, 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.

“The School Equipment Show is the most comprehensive venue in the industry to show our product and work with distributors, dealers and specifiers. Each year the exposure to industry leaders, market trends, style, designers and green product helps us stay current with the changing demands of today's educational facilities. The switch to November show dates is key as it allows time to integrate our new product releases into SES and more importantly into projects for the upcoming specifying season.”

– Eric Nordstrom, Virco Manufacturing



8380 Colesville Road, Suite 250
Silver Spring, MD 20910
www.nssea.org

Presort Standard
US Postage
PAID
Corporate Press
21701

Online Planner Upgrade

Increase your online presence with an upgraded listing in the Online Show Planner search feature. Digital upgrades help attendees find your company first when making their plans for the show. See page 4 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.

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. We want this year's SES to be the best-attended event to date!

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 September 4, 2009.

Additional Exposure for Your Company

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.

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 9 for details.

Hosting Events at the Show

NSSEA goes to great lengths to maximize exhibitors' time with attendees and to show consideration for all members. If you would like to schedule an event in conjunction with the School Equipment Show, please call Joe Tucker at 877.991.7711 or email nssea@expomanage.net.

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.

All Sponsors Receive...

Recognition in the *Show Program* or *Show Program Supplement*, as well as on the NSSEA Web site, in *Essentials* magazine, and on signage at the event and posted in the Convention Center. Sponsors will also receive sponsor signs for their booths and "Sponsor" ribbons for their staff to wear. Contact EMI for sponsorship opportunities: 877.991.7711 or nssea@expomanage.net.