



Exhibitor Prospectus for Conference Exhibition

Conference Name: **National Association for Alternative Certification Annual Conference**
Conference Dates: **March 9-12, 2011**
Location/Venue: **Double Tree Magnificent Mile, Chicago, IL**
Conference Theme: **Innovations in Educator Preparation: 21st Century School Staffing**

Who Will Attend?

- Program, district, state, and national administrators of alternative certification programs
- Faculty in teacher education and/or alternative certification programs
- Current and future mentors
- Researchers in the area of non-traditional teacher preparation
- Education professionals interested in alternative routes to certification
- School-system human resource administrators
- Certification/licensure officers

Anticipated Number of Attendees: 300- 400

Exhibit Package

1. One (1) draped 6' table and two (2) chairs (one or two additional tables may be requested).
** Electrical service, audio-visual equipment and access to high-speed web connections are available at an additional cost and must be requested when you submit your exhibit registration.**
2. Special discounted sleeping room rates of \$139+ tax and service fees for your representatives at the conference hotel.
3. Free detailed listing in the NAAC Annual Conference program book. Your listing includes your company name, contact information, and a description of the products and services you will be exhibiting. If provided via email, logos will be printed in the program.
4. Conference registrations for company representatives at the early-bird rate, regardless of when they register.

Exhibit Fee: \$500

Double Tree Magnificent Mile
300 E. Ohio Street
Chicago, Illinois, 60611

Exhibitor Set Up: March 9, 2011
Exhibit Dates: March 10-11, 2011
Exhibitor Tear Down: March 11, 2011

Please direct all exhibit inquiries to:

Judy Corcillo, Director
National Association for Alternative Certification
P.O. Box 5750
Washington, DC 20016
Phone: (202) 277-3600
Email: judyc@alternativecertification.org

High-Visibility Sponsorship Opportunities

Enhance your company's visibility by sponsoring one or more of the following activities:

- **Luncheon**
- **Reception**
- **Continental Breakfast**
- **Morning or Afternoon Break**

Exhibitors who provide sponsorships will be identified on their exhibit tables and on their exhibitor badges, and will receive prominent acknowledgment in the conference program book, along with additional signage where appropriate. To sponsor one or more events, please contact Judy Corcillo at judyc@alternativecertification.org or call NAAC at 202-277-3600.

Donate a Door Prize!

Door prize drawings take place in the General Sessions. Attendees must be present in order to win. Exhibitors are encouraged to donate door prizes to add to the excitement, including items such as gift baskets, special event tickets, travel packages and professionally-oriented materials (books, videos, etc.). Please email judyc@alternativecertification.org or call (202) 277-3600 if you are interested in making a door prize donation and receiving further recognition in the participant book.

Exhibit Space Assignments

Exhibits will be set up in the high-traffic conference registration area onsite. There will be no formal exhibit space assignment. On a first-come, first-served basis, exhibitors will select an available tabletop upon arrival during the exhibits set-up time on Wednesday, March 9, 2011.

Exhibit Cancellations

Should an exhibitor cancel an exhibit space in writing via email to judyc@alternativecertification.org or via fax to 202-403-3545 on or prior to January 31, 2011, a full refund will be issued, minus a \$50.00 processing fee.

If an exhibitor cancels in writing after January 31, 2011, a \$100 processing fee will be deducted from the refunded amount. **Cancellations must be made in writing.**

Exhibitor Terms, Conditions, and Responsibilities

Liability: The exhibitor shall be fully responsible to pay any and all damages to property owned by the Double Tree Magnificent Mile, its owners or managers which results from any act or omission of exhibitor. The exhibitor agrees to defend, indemnify and hold harmless NAAC and the Double Tree Magnificent Mile and their Officers, Directors, Employees and Agents from and against any actions, losses, costs, damages, claims, and expenses (including attorney's fees) arising from any damage to property or bodily injury to Exhibitor, his Agents, Representatives, Employees by reason of the Exhibitor's occupancy or use of the exhibition facilities.

Insurance: It is the exhibitor's sole responsibility to obtain business interruption insurance and full insurance coverage on all exhibit material, equipment or apparatus introduced into the conference location premises; to have comprehensive general liability, contractual liability and property damage insurance protecting against any liability which may accrue by reason of alleged wrongful or

negligent conduct of the exhibitor in the amount of not less than \$1,000,000.00 per occurrence; to have Workman's Compensation insurance meeting statutory limits or insurance required by similar employee benefit acts as well as insurance having a minimum per occurrence limit of at least \$100,000.00 against all claims, which may be brought for personal injury or death of exhibitor's employees. All such coverage is to include contractual liability. NAAC can accept no responsibility for the loss of, or damage to, any of the said materials or displays, and the risk of all such loss shall be on the Exhibitors.

Security: The exhibit area is in an open and semi-public area. It is the individual exhibitor's responsibility to safeguard equipment and material from the time it is brought into the facility until it has been removed. Exhibitors are responsible for removing dangerous or valuable materials from displays when staff is not there to supervise use, and to provide and use their own proper hazardous waste disposal system.

Cancellation of Conference: NAAC may cancel the conference or exhibition for any reason. NAAC, the conference facility, and official service contractors (hereafter all referred to as "Conference Administrators") shall not be liable for any expenses incurred by the exhibitor except for an exhibit fee refund issued in an amount deemed consistent with the expenditures and commitments already made.

Failure to Occupy: Any space not occupied on Wednesday, March 9, 2011 will be forfeited by the Exhibitor, and may be resold, reassigned, or used by the Conference Administrators without refund of rental price, unless arrangements for delayed occupancy have received prior written approval by the Conference Administrators.

Special Restrictions: (a) Circulars, advertising matter, etc., may be distributed and patronage solicited only within the space assigned to the exhibitor presenting the materials. (b) Exhibitors are prohibited from using amplifying equipment of any nature without permission from the Conference Administrators and, if permission is granted, the use of such equipment must not interfere with adjacent exhibits or other activities in the conference or hotel. (c) Nothing will be used within the exhibit area that will injure, mar, or in any manner deface any surface. (d) It is the exhibitor's sole responsibility to pay any royalties or license fees due to but not limited to BMI, ASCAP or to the host city or state. No music may be played at an exhibitor's space without prior notice to and approval by the Conference Administrators.

Nonflammable Materials: All materials including muslin, velvet, silken, or other cloth drape or banner used in the exhibit area MUST be nonflammable. The exhibitor agrees to accept full responsibility for compliance with city regulations in the provision and maintenance of adequate safety devices and conditions for the

Exhibitor Guidelines

1. Exhibitors are responsible for reading and adhering to these guidelines, those of the venue, Double Tree Magnificent Mile, and the Exhibitor Terms, Conditions and Responsibilities listed above.
2. Exhibit space assignments are made on a first-come, first-served basis.
3. A deposit of 50% of the exhibit fee is due with your Exhibitor Registration, with the balance due by January 31, 2011. No exhibitor will be permitted to erect a display until space rental is paid in full.
4. Exhibitors shall not assign, share, or sublet any space without written consent of the Conference Administrators nor may any portion of the display extend beyond the boundaries of their exhibit space or block the view of other exhibitors.
5. Exhibitors may take orders and complete sales only for products or categories of products they have previously listed on the Exhibitor Registration form.

operation of machinery and equipment under city codes. It is the exhibitor's responsibility to conform to safety and fire regulations. Any and all services needed from the service contractor or facility over and above those provided as standard are the responsibility of the exhibitor.

Sales: Direct over-the-counter cash sales will be permitted. All goods, advertised items, and services for sale must be provided during the exhibitor's regular course of business and listed in the appropriate place on the application for space. Most state Departments of Revenue require the collection of sales tax for all direct sales by both in-state and out-of-state companies. Filing the proper forms and complying with the regulation are the direct responsibilities of the exhibitor. Applicable sales tax is the responsibility of the exhibitor directly.

Amendment: Any point requiring a decision relative to the exhibits, if not specifically covered in writing, is subject to determination by the Conference Administrators. The Conference Administrators will have sole authority to interpret and enforce all rules and regulations, contained herein, to make any amendments thereto, and to make further rules and regulations as shall be necessary for the orderly conduct of the conference. All such amendments and future rules and regulations will be made available to the exhibitor.

Compliance: Exhibitors will comply with these terms and conditions, rules and regulations of the "Conference Administrators," city, state, or federal regulations governing this exhibition, hazardous waste, labor unions, HCEA, and the Exposition Service Contractors Association guidelines and regulations.

6. There is no smoking allowed in the exhibit and registration areas, any meeting room, or any common indoor area.

Shipping

Exhibitor will label and number all shipped materials as follows, and the cost for hotel receiving of those packages will be billed to the exhibitor:

1. You must notify Judy Corcillo of all packages to be mailed prior to mailing and she must notify the hotel and receive prior approval – especially for large packages. Please email the name of the shipper, number of boxes, and expected arrival date to judyc@alternativecertification.org before mailing. Storage space at the hotel is limited.
2. All packages and/or freight received at the Double Tree Magnificent Mile will be assessed the following handling and/or storage charges and will be billed to your room or to a designated credit card: **Contact hotel for fee's at 312-787-6100**
3. The hotel and NAAC assume no responsibility for lost or damaged packages.
4. Address as follows:

Hold for Arrival: National Association for Alternative Certification
Judy Corcillo
March 9, 2011
ATTN: Convention Services
Double Tree Magnificent Mile
300 E. Ohio Street
Chicago, Illinois, 60611

Freight deliveries generate other charges. Check with judyc@alternativecertification.org for details.

The hotel will not accept responsibility for materials delivered more than 2 days prior to the start of the meeting. The hotel reserves the right to refuse acceptance of packages that appear to be damaged, and assumes no liability for the condition of the contents of any package.

The exhibitor is responsible for insuring any materials, equipment, displays, or packages that may be sent to the hotel.



Application for Exhibit Space 21st Annual Conference

Double Tree Magnificent Mile, Chicago, IL • March 9-12, 2011

Company Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Telephone: (____) _____ Fax: (____) _____ E-Mail: _____

Contact: _____ Title: _____

Products or Services to be displayed: _____

Do you plan to sell materials on the exhibit floor? Yes No Please contact me about underwriting opportunities.

Please type or print company name, address *if different from that above* and a brief description of your products and services to be printed in the conference book: _____

Fee: \$500.00

A check/money order for at least 50% of the exhibit fee is enclosed.

Make checks payable to: NAAC. (Federal ID Number 54-1822255)

I have read and understood the exhibitor terms, conditions, guidelines and responsibilities. My company will abide by them.

Authorized Signature: _____ **Date:** _____

Return To: NAAC, Attn: Judy Corcillo, P.O. Box 5750, Washington, DC 20016
Phone 202-277-3600 Fax 202-403-3545

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Cancellations must be made in writing.



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CERTIFICATION

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21st Annual Conference
Innovations in Educator Preparation:
21st Century School Staffing

March 9-12, 2011
Double Tree Magnificent Mile
Chicago, IL

SPONSORSHIP OPPORTUNITIES

Thursday, March 10, 2011:

Breakfast	\$5,000
AM Break	\$1,000
Lunch	\$10,000*
Networking Reception	\$10,000*

Friday, March 12, 2011

Breakfast	\$5,000
AM Break	\$1,000
Lunch	\$10,000*

Sponsorship package includes signage at the sponsored event, prominent acknowledgement of the sponsorship in the conference program book, and during daily announcements. Sponsors will also be given the opportunity to present at the conference, if they so choose.

**Cost of larger events can be shared with co-sponsors.*

ADVERTISING OPPORTUNITIES

Program Book Ads cost:

Full page: \$1,000

Half page: \$500

Quarter page: \$250

Tributes page:

Business card sized: \$25

For details, please contact NAAC Director Judy Corcillo at 202-277-3600. Prices for meal and break sponsorships are approximate and are based on projected attendance and menu selection.