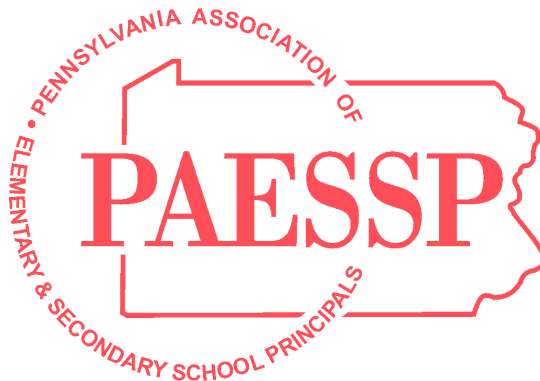


2005 PAESSP State Conference

“No PRINCIPAL Left Behind”

Exhibitor Information



October 23 - 25, 2005
Valley Forge Radisson/Scanticon
Hotel & Convention Center
King of Prussia, Pennsylvania

Pennsylvania Association of Elementary and Secondary School Principals

2005 Annual State Conference

“No PRINCIPAL Left Behind”

October 23-25, 2005 • Valley Forge Radisson/Scanticon Hotel
& Convention Center • King of Prussia, Pennsylvania

122 Valley Road • P.O. Box 39 • Summerdale, PA 17093
(717) 732-4999 (Telephone) • (717) 732-4890 (Fax)
www.paessp.org

The Pennsylvania Association of Elementary and Secondary School Principals (PAESSP), consisting of 3,800 members, is holding its annual conference **October 23 through October 25, 2005** at the Valley Forge Radisson/Scanticon Hotel & Convention Center, King of Prussia, Pa. On behalf of the association, we would like to extend an invitation to have you exhibit at this conference.

Please note the following information regarding exhibits that has been designed to meet the needs of you, the exhibitor:

1. Exhibits are scheduled for **Monday, October 24, 2005** from 8:00 a.m. to 2:00 p.m. Set-up time begins at 6:00 a.m. Tear down is scheduled from 2:00 p.m. to 3:00 p.m.
2. The Valley Forge Radisson/Scanticon Hotel & Convention Center uses the drayage company, **General Exposition Services**, for exhibit set-up and decorating. *They will contact you concerning your specific needs.*
3. Any charges for electric, phone or data lines are in addition to your registration fee.
4. In order to ensure adequate traffic through the vendor area, our association will do the following:
 - (a) Serve a continental breakfast in the vendor area for all conference attendees. This will allow eating and meeting with you, the exhibitor.
 - (b) **No sessions will occur from approximately 9:45 to 11:00 a.m.** to allow conference attendees time to tour the vendor area.
 - (c) Lunch will be served from 12:00 to 1:00 p.m., also in the exhibit area. **No sessions are scheduled during this time** to maximize traffic in the vendor area.
 - (d) Breakfast and lunch are provided to exhibitors as part of the registration fee, allowing you to remain in close proximity to your booth. **Two lunch tickets are provided for each booth.**
5. The fee for an 8' X 10' booth (pipe and drape with two chairs and wastebasket consisting of a 10' backdrop and a 6' draped table) will be **\$500**.
6. In order to register, complete the attached **reservation form** on **page 3** and mail it along with your fee to the PAESSP office, Attention: Kathy.
7. If you would be interested in sponsoring or co-sponsoring one of the events, such as a lunch or a speaker, please call Joseph Acri, Assistant Executive Director, to discuss fees and availability.
8. If you want to purchase an **advertisement in our program booklet**, complete and return the **advertising form** on **page 4** or contact **Sheri Thompson** at (717) 732-4999 or **sherit@paessp.org**.
9. If hotel accommodations are required, please call the **Valley Forge Radisson/Scanticon Hotel & Convention Center** directly at (610) 337-2000.

We look forward to your participation at our conference. If you have any questions please do not hesitate to contact either Joseph P. Acri or Kathy Sheaffer at (717) 732-4999.

PAESSP CONFERENCE VENDOR RULES

Contract For Space: It is understood that the PENNSYLVANIA ASSOCIATION OF ELEMENTARY AND SECONDARY SCHOOL PRINCIPALS will attempt to assign space(s) to fit your needs. Reservations are on a “first-come, first-served basis.”

Use Of Space: All demonstrations or interviews must be confined to the limits of the exhibit booth.

Dismantling: The exhibitor agrees not to dismantle or do any packaging before the final closing of the exhibition at **2:00 p.m. on Monday, October 24, 2005.**

Liability: The exhibitor assumes complete responsibility and liability for all injury to any and all persons or property in any way connected with the exhibitor, his agents, representatives or employees.

ASCAP: The exhibitor is solely responsible to assure proper licensing and payment of royalties to ASCAP (American Society of Composers, Authors and Publishers) and BMI (Broadcast Music Incorporated) for any copyrighted music used by the exhibitor during the trade show. The exhibitor indemnifies and agrees to hold harmless the PENNSYLVANIA ASSOCIATION OF ELEMENTARY AND SECONDARY SCHOOL PRINCIPALS for any copyright infringement by the exhibitor and/or failure of the exhibitor to properly license copyrighted music.

Restrictions: The PENNSYLVANIA ASSOCIATION OF ELEMENTARY AND SECONDARY SCHOOL PRINCIPALS reserves the right, through its Executive Director, to restrict any exhibits which for any reason become objectionable, and also prohibit or remove any exhibit which in the opinion of the PENNSYLVANIA ASSOCIATION OF ELEMENTARY AND SECONDARY SCHOOL PRINCIPALS’ Executive Director may detract from the general character of the exhibition. In the event of such restriction or eviction, the PENNSYLVANIA ASSOCIATION OF ELEMENTARY AND SECONDARY SCHOOL PRINCIPALS will not be liable for any refunds or rentals or other related exhibit expenses. These rules become part of the contract between the exhibitor and the PENNSYLVANIA ASSOCIATION OF ELEMENTARY AND SECONDARY SCHOOL PRINCIPALS. The PENNSYLVANIA ASSOCIATION OF ELEMENTARY AND SECONDARY SCHOOL PRINCIPALS respectfully asks the full cooperation of the exhibitors. All points not covered are subject to the decision of the PENNSYLVANIA ASSOCIATION OF ELEMENTARY AND SECONDARY SCHOOL PRINCIPALS’ Executive Director.

Shipping: All exhibit materials may be shipped directly to the drayage company one week prior to the conference.

**General Exposition Services
205 Windsor Road
Pottstown, PA 19464**

If you need additional drayage assistance, you may contact Jay Freas at General Exposition Services, (610) 495-8866.

Thank You and See You at the Conference!

✂

PAESSP Exhibits' Reservation Form For Monday, October 24, 2005

PAESSP State Conference -- "*No PRINCIPAL Left Behind*"

Sunday, October 23 - Tuesday, October 25, 2005

Valley Forge Radisson/Scanticon Hotel & Convention Center

King of Prussia, PA

Please reserve _____ 8' X 10' booth(s) at **\$500.00 per booth** (pipe and drape) consisting of a 10' backdrop and a 8' draped table, two chairs, wastebasket and sign with exhibitor's name. By placing my signature below, I acknowledge and agree to follow the enclosed PAESSP conference vendor rules. No booth will be reserved until a check is received.

NAME OF COMPANY/ORGANIZATION _____

CONTACT PERSON _____

ADDRESS _____

PHONE () _____ FAX () _____

EMAIL ADDRESS _____

(Needed for Booth Confirmation)

SIGNATURE: _____

FOR YOUR INFORMATION

- ◆ Part of your registration fee will be used for door prizes. Door prizes will be awarded only to conference attendees who enter the exhibit area.
- ◆ **Cancellation fee** – more than 60 days before - **\$500.00**, 30 days before - **\$200.00**, 15 days or less – **No refund.**
- ◆ *Not included in exhibitor fee is receipt of shipped materials to drayage company, electricity, additional chairs and tables, data lines or other services.*
- ◆ Reservation forms and remittance must be sent as soon as possible, but **before August 1, 2005** if you want an early booth assignment and named in the conference program. If the event is sold out, your check will be returned.
- ◆ Make checks payable to: **PAESSP CONFERENCE.**
- ◆ Please mail **registration** and **total remittance fee** to: **Kathy Sheaffer, c/o PAESSP, P.O. Box 39, Summerdale, PA 17093**

**For additional services and/or information, call Joseph Acri or Kathy Sheaffer at (717) 732-4999.*

2005 PAESSP Conference Program Advertising

**October 23-25, 2005 - Valley Forge Radisson/Scanticon
Hotel & Convention Center - King of Prussia**

To reserve space for an advertisement(s) in the *2005 PAESSP Conference Program Booklet*, please complete the following form and return with **payment** to Sheri Thompson, Director of Communications, at:

PAESSP
122 Valley Road
P.O. Box 39
Summerdale, PA 17093
(717) 732-4999 (Phone)
(717) 732-4890 (Fax)
sherit@paessp.org (E-mail)

Advertising Rates are as follows:

- ✓ With Booth -- \$200/full-page; \$100/half-page
- ✓ NO BOOTH -- \$500/full-page; \$300/half-page

Note: *Booths paid separately. All ads are black and white.*

Advertisement Specifications

Full-Page -- 3 1/2" (W) x 7 1/2" (H)

Half-Page -- 3 1/2" (W) x 3 3/4" (H)

All Ads Must Be Camera-ready And Received At PAESSP By September 2, 2005.

Ad Space Must Be Reserved No Later Than August 1, 2005.

Company Name _____ Contact _____

Company Address _____

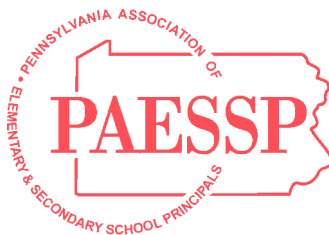
Telephone _____ Fax _____

E-mail Address _____

Booth _____ No Booth _____

Advertisement Size(s) _____ Total Amount Due _____

Note: *Payment must accompany your ad(s).*
Make checks payable to: *PAESSP Conference.*



**122 Valley Road
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Summerdale, PA 17018
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