

# 2015 PAESSP Conference

## *Exhibitor Information*



**October 18-20, 2015**

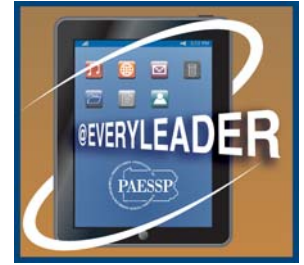
The Penn Stater Conference Center Hotel  
State College, Pennsylvania

# 2015 State Conference

October 18-20, 2015

The Penn Stater Conference Center Hotel  
State College, Pennsylvania

#PAESSP15



Dear Exhibitor:

The Pennsylvania Association of Elementary and Secondary School Principals (PAESSP), consisting of approximately 4,000 members, is holding its annual conference **October 18 through October 20, 2015 at The Penn Stater Conference Center Hotel, State College, 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 19, 2015 from 8:00 a.m. to 4:00 p.m.** Set-up time begins at **6:00 a.m.** Tear down begins at **4:00 p.m.**
2. The PAESSP uses an external exhibit set-up company, **APA, Inc.** *Contact them directly regarding your specific needs:* <http://www.apaexpo.com/> or by calling **800-227-2746** or **412-681-3110**.
3. Any charges for electric, phone or data lines *from the hotel* 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 continental breakfast will be held in the vendor area for all conference attendees and vendors. This will allow eating and meeting with you, the exhibitor.
  - Lunch will be served around noon in the exhibit area. *No sessions are scheduled during this time to maximize traffic in the vendor area.*
  - Again this year, a break will be held in the late afternoon in the exhibit area. The Vendor Door Prize Drawing will be held during this time period.
  - Breakfast, lunch and an afternoon break 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. You do not need tickets for breakfast or the breaks.**
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 **\$625**.
6. In order to register, complete the attached **reservation form on page 4** and mail it along with your fee to the PAESSP office: **P.O. Box 39, 122 Valley Road, Summerdale, PA 17093, Attention: Mary.** Reservation forms and remittance must be sent as soon as possible, **but on/before August 21, 2015** (if you want an early booth assignment and named in our conference materials).
7. If you want to purchase an advertisement in our program booklet, complete and return the **advertising form on page 5** or contact **Sheri Thompson** at **(717) 732-4999** or [sherit@paessp.org](mailto:sherit@paessp.org).
8. If hotel accommodations are required, please call The Penn Stater Conference Center Hotel reservations department at **(800) 233-7505** and refer to our reservation **Group Code - PAEJ15A**. To make your reservations on-line, use the link below and go to **Reserve Your Stay**, enter requested information with **Group Code - PAEJ15A** and then select **Check Availability:** <http://www.thepennstaterhotel.psu.edu/ThePennStaterHotel/conferences-and-events/conferences.cfm>

**We look forward to your participation at our conference. If you have any questions, please do not hesitate to contact Mary Snyder or Sheri Thompson 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 **4:00 p.m. on Monday, October 19, 2015**.

**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.

## **Important Shipping Instructions**

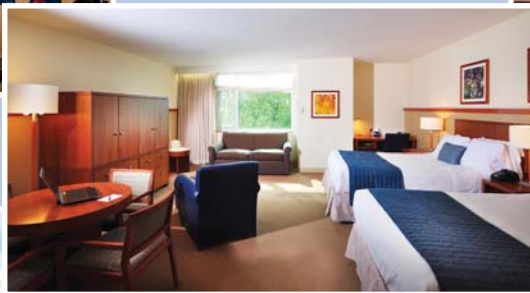
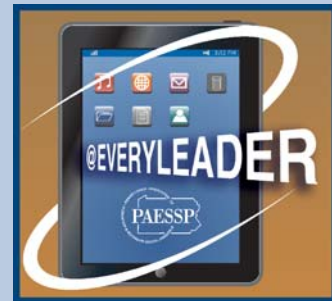
**Exhibitors may not ship their booth materials directly to The Penn Stater Conference Center Hotel** (*materials will not be accepted by the hotel prior to the conference*). **You must make arrangements with APA Exposition Services to ship your materials. Go to <http://www.apaexpo.com/> or call 800-227-2746.**

**Additional drayage may be obtained by visiting <http://www.apaexpo.com/> or by calling 800-227-2746 - APA, Inc. You will receive a document via e-mail from APA in August or September with shipping labels and other important drayage and hotel information.**

***Thank You and See You at the Conference!***

# The Penn Stater Conference Center Hotel

We are excited once again to hold our 2015 conference at a terrific site -- The Penn Stater Conference Center Hotel, 215 Innovation Boulevard, State College, Pa., (800) 233-7505. The exhibit area will be in **President's Hall 1-4**. It is an expansive space that can accommodate plenary sessions, large banquets and public displays and exhibitions. This facility is a total of four adjoining halls with a combined seating of over 850 guests. A banquet drop-off/loading area is adjacent to the Hall making it extremely convenient for the vendors. Below are several photos of the facility. *We hope to see you there!*



PAESSP Exhibits' Reservation Form  
For Monday, October 19, 2015



2015 PAESSP Conference

Sunday, October 18 - Tuesday, October 20, 2015  
The Penn Stater Conference Center Hotel  
State College, Pennsylvania

Please reserve \_\_\_\_\_ 8' X 10' booth(s) at **\$625.00 per booth** (pipe and drape) consisting of a 10' backdrop and a 6' draped table, two chairs, a 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(s)** will be reserved until a check is received.

NAME OF COMPANY/ORGANIZATION \_\_\_\_\_

CONTACT PERSON \_\_\_\_\_

ADDRESS \_\_\_\_\_

PHONE ( ) \_\_\_\_\_ FAX ( ) \_\_\_\_\_

E-MAIL 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 and complete and return their Vendor Visit Cards.
- ◆ **Cancellation fee** - more than 60 days before - **\$50.00**; less than 60 days, but more than 30 days - **\$300.00**; more than 15 days, but less than 30 days - **\$400.00**; and less than 15 days - **No refund**.
- ◆ *Not included in exhibitor fee is shipping and receipt of 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 **on or before August 21, 2015**, 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: Mary Snyder, c/o PAESSP, 122 Valley Road, P.O. Box 39, Summerdale, PA 17093.**

*\*For additional services and/or information, call Mary Snyder or Sheri Thompson at (717) 732-4999.*

**2015 PAESSP Conference Program Advertising**  
**@EVERYLEADER**  
**October 18-20, 2015**  
**The Penn Stater Conference Center Hotel - State College, Pa.**

To reserve space for an advertisement(s) in the *2015 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 should be paid separately. All ads are black and white.*

**Advertisement Specifications**

**(Program booklet is pocket size)**

Full-Page -- 3 1/2" (W) x 7 1/2" (H)  
 Half-Page -- 3 1/2" (W) x 3 3/4" (H)

*Ad Space Must Be Reserved No Later Than August 7, 2015.  
 All Ads Must Be Camera-ready And Received at PAESSP by September 4, 2015.*

Company Name \_\_\_\_\_ Contact \_\_\_\_\_

Company Address \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail Address \_\_\_\_\_

Booth \_\_\_\_\_ No Booth \_\_\_\_\_

Advertisement Size(s) \_\_\_\_\_ Total Amount Due \_\_\_\_\_

**Note: Payment must accompany your advertisement; however, it is acceptable to e-mail your ad to [sherit@paessp.org](mailto:sherit@paessp.org) (as a .PDF file) prior to mailing your check.  
 Make checks payable to: PAESSP Conference or PAESSP**



**122 Valley Road  
P.O. Box 39  
Summerdale, PA 17093  
(717) 732-4999 (Office)  
(717) 732-4890 (Fax)  
[www.paessp.org](http://www.paessp.org)**