



NATIONAL CONFERENCE ON  
**EDUCATION**

# The *Personalization* ▶▶▶ of Education

**FEBRUARY 13-15, 2020**

SAN DIEGO CONVENTION CENTER  
SAN DIEGO, CA

▶▶▶ [www.aasa.org/nce](http://www.aasa.org/nce)

## EXHIBITOR PROSPECTUS

Choose your booth  
in the NCE Exhibit  
Hall to get access to:

- ▶ **\$602 BILLION**  
*in buying power*
- ▶ **25,000**  
*schools*
- ▶ **52 MILLION**  
*students*

### *Contact* ▶▶

Kathy Sveen, VP Sales, AASA, at  
[ksveen@smithbucklin.com](mailto:ksveen@smithbucklin.com), or  
call 312.673.5635.

Presented by

**AASA**  
THE SCHOOL SUPERINTENDENTS ASSOCIATION



# HOW CAN YOU CONTRIBUTE TO EFFECTIVE *school leadership?*

AASA, the School Superintendents Association, is the **ONLY** national professional association convening the powerful and dedicated high-level administrators you need to meet.

## MEET EXPERIENCED SUPERINTENDENTS *buying for their entire district*

**32%**

are first-time attendees — new leads for you

**71%**

are superintendents or assistant superintendents — qualified, district-wide decision-makers

**64%**

of attendees spend 2+ hours visiting the Exhibit Hall

**60%**

of attendees are more likely to purchase products/services from NCE exhibitors

**OVER 50%**

of attendees say their primary objective for visiting the Exhibit Hall is to discover products/services they were not aware of

“

You don't have time in your day-to-day routine. I like to use the NCE Exhibit Hall . . . to pick the vendors who will help enhance our vision in our district. And from year to year, that can be very different.

**MORGANA STANLEY**, Superintendent, Henderson County School District, Henderson, KY

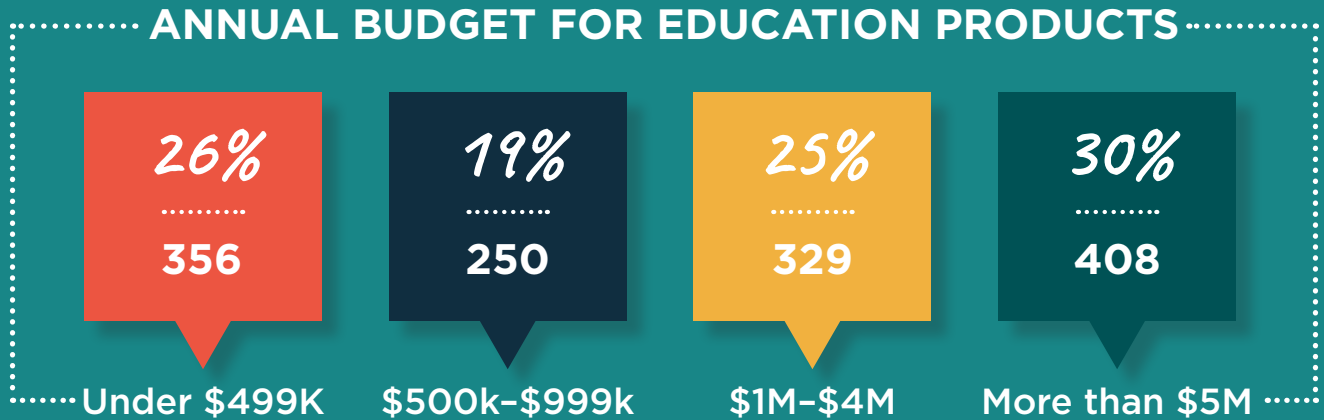
”

... *Your ONLY destination to meet face-to-face with school superintendents from all 50 states.*

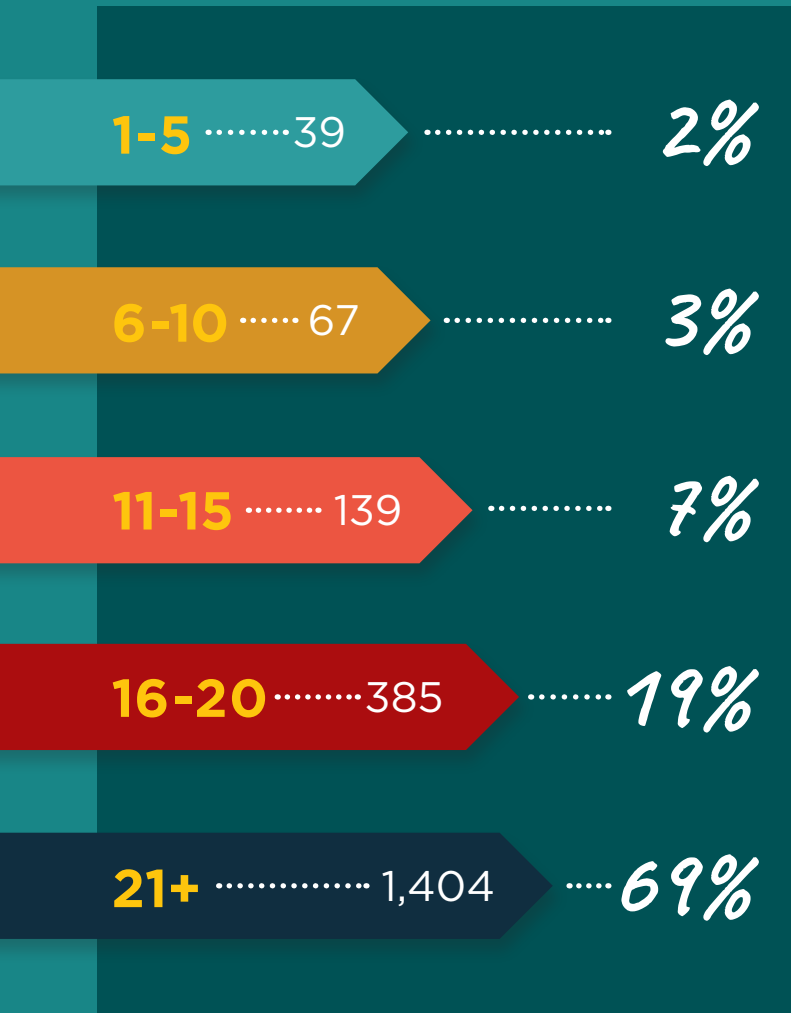


# MEET THE BUYERS *who matter*

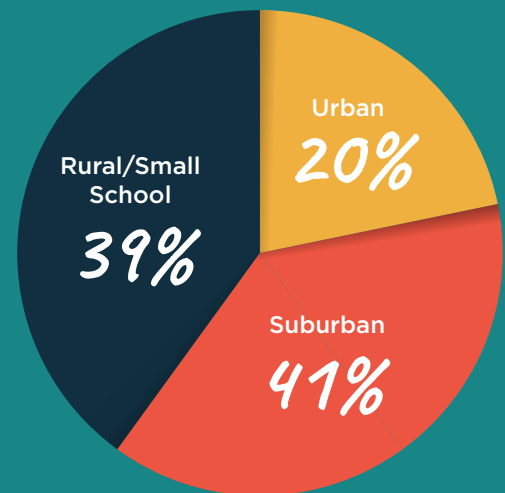
## ANNUAL BUDGET FOR EDUCATION PRODUCTS



## YEARS OF EXPERIENCE



## DISTRICTS WITH UNIQUE NEEDS



“

The Exhibit Hall gives an opportunity to reconnect with people who we've already reached an agreement with and who are providing things for our district and benefiting our students, but it also gives us the opportunity to reach out and consider different opportunities that may be part of an initiative that could help lead the success for our students.

**DR. MICHAEL "MIKE" BROPHY**, Superintendent,  
West Valley School District #208, Yakima, WA

”

# EXHIBIT HALL *hours*

## THURSDAY, FEBRUARY 13, 2020

7:45 – 9am ..... NCE Exhibit Hall Coffee Break  
7:45am – 4pm ..... NCE Exhibit Hall Hours  
11:15am – 12:45pm ..... NCE Exhibit Hall Dedicated Hours  
1:45 – 3pm ..... Snacks in the NCE Exhibit Hall

## FRIDAY, FEBRUARY 14, 2020

11:00am – 2:30pm ..... NCE Exhibit Hall Hours  
12:15 – 12:45pm ..... Lunch Break  
1:45 – 2:15pm ..... Snacks in the NCE Exhibit Hall

*The NCE Exhibit Hall is just  
ONE opportunity for you to  
meet with decision-makers.*

## TRAFFIC-BUILDING FEATURES INSIDE THE NCE EXHIBIT HALL

- School of the Future
- Knowledge Exchange Theater
- Coffee Breaks
- Snack Breaks
- AASA Technology Center
- AASA Central and Bookstore
- NCE Advertising
- Onsite Guide Advertising

►► *Contact* Kathy Sveen at [ksveen@smithbucklin.com](mailto:ksveen@smithbucklin.com) for new offerings!

## *But that's not all...*



**ATTEND PROFESSIONAL EDUCATION** by taking full advantage of your FREE Full Conference pass (a \$1,500 value) included in your booth package and sit side-by-side with our attendees who could become your next customers. Hear from them what is important and challenging for their districts!



**NETWORK WITH ATTENDEES** between sessions, in the hallway, in line for food and during official events.



**HOLD A HOSPITALITY EVENT** for your customers and prospects.



**GRAB A STOOL AT THE HOTEL BAR** and be prepared to ask good questions — the person sitting next to you might be your next big customer.

“

We were overwhelmed by the success of the conference and look forward to many more in the future.

AASA 2018 EXHIBITOR

”

# EXPANDED MARKETING SUPPORT ►► *for NCE exhibitors*

**When you exhibit at AASA's National Conference on Education, you get more than just floor space. Take advantage of these additional opportunities to gain maximum exposure for your company and products.**

“

The full conference pass included with my booth purchase was of great benefit. We did take advantage of attending the sessions. It was a great way to hear what is happening with schools and to meet key people in the district.

**AASA 2018 EXHIBITOR**

”

## ► SCHOOL OF THE FUTURE

The School of the Future encourages out-of-the-box, new ways of thinking that allow students to reach their full potential with the products provided and showcased during the conference. It strives to provide superintendents with a futuristic approach to all aspects of education: Methodology & Curriculum, Technology, Food & Beverage, and Materials & Furniture.

To apply for the School of the Future, fill out an application or contact Kathy Sveen at [ksveen@smithbucklin.com](mailto:ksveen@smithbucklin.com).

## ► NCE ADVERTISING

NCE Advertising (Onsite Guide, EBLAST, Conference Daily) will help set your company and brand ahead of the competition. Make sure you are on our attendees' "must-see" list by blending these opportunities into your marketing mix!

Contact Kathy Sveen at [ksveen@smithbucklin.com](mailto:ksveen@smithbucklin.com).

## ► WEBINARS

With best practices for a successful exhibit experience, learn more about what superintendents need from you.

## ► HIGH-LEVEL PROGRAMMING

Within the Exhibit Hall, the Knowledge Exchange Theater is a big traffic driver, keeping attendees near your exhibit and enabling you to find interested customers. For a complete schedule of theater presentations, visit [aasa.org/nce](http://aasa.org/nce).

## ► FREE MARKETING TOOLS

Share your story and invite your customers — we'll give you tips and tricks to spread the word to your customers.

Available September 2019

@ [nce.aasa.org/marketing-toolkit-for-nce-exhibitors/](http://nce.aasa.org/marketing-toolkit-for-nce-exhibitors/)

## WANT TO EXPAND *your brand?*

**AASA's National Conference on Education delivers a wide range of sponsorship and advertising opportunities, and we can fully CUSTOMIZE options for all sizes and budgets.**

- *School Administrator* magazine advertising to create top-of-mind awareness
- Access to pre-registration mailing lists
- Sponsorships to make an impact
- Promotion of your participation via mail, email and *School Administrator* magazine

### SPONSORSHIPS

**Heidi Schmidt**

Director, Corporate & Strategic Alliances  
[hschmidt@aasa.org](mailto:hschmidt@aasa.org) | 703.635.4089

### ADVERTISING SALES

(NCE AND SCHOOL ADMINISTRATOR MAGAZINE)

**Kathy Sveen**

VP Sales, AASA

[ksveen@smithbucklin.com](mailto:ksveen@smithbucklin.com) | 312.673.5635

*Show sponsorships and show  
advertising increase  
booth traffic up to 104%\**

\*Center for Exhibition Industry Research



# IMPORTANT *contacts*

## TO PURCHASE A BOOTH, CONTACT:

### KATHY SVEEN

VP Sales, AASA

ksveen@smithbucklin.com | 312.673.5635

## CONFIRMED EXHIBITORS/LOGISTICAL QUESTIONS:

### LAUREN MATTHEWS

Exhibits Liaison

lmatthews@smithbucklin.com | 312.673.5617

### CATHERINE PERKINS

Exhibits Manager

cperkins@smithbucklin.com | 312.673.5817

## REGISTRATION QUESTIONS:

### AASA REGISTRATION

101 Mission Street, Suite 200,

San Francisco, CA 94105

AASAReg@cmrus.com | 866.226.4939 or

415.268.2097 | 9am - 9pm EST

### FREEMAN TRANSPORTATION INQUIRIES

Exhibit.Transportation@Freeman.com |

800.995.3579

### FREEMAN CUSTOMER

### SUPPORT GENERAL INQUIRIES

888.508.5054

Please contact Exhibitor Services at

714.254.3410 for further assistance.

Our exhibitor manual will be available on our website (<http://nce.aasa.org/already-exhibiting/>) around November 2019. If you need information on the cost of specific rental items in order to budget and secure your exhibit space, please contact [CustomerSupport@Freemanco.com](mailto:CustomerSupport@Freemanco.com).

## EXHIBIT COSTS:

- \$1,850 per 10' x 10' inline booth
- \$2,050 per 10' x 10' corner or island booth

If you wish to purchase a larger booth 10' x 20', 10' x 30', 20' x 20', 20' x 30', please email Kathy Sveen at [ksveen@smithbucklin.com](mailto:ksveen@smithbucklin.com), and she can help you build something out.

*\*Subject to inventory and availability.*

### EXHIBIT COSTS INCLUDE:

- Pipe and drape to outline your booth
- Five (5) complimentary registrations per 100 square feet of space (or each 10' x 10' booth rented)
- One (1) complimentary full registration per company
- Company identification sign
- 24-hour perimeter security
- Listing in the 2020 Conference Program\* (AASA will email exhibitor list to attendees pre-show and again post-show to help with awareness. This is value-added with your exhibit package. Contact Kathy Sveen at [ksveen@smithbucklin.com](mailto:ksveen@smithbucklin.com) for advertising opportunities within these EBLASTS.)

*\*Subject to exhibit information submission date*

### EXHIBIT PACKAGE DOES NOT INCLUDE:

- Mailing list
- Mandatory carpet or floor covering (required - no exceptions!)
- Tables, chairs or other furnishings
- Electricity
- Internet or phone connection

▶▶ See website for more information <http://nce.aasa.org/>





# 2020 Contract for Exhibit Space



## 152<sup>nd</sup> Annual Conference & Exposition

February 13–15, 2020 | San Diego Convention Center | San Diego, CA

### 1. COMPANY INFORMATION:

(as it will appear on floor plan and in all show materials)

Company/Organization Name (as it will appear in printed materials)			Exhibits Contact Name	
Company Address			Title	
City	State	Zip	Contact Email	
Company Web Address			Contact Phone	Contact Mobile
Company Description (25 words or less)			Company Main Telephone #	
			Additional contact in case you cannot be reached	
			Name	E-mail

### OTHER REQUIRED CONTACT INFORMATION:

### 2. BOOTH SELECTION:

**Booth Choice** (visit [www.aasa.org/nce](http://www.aasa.org/nce) to view current floor plan):

1st Choice: \_\_\_\_\_ 2nd Choice: \_\_\_\_\_ 3rd Choice: \_\_\_\_\_

4th Choice: \_\_\_\_\_ 5th Choice: \_\_\_\_\_ **Size of Booth:** \_\_\_\_\_

Please do not assign near \_\_\_\_\_

**New Exhibitor:** ☐

**Check One:** ☐ I will ☐ I will not be selling merchandise

**Check if Applicable:** ☐ Sponsorship information requested

☐ NCE onsite advertising information requested

### 3. RATES/PAYMENT:

*Rates for exhibit booth space do not include additional items such as rental furniture or floor covering. Please see Exhibitor information and prospectus for more information at <http://nce.aasa.org/become-an-exhibitor/>.*

#### Exhibitor Rates on or Prior to Aug. 16, 2019\*

- ☐ \$1,850 per 10' x 10' inline booth
- ☐ \$2,050 per 10' x 10' corner or island booth
- ☐ 10' x 20', 20' x 20' and larger — email Kathy Sveen at [KSveen@smithbucklin.com](mailto:KSveen@smithbucklin.com)

\*Rates subject to increase August 17, 2019

#### NCE Onsite Program Advertising\*\*

- ☐ Full Page — 4-Color Ad \$2,000
- ☐ Advertorial \$3,500 (2 available)
- ☐ Half Page — Horizontal — 4-Color Ad \$1,500

\*\*Rates only available to Exhibitors

*Priority Point System: A point system based on the amount of space utilized in previous years is employed. An Exhibitor accrues one point for each 100 square feet of exhibit space occupied during the last five years. Exhibitors also accrue one point for each year of participation, without limit.*

#### Payment Method

☐ Check — Make checks payable to the American Association of School Administrators — Exhibits  
*Payment must be received within 10 business days. AASA will accept U.S. funds drawn on U.S. banks only. Send all checks to AASA c/o Exhibits, 1615 Duke Street, Alexandria, VA 22314*

☐ Credit Card — Payment by credit card will be processed online. A link to submit credit card payments will appear on your invoice. AASA accepts AMEX, VISA, MasterCard and Discover.

#### Amount Being Paid\*

50% Payment per Contract \$ \_\_\_\_\_

Or 100% Payment \$ \_\_\_\_\_

Total \$ \_\_\_\_\_

*Please note: Mathematical errors in this section of the Contract will be disregarded. Accurate applicable amounts, according to the rate schedule and date payment was received by AASA, will be charged. These charges include the booth space payment and the 3% credit card processing fee.*

### 4. AGREEMENT:

I, the undersigned, hereby make contract for exhibit space at the National Conference on Education (NCE) 2020 Exposition. I am an authorized representative of the company and with the full power and authority to sign and deliver this Contract. I hereby agree to the rules and regulations of exhibition with AASA.

Authorized Printed Name

Authorized Signature

Date

# 2020 Exhibitor Rules and Regulations

**1. Payment Policy** — Prior to August 16, 2019, all Exhibit Contracts must be accompanied by a fifty percent (50%) deposit of the total booth rental fee for the space requested. Exhibit space will be secured on contract and at the time of invoice, company is responsible for payment per payment policy outlined in this contract. Should Exhibitor fail to pay for exhibit space in full by August 16, 2019, AASA shall have the right to retain the Exhibitor's deposit and resell, use or otherwise dispose of the Exhibitor's space in any manner deemed appropriate by AASA. For exhibit space contracted after August 16, 2019, Exhibitor will be responsible for full payment on invoice, unless prior arrangements are made and approved by AASA. Cancellation, for any reason, does not release Exhibitor from their contract total and invoice. Failure to make payment will be considered as a cancellation by the Exhibitor and shall entitle AASA to recover liquidated damages as provided in Cancellations/Refunds below. No goods shall be brought into the San Diego Convention Center until all bills accumulating against Exhibitor are fully paid.

**2. Cancellations/Refunds** — Cancellations must be made in writing (email is accepted); they cannot be taken over the phone. Any Exhibitor canceling booth space on or before **5 p.m. EST, August 16, 2019**, will receive a refund less 50% of the total rental cost for each booth requested. Any company canceling **August 17, 2019**, or later forfeits the entire booth rental fee (no exceptions). Reductions or downsizing in booth space will be treated as booth cancellations. Cancellations are effective as of the date of receipt. If a company does not occupy and exhibit in the designated space at the opening of the Exposition, and has not given AASA the required written notice of cancellation, AASA shall have the right to use the exhibit space in such a manner as it may deem in the Exposition's best interest. Failure to occupy exhibit space does not relieve the Exhibitor from their obligation to pay the full booth rental fee. Any exhibiting company canceling with a balance due is responsible for paying the remainder in full immediately by credit card using the link provided to them in their invoice. If Exhibitor signs contract and fails to make their payment per contract AASA reserves the right to release and re-sell their booth, however, company is still responsible for paying their invoice in full as contracted.

**3. Exhibits, Eligibility, Assignment and Relocation** — AASA reserves the right to determine the eligibility of any company or product for inclusion as an Exhibitor. Exhibitor understands and agrees that AASA has sole discretion on the assignment of booths and is under no obligation to assign Exhibitor any of the five booths preferred by the Exhibitor. AASA reserves the right to alter Exhibitor's assigned location any time in its sole discretion if deemed in the best interests of the exhibit. AASA also reserves the right to alter the Exhibit Hall floor plan at any time.

**4. Moving and Removal of Exhibits** — Exhibits may be moved into the hall beginning at 8 a.m. on **Wednesday, February 12, 2020**. No materials can be accepted in the Exhibit Hall before this time without prior approval by AASA. Exhibits must be set up by 6 p.m. on **Wednesday, February 12, 2020**. **Displays must remain fully intact and manned during Exposition hours.** In case of attachments or other legal proceedings brought, AASA reserves the right to take charge of exhibits.

**5. Subletting Space** — No Exhibitor shall assign, sublet or apportion the whole or any part of the space allotted to him, or them, or exhibit therein, any other goods, apparatus, etc., than those manufactured or sold by the Exhibitor in the regular course of business. Sub-divisions and subsidiary organizations that share space with a parent company will not be recognized as an Exhibitor.

**6. Exhibit Services and Exhibitor-Appointed Contractors** — As a convenience to Exhibitors, AASA has selected certain firms as official contractors for the 2020 Exposition, with labor and equipment to be provided at prevailing rates and terms. The official service contractor for AASA's National Conference on Education is Freeman. AASA assumes no liability or responsibility whatsoever related to the performance or non-performance by such firm or firms. Exhibitors who plan to have an Exhibitor Contractor (other than the official service contractor) unpack, erect, assemble, dismantle and pack display/equipment must abide by the following regulations: **The Exhibitor shall notify AASA in writing by January 10, 2020, and provide the name of the contractor, address and the supervisor who will be in attendance. Failure to make such notification will result in refusal of admission to Exhibitor-Appointed Contractors.**

**7. Displays** — Exhibitors must adhere to IAEE guidelines for all displays/exhibits. Exhibitor displays that do not meet IAEE guidelines must be approved by Show Management prior to the Conference. Exhibitors who assemble a display that does not meet IAEE guidelines or obstructs sight to other Exhibitor booths will have their booths moved, rearranged or dismantled at the Exhibitor's expense.

**8. Empty Crates and Boxes** — Exhibitors may not store containers, crates or boxes in their booths. AASA has the right to enforce this policy at the exhibiting company's expense. All Exhibitors may request that the official service contractor store empty crates and boxes for reuse prior to the opening of the Exposition. Excelsior and paper will be removed from all packing boxes before going to storage.

**9. Shipments of Exhibits** — All shipments by rail, motor freight or air must be prepaid and made on a straight bill of lading and carefully prepared to show number of pieces, weight classifications,

carrier, routing to show, delivering carrier, etc. A copy of bills of lading and notice of shipment should be mailed to the official service contractor at the address listed in the Exhibitor Service Manual. Shipments made in Exhibitor's own truck or not covered by bills of lading must be accompanied by a delivery ticket showing number of pieces, weights, etc. All shipments must be prepaid. Shipments consigned to the official service contractor will be received, handled, sorted and delivered to the Convention Center docks at the rates listed in the Exhibitor Service Manual. All labor will be at prevailing rates. Minimum charges will be listed in the Exhibitor Service Manual.

**10. Placement and Care of Exhibit Space** — All goods of reasonable weight and bulk will be placed in exhibit space by AASA or its appointed contractors. Exhibitor shall properly protect and maintain its exhibit space and appurtenant property. Exhibitors shall pay AASA or its designee the cost of restoring Exhibitor's space and appurtenances to the condition of initial use by the Exhibitor; reasonable wear and tear expected.

**11. Floor Covering** — All Exhibitors must carpet/cover the floors of their entire booth area. **Any booth not carpeted by 5 p.m. on Wednesday, February 12, 2020, will be done so by Freeman at the Exhibitor's expense.**

**12. Exhibitor Admission and Access** — Exhibitors earn five (5) complimentary registrations per 100 square feet of space (or each 10' x 10' booth rented) and one (1) complimentary full conference registration per company. **Additional exhibit registrations may be purchased for \$80.00 each.** All company representatives must register upon arrival and wear AASA-furnished identification badges at all times. Exhibitor registrations are non-transferable and non-refundable. Exhibitors and distributors will be allowed to enter the Exhibit Hall ONE HOUR before the Exposition opens each day. Please note that for security of the Exhibit Hall, there are no exceptions to this policy.

**13. Conflicting Meetings and Social Activities** — In the interest of the success of the entire convention, Exhibitor agrees not to extend invitations to meetings, receptions or other social events, or otherwise encourage attendee absence from the convention or Exhibit Hall, during official show hours. **Exhibitors must obtain approval from Show Management for all activities planned during the course of the convention.** AASA reserves the right to request and enforce cessation of any non-approved activity as it sees fit.

**14. Food and Beverage** — Any food and beverages larger than 2 oz. sample size may only be distributed in the Exhibit Hall with prior approval by Show Management. If approved, all food and beverages must be ordered from the official caterer designated by the convention facility.

**15. Prize Drawings and Promotions** — All drawings, promotions, prizes and related activities must be pre-approved by Show Management prior to the Conference and Exposition. No drawings or sweepstakes that require the purchase of raffle or lottery tickets are permitted. Drawings must be available to all paid AASA attendees (except persons under 18 years of age, Exhibitors and exhibit personnel, and AASA staff). Registration for drawings must be done within the confines of the rented exhibit booth(s) and may not distract from other Exhibitor displays. No cash prizes, automobiles or food/beverages may be awarded as prizes. Exhibitors cannot require attendees to be present to win. AASA reserves the right to request and enforce cessation of any activity as it sees fit.

**16. Exclusive Sponsorship Items** — Exclusive\* sponsorship items, which may be distributed only by AASA-approved corporate supporters, are as follows: AASA Official Badge Holder, AASA Official Portfolio Bag, AASA Hotel Key Cards. **\*No Exhibitor other than the official AASA supporter will be permitted to produce/distribute these items at the 2020 National Conference on Education. Companies violating this rule will have items confiscated and will lose all priority points for the 2021 National Conference on Education. Exclusive sponsorship items are subject to change.**

**17. Insurance** — AASA shall not be liable for loss or damage of any article of equipment or property of Exhibitor that Exhibitor may suffer during installation or removal or during the exhibit itself, by reason of robbery, fire, accident or any other destructive cause. Insurance must be placed by the Exhibitor. Exhibitor shall, at its own expense, secure and maintain through the period of the exhibit, inclusive of move-in and move-out days, the following insurance: (a) workers' compensation insurance; (b) employer's liability insurance with limits not less than \$1,000,000 each accident; and (c) comprehensive general liability insurance with limits not less than \$1,000,000 each (occurrence combined single limit) for bodily injury and property damage. Required comprehensive general liability and liability insurance policies shall name AASA, its affiliates and their respective officers, directors, agents and employees, as additional insurers.

**18. Indemnification and Waiver** — Exhibitor agrees to indemnify, hold harmless and defend AASA, the San Diego Convention Center and the city of San Diego and their respective members, officers, directors, agents and employees ("indemnities") from and against any and all liabilities, damages, actions, losses, claims and expenses (inclusive of attorney's fees) on account of personal injury, death, or damage to or loss of property or profits arising out of or contributed to by any act, omission, negligence, fault, or violation of a law or ordinance by the Exhibitor or its employees, agents, contractors, patrons and invitees. Exhibitor hereby waives each and every claim that arises or may

arise in its favor against any one or more of the indemnities for any and all losses of damage covered by valid and collectible insurance. Such waiver precludes the assignment of any claim by subrogation or otherwise.

**19. Protection of Facilities and the Public** — Exhibitor shall not use the exhibit facilities or permit them to be used by any employee, patron, contractor or invitee: (a) for any illegal purpose; (b) in conflict with any applicable law, ordinance, rule or regulation of any governmental authority; (c) in any manner that could violate the insurance or increase the rate of insurance on the facilities; (d) in any manner that constitutes any waste or nuisance; (e) in any manner that causes any injury to the facilities; or (f) in violation of any applicable rule or regulation issued by management of the exhibit facilities.

**20. Facilities Rules** — Exhibitor agrees to comply with all rules and regulations prescribed by the management of the exhibit facilities, meet the requirements of all local authorities, and obtain, at their own expense, any necessary permits, licenses or equipment, should any be required for the particular individual displays or the particular exhibit of the Exhibitor. Exhibitor agrees that failure to conform to all facilities and city rules and regulations may result in the close of its exhibit by AASA.

**21. Audiovisual Equipment** — Audiovisual equipment that will enable Exhibitors to show manufacturing processes and similar matters may be used providing the users adhere strictly to the following provisions: The machines must be self-contained, fireproof, acceptable to the San Diego Convention Center Fire Management Plan, and safe in every detail; **the sound must be kept at a volume not to exceed that of normal conversations, 80 decibels;** it must not interfere with neighboring Exhibitors, and must be devoted exclusively to the business of the Exhibitor; the operator must be in the space, not in the aisle; the film and/or tape must be approved by the San Diego Convention Center Fire Management Plan.

**22. Violations** — If Exhibitor defaults in the performance of any term of this contract (inclusive of payment of fees, maintenance of insurance, and compliance with any and all rules and requirements concerning the use of the exhibit facilities), AASA, at its option, may immediately terminate this contract. Upon such termination, Exhibitor's rights and privileges under this contract shall terminate, and AASA shall have the right to take possession of the space occupied by the Exhibitor and to remove all persons and goods, without any liability whatsoever to the Exhibitor. In addition, AASA shall be entitled to recover any and all damages caused, in whole or in part, by such default, including liquidated damages. AASA shall be entitled to pursue any and all appropriate remedies and to recover attorney's fees and costs. To secure performance of Exhibitor's obligations under this contract, Exhibitor hereby grants AASA a lien against all property of the Exhibitor in the exhibit facilities.

**23. Union Labor** — Exhibitors shall be bound by all contracts in effect between service contractors, the San Diego Convention Center and labor organizations.

**24. Miscellaneous** — AASA shall not be liable for failure to perform its obligations or those of the Exhibitor, if prevented from doing so by any cause beyond its reasonable control, inclusive of fire, flood, riot, earthquake, hurricane, civil commotion, insurrection, Act of God, labor disputes, strikes, war, shortage of or inability to obtain materials, supplies or utilities, or any law or government action that becomes effective after the date of execution of this contract. If any provision of this contract is held invalid or unenforceable under applicable law, such provision shall be ineffective, without invalidating the remaining provisions hereof. The headings of this contract are intended for convenience of reference and shall not affect their interpretation. This contract contains the entire understanding of the parties, and there are no representations, warranties or undertakings other than those expressly set forth herein.

**25. Cancellation of Show** — In the event the show is canceled because of a reason beyond the control of AASA, space rental fees or deposits already paid will be returned to Exhibitors on a priority basis after all related show expenses incurred by AASA through the date of cancellation have been met plus an administrative fee and overhead charges. However, Exhibitors will not be reimbursed if the Exhibition is canceled, postponed, curtailed or abandoned due to an act of war, insurrection, radioactive contamination, seepage, pollution or contamination.

**26. Amendment to Terms and Conditions** — Any and all matters or questions not specifically covered by the terms and conditions contained herein shall be subject to the sole discretion of AASA. AASA may, in its sole discretion, make reasonable changes, amendments or additions to these terms and conditions. Any such changes shall be binding on Exhibitor equally with the other terms and conditions contained herein.

**27. Official Show Management** — Management of the Exhibition will be orchestrated by SmithBucklin Corporation. They are responsible for assigning exhibit space and managing pre-show and onsite logistics. They also act as a liaison between AASA and the Exhibitors and contractors. If you have any questions about your exhibit booth, we encourage you to contact SmithBucklin directly at 312.673.5617 or LMatthews@smithbucklin.com.

**28. Music** — Music at any function held in conjunction with this show is subject to applicable copyright and licensing fees charged by ASCAP and/or BMI. It is the sole responsibility of the Exhibitor to pay applicable fees. For more information about licensing fees, visit [www.ascap.com](http://www.ascap.com) or [www.bmi.com](http://www.bmi.com).





## **School of the Future Application**

### **School of the Future's Mission**

The School of the Future strives to provide the superintendents with a futuristic approach to education in all aspects; Methodology & Curriculum, Technology, Food & Beverage, and Materials & Furniture. The School of the Future encourages out-of-the-box, new ways of thinking that would allow students to reach their full potential with the products provided and showcased during the AASA National Conference on Education.

**EXHIBITING COMPANY** \_\_\_\_\_ **BOOTH NUMBER** \_\_\_\_\_

**CONTACT NAME** \_\_\_\_\_ **TITLE** \_\_\_\_\_

**PHONE** \_\_\_\_\_ **EMAIL** \_\_\_\_\_

**PRODUCT CATEGORY**- Please select the category that best represents your product.

Materials/Furniture

Curriculum/Methodology

Food/Beverage

Technology

### **RATES/PAYMENT:**

- ☐ \$500 Exhibitor Product Display
- ☐ \$1,000 Exhibitor Presentation
- ☐ \$1,200 Exhibitor Product/Presentation

Please provide a detailed description of the futuristic product you wish to showcase and send an image if possible: \_\_\_\_\_

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Keeping in mind the mission of the School of the Future, please describe your product size and dimensions. Could you ship to show site? What would be the number of items you would ship?: \_\_\_\_\_

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Is this a new product or something you are already selling? If you are already selling, how long has the product been on the market?: \_\_\_\_\_

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What school districts use your product? Would a superintendent be willing to speak on your behalf?: \_\_\_\_\_

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Return this form by Friday, October 4, 2019 to:  
Lauren Matthews, Exhibits Liaison