2021 CONTRACT FOR EXHIBIT SPACE
154TH ANNUAL CONFERENCE & EXPOSITION
February 18–20, 2021 | New Orleans | Ernest N. Morial Convention Center

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)

Company Address

City State Zip

Company Web Address

Company Description (25 words or less)

OTHER REQUIRED CONTACT INFORMATION:*

*Check if Applicable:
- Sponsorship information requested
- NCE onsite advertising information requested

2. BOOTH SELECTION:

Booth Choice (visit 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

NCE Onsite Program Advertising*

- Full Page — 4-Color Ad $2,000
- Cover Positions — email ksveen@smithbucklin.com
- Half Page — Horizontal — 4-Color Ad $1,500

*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*

- $1,950 per 10' x 10' inline booth
- $2,150 per 10' x 10' corner or island booth
- 10' x 20', 20' x 20' and larger — email Kathy Sven at KSveen@smithbucklin.com

NCE Onsite Program Advertising*

- Full Page — 4-Color Ad $2,000
- Cover Positions — email ksveen@smithbucklin.com
- Half Page — Horizontal — 4-Color Ad $1,500

*Check if Applicable:
- Sponsorship information requested
- NCE onsite advertising information requested

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% Deposit $ __________
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) 2021 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

Scan and Email Signed Applications to: Kathy Sven (email: KSveen@smithbucklin.com), AASA, The School Superintendents Association; ATTN: Exposition; 330 North Wabash Avenue, Chicago, IL 60611; Phone: 312.673.5635; AASA’s tax ID number is: 54-1999773
1. Payment Policy — Upon receipt of your signed contract for 2021 AASA’s National Conference on Education, AASA will issue to you a letter of confirmation and a payment notice at time of signing. You are responsible for at least 50% of your contract total and invoice at that time. Prior to May 17, 2020, all Exhibit Contracts require a fifty percent (50%) payment of the total booth rental fee as a deposit and your contract is null and void if not paid within 14 days of contract acknowledgment. AASA is responsible for payment per payment policy outlined in this contract. Should Exhibitor fail to pay for exhibit space in full by May 17, 2020, unless prior arrangements are made and approved by AASA at its advance of the date, the Exhibitor’s deposit and resell, use or otherwise dispose of the Exhibitor’s space in any manner deemed appropriate by AASA. Customer is still responsible for full payment of contract total as signed.

For exhibit space contracted after May 17, 2020, Exhibitor will be responsible for full payment on invoice — unless prior arrangements are made and approved by AASA at its advance of the date, for any reason, does not release Exhibitor from their contract total and invoice. Failure to make payment will be considered a cancellation by the Exhibitor and shall entitle AASA to recover liquidated damages as provided in Contract. No rebates, credits or refunds will be brought into the New Orleans Ernest N. Morial Convention until all bills accumulating against Exhibitor are fully paid.

2. Cancellations/Refunds — Cancellations must be made in writing. No cancellations can be taken over the phone. Any Exhibitor canceling booth space on or before 5 p.m. EST, August 17, 2020, will receive a refund less 50% of the total rental cost for each booth requested. Any company canceling August 17, 2020, or for later rental fee period, on or before full payment, all reductions or downgrading in booth space will be treated as booth cancellations, refunds will be made accordingly. Cancellations are effective as of the date received by AASA and all exhibitors are responsible for paying the remainder in full immediately by credit card using the link provided to them in the invoice. If Exhibitor signs contract and fails to make their deposit AASA reserves the right to re-lease their space, however, the 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 in the Exposition. Each company underwrites 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. The Exhibitor is granted an assignment location any time at 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 17, 2021. 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 17, 2021. The Exhibit Hall must remain fully intact and maintained 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 who are authorized to perform all requested services, with the exception of rental fees, as approved and provided to be at prevailing rates and terms. The official service contractor for AASA’s National Conference on Education is Freeman. AASA assumes no liability whatever for the performance or non-performance by such firm or firms. Exhibitors who plan to have an Exhibitor Contractor (other than the official contractor) unpack, erect, assemble, dismantle and pack or unpack, deliver, haul, either in the United States or in foreign countries, exhibits, equipment or displays to or from the Convention Center docks at the rates listed in the Exhibit Service Manual. All labor will be at prevailing rates. Minimum charges will be levied upon the Exhibitor.

9. Shipments of Exhibits — All shipments by rail, motor freight or air must be paid for by the Exhibitor. It is strongly recommended that all shipments be properly and fully 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 and be listed in the Exhibitor’s space. In the event of any conflict, the Exhibitor is responsible for the expense of goods 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. Shipment consigned to the official service contractor is at the Exhibitor’s risk, and AASA shall have the right to refuse any shipment that may endanger the Safety of the Convention Center docks at the rates listed in the Exhibit Service Manual. All labor will be at prevailing rates. Minimum charges will be levied upon the Exhibitor.

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. Exhibitors shall promptly report all damage to exhibit space and arranged exhibits. Exhibitors shall pay AASA or designee the cost of restoring space’s exhibit 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 3 p.m. on Wednesday, February 17, 2021, will be done so by Freeman at the Exhibitor’s expense.

12. Insurance — Admittance 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 contractors may be hired by Exhibitors to support their exhibits. All representatives must register upon arrival and wear AASA-furnished identification badges at all times. Exhibit registrations are non-transferable. All Exhibitors must provide AASA with insurance to 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 severe restrictions on the number of representatives allowed into the halls at any one time and AASA reserves the right to enforce this rule.

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 attendance away from the convention or Exhibit Hall, during official show hours. Exhibitors are encouraged to contact 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 deems necessary. Should the Activities Committee consider an activity that it deems inappropriate, it shall have the right to cancel and 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 AASA’s a lien against the possession of all property of the Exhibitor in the exhibit facility.

13. Union Labor — Exhibitors shall be bound by all contracts in effect between service contractors, the New Orleans Ernest N. Morial Convention Center labor organizations.

14. Insurance — 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, including, in order of force, fire, flood, earthquake, hurricane, civil commotion, insurrection, Act of God, strikes, work stoppages, war, embargo, other governmental orders, rules, regulations prescribed by the management of the exhibit facilities; or (f) in violation of any applicable rule or regulation issued by management of the exhibit facilities.

22. Violations — Exhibitor agrees to comply with all rules and regulations established by AASA or any of its appointed contractors. If Exhibitor does not 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. The Exhibitor agrees that failure to conform to all facili)

28. Music — AASA’s National Conference on Education is not a reason beyond the control of AASA, space rental fees, lessides, and/or BMI. It is the sole responsibility of the Exhibitor to pay applicable fees. For information about licensing fees, visit www.ascap.com or www.bmi.com.

29. Cancellation of Show — In the event the show is canceled because of a reason beyond the control of AASA, space rental fees, lessides, and/or BMI. It is the sole responsibility of the Exhibitor to pay applicable fees. For information about licensing fees, visit www.ascap.com or www.bmi.com.

30. Amendment to Terms and Conditions — Any and all matters or questions or disputes arising in any matter that causes a breach of the 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 the terms and conditions contained herein, with the exception of the Exhibitor equally with the other terms and conditions contained herein.

31. Official Show Management — Management of the Exhibit will be orchestrated by SmithBucklin Corporation. They are responsible for all show services, marketing, advertising, and other 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 312.673.5387 or SmithBucklin@smithbucklin.com.

32. 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 information about licensing fees, visit www.ascap.com or www.bmi.com.