

1. COMPANY INFORMATION:

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

Company/Organization Name (as it will appear in materials)

Company Address

City State Zip

Company Web Address

OTHER REQUIRED CONTACT INFORMATION:*

*AASA does not sell Exhibitor contact information. This information is posted publicly to online floor plan.

Exhibits Contact Name

Title

Contact Email

Contact Phone Contact Mobile

Company Main Telephone #

2. BOOTH SELECTION:

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

Booth Choice – Best Available* _____

*You will be placed in the best-available location upon receipt of signed contract by AASA.

New Exhibitor:

Check One: I will I will not be selling merchandise

Check if Applicable: Sponsorship information requested
 NCE Virtual Program Ads 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 more information at <http://nce.aasa.org/become-an-exhibitor/>.

Exhibitor Rates*

\$1,950 per 1 Virtual Booth

NCE Virtual Program Ads*

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

*Rates only available to Exhibitors

Other Virtual Advertising Opportunities

Virtual Rotating Banner \$2,500
 Pre & Post Show Eblast*
*For pricing, please contact Kathy Sveen at KSveen@smithbucklin.com
 School of the Future Video \$2,500
 Custom Advertising Opportunity
*For any custom advertising opportunities, please contact Kathy Sveen at KSveen@smithbucklin.com

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

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 2021 National Conference on Education (NCE) Virtual 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 _____

FOR AASA USE ONLY

Date Received _____

Booth(s) Assigned _____

Booth Size/Dimensions _____

Total Booth Cost \$ _____

Deposit Amount \$ _____

Balance Due \$ _____

2021 Exhibitor Rules and Regulations

1. Payment Policy — Upon receipt of your signed 2021 NCE Virtual contract, AASA will rent exhibit space on the virtual tradeshow floor based on availability at the time of signing. You are responsible for the full contract total and invoice at that time to be paid within 10 business days upon receipt. Company is responsible for payment per payment policy outlined in this contract. Should exhibitor fail to pay for exhibit space within 10 business days of receiving their invoice, unless prior arrangements are made and approved by AASA in advance of this date, 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. Customer is still responsible for full invoice total as contracted. No exceptions. Cancellation, 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 Cancellations/Refunds below.

2. Cancellations/Refunds — Cancellations must be made in writing via email to Tradeshow Coordinator, Kelsey Kwasiak, at KKwasniak@smithbucklin.com. Requests for cancellation cannot be taken over the phone. If Exhibitor is paid in full and cancels their booth space in writing on or before **5 p.m. EST, November 20, 2020**, they will receive a refund less 50% of the total rental cost for each booth requested. Any company canceling **November 20, 2020**, or later forfeits the entire virtual booth rental fee (no exceptions). Cancellations are effective as of the date of receipt. Failure to occupy the virtual 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 deposit, AASA reserves the right to release and resell their virtual booth, however, the company is still responsible for paying their invoice in full as contracted. Any advertising secured for 2021 NCE shall be invoiced by AASA and is non-cancellable by customer. Customer will pay full amount of advertising prior to run dates as communicated on their 2021 NCE

invoice. If customer fails to provide artwork/files for contracted advertising or fails to pay in full, AASA reserves the right to release their advertising to inventory and resell as deemed appropriate. Customer is still responsible for full invoice 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. AASA reserves the right to alter Exhibitor's assigned 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. Exhibitors earn three (3) complimentary registrations per one (1) Virtual Booth contracted and one (1) complimentary full conference registration per company. All company representatives must register prior to the virtual event to ensure they're listed under your company profile. Exhibitor registrations are non-transferable and non-refundable.

Exhibitors and distributors will be given access to the virtual platform ahead of the live experience to access their booth and make any final changes prior.

5. Prize Drawings and Promotions — All drawings, promotions, prizes and related activities must be pre-approved by Show Management prior to the virtual experience. 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 virtual exhibit booth(s). No cash prizes, automobiles or food/beverages may be awarded as prizes. AASA reserves the right to request and enforce cessation of any activity as it sees fit.

6. Cancellation of Show — If for any reason beyond AASA's control AASA determines that The National Conference on Education must be cancelled, shortened, delayed, dates changed, or otherwise altered or changed (including but not limited to switching to a virtual experience

instead of an in-person event), 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. Exhibitor understands that it may lose all monies it has paid to AASA for space in the Show, as well as other costs and expenses it has incurred, including travel to the Show, set up, lodging, decorator freight, employee wages, etc. Exhibitor, as a condition of being permitted by AASA to be an Exhibitor in the Show, agrees to indemnify, defend and hold harmless AASA, its directors, officers employees, agents and subcontractors from any and all loss that Exhibitor may suffer as a result of Show cancellation, duration, delay or other alterations or changes caused in whole, or in part, by any reason outside AASA's control. The terms of this provision shall survive the termination or expiration of this Contract.

7. 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.

8. 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 virtual 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 KKwasniak@smithbucklin.com.