

Exhibitor Prospectus

Annual Meeting & Expo



Your Gateway to the Multi-Billion Dollar K-12 Industry



"There is no more important contribution to our nation's future than a long-term and strong financial commitment to improving K-12 Public schools. This is what ASBO International is all about, and this is why I value the annual meeting."

Dr. Kenneth Bowen

National Lead Consultant K-12 Education Finance at Office Depot and Superintendent/CEO at Bowen & Associates

asbointl.org/Exhibitors

2017 Annual Meeting & Expo

EXHIBITOR OPPORTUNITIES AT A GLANCE

Being present at the largest annual gathering of school district decision makers helps get you noticed. Secure valuable face time with potential and existing clients and build brand awareness as a trusted resource.

THE AVERAGE SCHOOL BUSINESS OFFICIAL WHO WILL VISIT YOUR BOOTH MANAGES:

- A district with **8,510 students**
- Operating expenditures of **\$106 million**
- Per-pupil spending of **\$14,250**
- A capital budget of **\$13 million**
- Total expenditures of **\$117 million**

TOP 3 REASONS ATTENDEES VISIT THE EXHIBIT HALL:

72%	Connect with suppliers and service providers
67%	See this year's new products and services
43%	Shop for a specific need

WHAT'S INCLUDED?

- Display space, including draped back walls, side rails, and booth identification sign. Exhibit hall has existing hotel carpet. Custom carpet available for purchase but not required.
- Three complete conference registrations, which include admission to our professional development and networking events.
(TIP: Attend sessions alongside your clients to discover their key issues and offer insights as an expert problem solver in your field.)
- 24-hour security service.
- Daily aisle cleaning.
- Listing in the 2017 program book and mobile event app.
- Complimentary attendee mailing list.

QUESTIONS?

Lauren Rich, Exhibits Manager
P 703.708.7087 F 703.708.7060 E Exhibits@asbointl.org

IMPORTANT DATES TO REMEMBER

May 1, 2017	ASBO International official housing block opens.
May 15, 2017	100% of payment due.
June 23, 2017	Cancellations received on or after this date forfeit 100% of booth payment.
July 24, 2017	Deadline for submission of company description for the program book.
September 11, 2017	Deadline for providing names of exhibit personnel.
September 22-23, 2017	Exhibitor registration and set-up.

Contract for Exhibit Space

ANNUAL MEETING & EXPO
September 22-25, 2017 • Denver, Colorado

1 EXHIBITOR INFORMATION:

Booth Logistics Contact Name: _____ Title: _____
(Person responsible for coordinating booth logistics)

Booth Logistics Contact Email: _____

Company Name: _____
(As you would like it to appear in the program book and ID sign in exhibit hall)

Address: _____

City: _____

State/Province: _____ ZIP: _____ Country: _____

Phone: _____

Company Website: _____

2 BOOTH SELECTION:

Visit asbointl.org/Exhibitors to view current floor plan.

1st Choice:		4th Choice:	
2nd Choice:		5th Choice:	
3rd Choice:		6th Choice:	
Do not assign near:			

3 RATES/PAYMENT:

<input type="checkbox"/> 10' x 10' booth
<input type="radio"/> \$1,850 (inline)
<input type="radio"/> \$2,100 (Premium – Endcap)
<input type="checkbox"/> ASBO International Corporate Membership – Save 5% if you join now!
<input type="radio"/> \$375 – 1 Individual (reg \$395)
<input type="radio"/> \$945 – 3 Individuals (reg \$945)
<input type="radio"/> \$1,230 – 5 Individuals (reg \$1,295)
Total: \$
Due now: _____ Received on: _____

**50% of booth fee is due as a deposit at the time that this form is submitted.
Full payment will be due by May 15 or your booth space will be released.**

Payment Method:

CHECK: ASBO will accept U.S. funds drawn on U.S. banks only. Make checks payable to ASBO International.

CREDIT CARD:

Visa Mastercard American Express Discover

Credit Card Number: _____

Exp. Date: _____ CSV # (3-digit # on back of card): _____

Cardholder's Name (print): _____

Phone: _____ Email: _____

I, the undersigned, authorize the Association of School Business Officials International to charge my credit card for the amount due now as listed on the Application & Contract for Exhibit Space and membership.

Cardholder's Signature: _____

4 Agreement:

I, the undersigned, hereby make application for exhibit space at ASBO International's Annual Meeting & Expo. I am an authorized representative of the company with full power and authority to sign and deliver this Application. I acknowledge and agree that ASBO International has the right to deny exhibit space for any reason.

I hereby agree to the rules and regulations of exhibition with ASBO International.

Authorized Printed Name: _____ Authorized Signature and Date: _____

FOR ASBO ONLY

ID Number	
Date Received	
Booth Assigned	
Payment Received	
Total Booth Cost	\$
ASBO Signature	
Date	

Return Signed Contract to:

Mail:

ASBO International
11401 North Shore Drive
Reston, VA 20190-4232

Email: Exhibits@asbointl.org

Fax: 703.708.7060

Exhibit Hall Rules and Regulations

These rules and regulations constitute a bona fide part of the contract for space. The Association of School Business Officials International (ASBO) reserves the right to render all interpretations and decisions should questions arise, and to establish further regulations as may be deemed necessary to the general success and well-being of the show. ASBO International's decisions and interpretations shall be accepted as final in all cases.

ASBO International reserves the right to deny exhibit space for any reason. ASBO will refund any payment (including any deposit) if exhibit space is denied prior to the event.

Space Contracts

Applicants for exhibit space are required to execute and forward to the Association of School Business Officials International, the formal Application/Contract provided. To be valid, each Application/Contract must be accompanied by payment for the total amount of the total booth(s) costs, and must specify products or services scheduled for exhibition.

A 50% deposit for exhibit space must be made at the time of application. Any exhibitor who fails to make payments when due expressly waives all rights in and to the use of assigned space, and ASBO International shall have full right to consider this contract terminated and to retail as liquidated damages all monies paid and to lease that space so reserved to another exhibitor.

Any exhibiting firm that notifies ASBO International that the firm will not be exhibiting, for any reason, shall forfeit 50% of the amount paid as liquidated damages until June 22.

Any exhibitor who has made payment in full for exhibit space and notifies ASBO International on or after June 23 that the company will be unable to exhibit, for any reason, shall forfeit all money paid.

Display Space

ASBO International will provide display space as indicated on this agreement and official floor plan insofar as possible but reserves the right to make any changes necessary in case of emergency and in the interest of any exhibitor. ASBO International reserves the right to decline or prohibit any exhibit that in its sole judgment is out of keeping with the character of the exhibition, this reservation being all-inclusive as to persons, things, printed matter, products, and conduct.

Exhibitors engaging in objectionable practices shall be subject to eviction without refund.

Exclusive Use of Space

No exhibitor may assign, sublet, or apportion his/her space in whole or part, nor exhibit any products or services other than those manufactured or handled in the normal course of his/her business, nor permit any agent of any nonexhibiting firm to solicit business or take orders in his/her space. ASBO International will not permit non-exhibitors to canvass, solicit, hold conferences, or distribute literature or other promotional devices at the show.

Exhibit Contractors

ASBO International will specify the official exhibit contractor who will issue exhibit instructions, provide shipping labels, maintain a service desk in the exhibit area, and be available to exhibitors at all times. Exhibitors should direct all shipments to the address provided by the official exhibit contractor. Any use of independent contractors must have prior approval of ASBO International and must adhere to the rules provided by the official exhibit contractors.

Arrangement of Exhibits

ASBO International will provide standard booth background drapes and side rails. Each booth will be furnished a standard identification sign. Exhibit hall

has existing hotel carpet. Custom carpet available for purchase but not required.

Height Limitation for Displays

Exhibitors shall not display or place any product, sign, partition, person, apparatus, shelving, or other construction that extends more than 8 feet above the floor or more than 5 feet forward from the back wall of the booth, with the exception of specially designated school bus booths. All display fixtures over 4 feet in height must be confined to that area of the booth that is at least 5 feet from the aisle line.

All exhibit fixtures, components, and identification signs will comply with this height regulation.

Installation and Dismantling

Unless given permission by ASBO International, 1) Materials can only be accepted or placed in the Convention Center during the exhibitor move-in hours or the open exhibit hall hours. Exhibitor move-in hours are 1:00 p.m. – 5:00 p.m. on Friday, September 22, 2017, and 8:00 a.m. – 10:45 a.m. on Saturday, September 23, 2017. Open exhibit hall hours are 11:45 a.m. – 2:30 p.m. (with Lunch) on Saturday, September 23, 2017, and 9:30 a.m. – 12:00 p.m. (with Brunch) on Sunday, September 24, 2017. 2) All exhibit installations must be complete for final inspection by 10:45 a.m. on Saturday, September 23, 2017. 3) Dismantling of displays are between 12:00 p.m. – 6:00 p.m. on Sunday, September 24, 2017. Exhibitors disobeying dismantling rules will be charged \$500. 4) The entire building must be vacated by 6:00 p.m. on Sunday, September 24, 2017. Any unattended exhibits or materials remaining in the building after 6:00 p.m. on Sunday, September 24, 2017, will be returned to the exhibitor by truck freight at the exhibitor's sole risk and expense. No installing, dismantling, rearranging, repairing, servicing, removing, or supplementing of exhibits will be permitted during exhibit hours.

Union Regulations

Work in connection with electrical hookups, erection, or dismantling is to be performed by union personnel, where applicable, in compliance with local union regulations. Necessary labor will be provided upon request through the official exhibit contractor appointed by ASBO International, unless a request for other arrangements is made in writing to ASBO International and said request is approved by ASBO International. Please contact ASBO International for clarification of local union rules, if unclear.

Special Services

Following space assignment, each exhibitor will be furnished information pertaining to special signs, decorating, furniture rentals, carpentry, electrical and other work, shipping, express, drayage, etc. All empty crates and containers will be removed to a storage area, stored, and returned at the close of the exhibition for a nominal service charge.

Exhibitor Admission Credentials

Exhibitors shall furnish ASBO International with an advance list of their representatives in the manner requested by ASBO International. Representatives not registered in advance must register upon arrival at registration, and at all times wear identification badges, which will provide entrance to the exhibit hall. Exhibitors will be admitted to the exhibit hall one hour prior to opening hours and power and lights will be turned on at that time. Any special arrangements must be made with ASBO International.

Sale or Distribution of Merchandise Exhibitors may show, display, discuss, explain, or demonstrate items or services in their exhibit space during the Annual Meeting & Expo. Sales of merchan-

dise and services as well as the taking and placing of orders are also permitted.

Prohibited Activities

No interviews, demonstrations, or distributions of literature will be permitted except in the exhibitor's space. No sideshows, raffles, or lotteries that distract from the dignity of the exposition may be held. Drawings for prizes may be conducted by the exhibitors within their exhibit area if done in a dignified manner. Exhibitors engaging in objectionable practices may be evicted without refund of any monies deposited or paid to ASBO International.

General Regulations

No part of the convention center shall be defaced in any manner, nor shall signs, decals, stickers, or other articles be posted, nailed, or otherwise affixed to any pillars, walls, doors, or other parts of the building. Combustible materials, gasoline, kerosene, acetylene, and other flammable or explosive substances are forbidden. Aisles must be kept clear of exhibit materials and debris, which must be disposed of in building trash containers. Gasoline-powered units displayed must meet local fire prevention regulations. Please refer to the local regulations included in the exhibitor's kit. Cloth or other decorating materials must meet flame proofing and fire codes and ordinances prevailing in Denver. All packing containers, wadding, wrapping, and such materials must be removed from the immediate exhibit area and may not be stored under tables or behind displays.

Noise and Sound

Musical instruments, radios, sound motion picture equipment, video recorders, record players, or any noise-creating devices or amplifying systems shall be operated only at a level that will not interfere with other exhibitors or add unduly to general acoustic inconvenience, and their operation must conform to ASBO International's requirements. Prevailing union regulations, if any, regarding use of union operators must be observed.

Non-Liability

It is expressly understood and agreed by each and every contracting exhibitor and his/her agents that neither the Association of School Business Officials International, nor its employees, nor its contractors shall be liable for loss or damage to the goods or properties of exhibitors. At all times such goods and properties remain in the sole possession and custody of each exhibitor. The exhibitor agrees to defend and indemnify ASBO International, its managers, officers, members, sponsors, employees and agents, and to hold them harmless from all claims, demands, actions, complaints, suits or liability for any property damage, personal injury or other damages that may be sustained by any individual or entity, including the exhibitor and his/her agents or employees, on or about the exhibitor's display space or otherwise arising out of the exhibitor's participation in the exposition, including such injury or damage of any nature that may result, in whole or in part, from the negligence of any of the employees or agents of the exhibitor.

Insurance

Each exhibitor will, if requested by ASBO International, furnish a certificate of comprehensive general liability insurance coverage, including protective and contractual liability coverage of 200,000/\$500,000 for bodily injury and \$50,000 property damage; and Workmen's Compensation with Employer's Liability coverage of \$100,000. The Association of School Business Officials International reserves the right to make such additional conditions, rules, and regulations as ASBO International deems necessary to enhance the success of the exhibition.