

**2008**

# **Annual Spring Conference Exhibitor Information**

## **Missouri Association of Elementary School Principals**



**Tan-Tar-A Resort and Golf Club  
Windgate Exhibition Hall  
Exhibitor Dates: March 9-10, 2008**

**Exhibit Application**

**Reserve Your Space - Respond by Feb. 1, 2008**

**GENERAL INFORMATION:** Approximately 500 principals, superintendents, college professors and Missouri State Department of Education representatives from around the state attend the annual conference of the Missouri Association of Elementary School Principals. If you are interested in being with us this year, please return the application form with payment before February 1, 2008. In order to provide exhibitors with maximum exposure, the association has made the following arrangements:

- The exhibit area will be in Windgate Exhibition Area. Conference registration will be held in this area on Sunday and Monday.
- Breakfast and sandwiches will be available at Sbarro's and Burger King from 7 a.m. to 11 p.m. The Black Bear Lodge serves complete meals from 7 a.m. to 10 p.m. Coffee and cold drinks are available at Country Corner on Market Lane from 7 a.m. to 9 p.m. Java Lakes serves coffee and rolls from 7 a.m. to 1 p.m.
- Exhibitors are welcome at all conference programs and activities.
- A reception for exhibitors will be held from 11:00 a.m. to 11:45 a.m. on Sunday.

**RATES:** Exhibit booths are \$325.00 each. **Application and a check payable to MAESP must be postmarked on or before February 1, 2008.** Exhibitors may purchase more than one booth. Each 8' x 10' booth contains one 6' x 30" table, two chairs, one wastebasket and one 9" x 44" identification sign. Electrical outlets and additional tables are available from Tan-Tar-A. An order form for these items will be included with your booth confirmation.

**HOURS:** The exhibit hall will be open during the hours that coincide with conference registration:  
Sunday, March 9, 2008 ..... 12:00 noon to 4:15 p.m.  
Monday, March 10, 2008 ..... 9:00 a.m. to 12:00 noon

Sunday afternoon and Monday from 9 to 11:30 a.m. are protected times when the only scheduled activity for attendees is visiting the exhibit hall. Although breakout sessions begin at 8 a.m. Monday, the exhibit hall is open until noon. Exhibitors who are giving away prizes at their booths are encouraged to hold their drawings between 9:30 and 11:00 a.m. Monday. Winners will be announced and asked to visit booths to pick up prizes at that time.

**INSTALLATION AND DISMANTLING:** Exhibits may be readied after 8 a.m. on Sunday, March 9, 2008, and removed after noon on Monday, March 10, 2008. Exhibits must be removed from the hall no later than 2:00 p.m. on Monday.

**SHIPPING:** Tan-Tar-A will no longer accept incoming freight from exhibitors on a complimentary basis. Any exhibitor freight shipped directly to the hotel will be assessed a handling and storage fee of \$84 per hundred pounds. Tan-Tar-A recommends that exhibitors who need to ship freight to or from the resort contact the firm of Page and Brown, 5744 Chapel Drive, Osage Beach, MO 65065; phone, 573-348-5176; fax, 573-384-5177.

**SPACE ASSIGNMENT:** Exhibits will be in Windgate Exhibit Hall. **Space will be assigned first to participants in the MAESP Purchase of Service program** (see back page). Businesses that participate in the MAESP Purchase of Service program should return the form immediately to guarantee first choice before booths are assigned to other exhibitors. **Other assignments will be on a first-come, first-served basis, based on the date applications are received in the MAESP office. Booths will not be assigned until fees are paid.** For information about becoming an MAESP sponsor, call Faye Peters at 573-638-2460. If possible, competing companies will not be placed next to each other.

**ACCOMMODATIONS:** Exhibitors will receive a room reservation form after the exhibit application has been received by the MAESP office. Room rates are \$91 per night for a single or double occupancy; \$128 for a one-bedroom suite and \$156 for a two-bedroom suite. Prices do not include tax of 8.225%. If you wish, you may check in at Tan-Tar-A on Saturday, March 8, 2008, at the same special room rate. Tan-Tar-A will release the MAESP room block on February 1, 2008, after which rooms will be available only if vacancies exist.

**HOSPITALITY ROOMS:** Exhibitors may host hospitality rooms. These rooms must be approved by the MAESP office and must observe the MAESP hospitality room guidelines, which are printed below. To register a hospitality room, call Faye Peters at 573-638-2460.

**HOSPITALITY ROOM GUIDELINES:**

- 1) Hospitality rooms may be open during the following hours:  
Saturday, March 8, 2008—After the Distinguished Principals Banquet until midnight  
Sunday, March 9, 2008—Before 11 a.m. and from 9 p.m. until midnight
- 2) Hospitality room sponsors must register with the MAESP office. Call 573-638-2460.
- 3) Hospitality room sponsors must have a booth in the MAESP exhibit hall.
- 4) Hospitality room sponsors must comply with all Tan-Tar-A sign regulations, which require that all banners and signs must be professionally made and displayed. Handmade signs displayed in any public spaces will be removed.
- 5) MAESP will not be responsible or liable for any loss, damage, injury or claims arising out of hospitality room sponsors' activities, including but not limited to activities held off property. Further, MAESP does not promote, endorse or advertise off-property activities on behalf of sponsors.

# 2008 MAESP Spring Conference Application for Exhibit Space

For Office Use	
Date Received	_____
Booth(s) Assigned	_____

Firm Name \_\_\_\_\_ Web Site \_\_\_\_\_  
(This is how your company's name will appear on signage and in MAESP publications.)

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Phone \_\_\_\_\_

Person in charge of convention booth \_\_\_\_\_ E-mail: \_\_\_\_\_

Address \_\_\_\_\_ Phone: \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Fax: \_\_\_\_\_

Number of Tan-Tar-A reservation cards needed: \_\_\_\_\_ (Reservation cards, booth confirmation and form for rental of additional Tan-Tar-A equipment will be mailed to the person in charge of the booth, unless you instruct otherwise.)

Names of booth personnel as they should appear on name badges:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

Briefly describe the nature of your exhibit \_\_\_\_\_

Do you wish to donate a prize to the MAESP raffle? ( ) Yes ( ) No If yes, please describe: \_\_\_\_\_

Do you plan to hold a prize drawing at your booth? ( ) Yes ( ) No If yes, please describe: \_\_\_\_\_

Do you wish to contribute \$25 to a drawing that requires participants to visit your booth to have a card initialed? ( ) Yes ( ) No  
*Drawings will be held Sunday 3:45 to 4:15 p.m. and Monday 10:00 to 11:00 a.m. Principals must be present to win.*

Do you plan to have a hospitality room? ( ) Yes ( ) No ***If yes, please call Faye Peters at MAESP—573-638-2460***

Are you a MAESP Purchase of Service participant? ( ) Yes ( ) No

If you are not a Purchase of Service participant, would you like to receive information about the program? ( ) Yes ( ) No

*NEW POLICY: Electrical outlets, AV, additional tables and chairs must be rented from Tan-Tar-A. You will receive a form with your booth confirmation.*

Number of booths _____	x	\$325.00 =	\$ _____
Golf hole(s) sponsor _____	x	\$250.00 =	\$ _____
Exhibitor Drawing _____	x	\$25.00 =	\$ _____

**Liability:** Neither MAESP nor the hotel management shall be accountable or liable for any damage, loss, harm, or injury to the person or property of the applicant or any of its officers, agents, employees, or other representatives, resulting from theft, fire, water, accident, or any other cause. The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of exhibitor's activities whether on the Hotel premises or off and will indemnify, defend, and hold harmless MAESP and the Hotel, its owner, and its management company, as well as their respective agents, servants, and employees from any and all such losses, damages, and claims.

Hotel will not be responsible or liable for any loss, damage or claims arising out of exhibitor's activities on the Hotel's premises except for any claims, loss or damages arising directly from its negligence. Missouri Association of Elementary School Principals will be responsible to negotiate the contract with its exhibitors. MAESP does not endorse or advertise offsite activities.

**Care of Building and Equipment:** Exhibitors or their agents are liable to the owner of the property for any damage to the walls, floors, or booths.

**Security:** The exhibit hall will be locked when not in use. No responsibility for loss will be assumed by MAESP or Tan-Tar-A.

**Cancellation Policy:** In the event that an exhibitor cancels this contract after February 4 or otherwise fails to occupy his assigned space, MAESP is entitled to full payment for both space(s). Submission of application indicates acceptance of this policy.

AMOUNT ENCLOSED \$ \_\_\_\_\_

*Booths will not be assigned without payment.*

*Space is limited. Please return form with Credit Card Information or check payable to MAESP by February 1, 2008, to:*

**MAESP**  
**3550 Amazonas Drive**  
**Jefferson City, MO 65109**

**Phone: 573-638-2460**  
**Fax: 573-556-6270**  
**E-mail: maesp@mcsa.org**

**Web site: www.maesp.com**

**Signature** \_\_\_\_\_

# MAESP

3550 Amazonas Drive  
Jefferson City, MO 65109

PRSRT STD  
U.S. POSTAGE  
PAID  
JEFFERSON CITY, MO  
PERMIT #319

**Important Information!**  
Respond by February 1, 2008 to exhibit at the MAESP Spring Conference



## MAESP Purchase of Service Program Participants 2006-2007

### MAESP PARTNERS

**Corporate Effort of \$2,000 or more**

AIG VALIC  
Ameritime\*  
Compass Learning\*  
Horace Mann Companies  
Houghton Mifflin Company\*  
Inter-State Studio  
& Publishing Co.\*  
Lifetouch National School  
Studios\*

Macmillan/McGraw-Hill  
Mr. Z's Fundraising Corp.  
Scholastic Education Group  
The Educated Choice  
Insurance Agency\*  
Virco, Inc.  
Wagner Portrait Group

*\*denotes a contribution of greater than \$2,500*

### MAESP ASSOCIATES

*Corporate Effort of \$1,000 or more*

American Fidelity Assurance Co.  
Lawrence E. Smith & Associates, Inc.  
Major Saver Fundraising

### MAESP SPONSORS

*Corporate Effort of \$500 or more*

Forrest T. Jones & Company, Inc.  
Missouri Retired Teachers Assoc.  
Walsworth Publishing Co.

*Purchase of Service companies receive first choice of booth locations!*