

Fax or Mail Your Application Today!

Deadline for receipt of Marketplace Applications is September 25, 2010

Please complete both sides of this form, sign and return along with your payment to: NJEA Exhibits, c/o D. Lawrence Planners, L.L.C., 1125 Atlantic Avenue, Suite 634, Atlantic City, NJ 08401 or fax with credit card information to 609-348-4433.

2010 NJEA Exhibit Space APPLICATION

Atlantic City Convention Center
November 4 & 5, 2010

www.njeaexhibits.com

1. Exhibitor I.D. (To expedite processing of your application, refer to the number above your address on the mailing label): _____

2. Exhibitor Contact Information (Person to whom NJEA should contact regarding this application and send future mailings.)

Company Name: _____

Exhibitor Contact: _____

Address: _____

City/State/Zip: _____

Phone: _____ Fax: _____ E-mail: _____

3. Free Virtual Booth, On-Site Directory and Booth Sign Listing *Please Note:* The information you provide in this box is for publication in your online virtual booth, official on-site NJEA Exhibitor Directory and for your free booth sign. We reserve the right to edit your description. No guarantee of listing in the official on-site NJEA Exhibitor Directory if application is postmarked after September 19, 2010. NJEA will assume blank spaces are intentional.

Company Name: _____

Address: _____

City/State/Zip: _____

Phone: _____ E-mail OR Web site Address: _____

Description of Product/Service/Purpose: (30 words or less) _____

4. Category Listing **Standard Exhibitor:** Please select 3 categories that best describe your product or service. Number from 1-3 in order of priority. *Please Note: The selection you make for #1 will be the category in which your company is listed in the official on-site directory. Your company will be listed under all 3 categories in the online virtual show.*
Premium Exhibitor: Please select 4 categories that best describe your product or service. Number from 1-4 in order of priority. *Please Note: The selection you make for #1 will be the category in which your company is listed in the official on-site directory. Your company will be listed under all 4 categories in the online virtual show.*

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|--|---|--|--|---|
| <input type="checkbox"/> Arts Curriculum | <input type="checkbox"/> Graduation/Prom Supplies | <input type="checkbox"/> Member Benefit/Consumer Services | <input type="checkbox"/> Publishers/Booksellers | <input type="checkbox"/> Technology: |
| <input type="checkbox"/> Assembly Programs | <input type="checkbox"/> Health/P.E. Curriculum | <input type="checkbox"/> Multi-Curriculum | <input type="checkbox"/> Reading Curriculum | <input type="checkbox"/> Hardware |
| <input type="checkbox"/> Audio Visual Equipment | <input type="checkbox"/> Insurance | <input type="checkbox"/> Museums & Class Trips | <input type="checkbox"/> School Supplies | <input type="checkbox"/> Software |
| <input type="checkbox"/> Colleges & Universities | <input type="checkbox"/> Learning & Tutorial Services | <input type="checkbox"/> Professional Development Provider | <input type="checkbox"/> Science Curriculum | <input type="checkbox"/> Internet |
| <input type="checkbox"/> Financial/Retirement Services | <input type="checkbox"/> Marketplace - All Marketplace Exhibitors | <input type="checkbox"/> Public Service Org. | <input type="checkbox"/> Social Studies Curriculum | <input type="checkbox"/> Vo-Tech Curriculum |
| <input type="checkbox"/> Foreign Language Curriculum | <input type="checkbox"/> Math Curriculum | | <input type="checkbox"/> Special Education | <input type="checkbox"/> Other |
| <input type="checkbox"/> Fund Raisers | | | | |

5. Booth Preference (Does not apply to Marketplace Exhibitors)

Do you want space adjacent to or near a competitor? Yes No

Competitor's Name(s): _____

Will you conduct over-the-counter sales (exchange of money for product) at the Convention? Yes No
(If yes, you will be assigned to either the Curriculum Sales or Marketplace areas of the Show)

Are you a member of the NJ Educational Sales Club? Yes No

Do you want to be placed near other NJ Educational Sales Club members? Yes No

6. Booth Choices

Choices as shown on NJEA's floor plan ("Exhibit Space") in 2010 NJEA Convention ("Show") to be held in the Atlantic City Convention Center ("Exposition Center"). Each single booth consists of one hundred square feet (10' x 10'). NJEA, in its sole discretion, reserves the right to make changes in space assignments that are deemed in the best overall interest of the Show.

1st CHOICE: _____

2nd CHOICE: _____

3rd CHOICE: _____

4th CHOICE: _____

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7. SPACE FEES

Fees are per each 10'x10' exhibit space unit and includes 8' backdrop curtain, two 3' side curtains and a standard two-line identification sign with your company name, city and state only.

* Furniture, carpeting and other accessories are **not** included with booth fee. Accessories order forms will be sent with your confirmation package.

BOOTH TYPE	1 BOOTH
Educational (non-selling)	\$825
Curriculum and Marketplace Sales (selling area)	\$925
Additional Fee per Corner Booth	\$100/corner
Premium Exhibitor Upgrade	\$200

Spaces will begin to be assigned no earlier than June 1st. However, assignments are still done on a first-come, first-served basis, so please submit your application before this date to have the best opportunity to receive your preferred space.

8. ✓ PREFERRED CONFIGURATION

- Inline** (Standard) @ 100 sq. ft.
- Corner** (aisles on 2 sides; add \$100 premium per corner unit ordered) @ 100 sq. ft.
- Island** (4 corner units with aisles on all 4 sides; add \$400 for Island configuration) @ 400 sq. ft.
- Cross Aisle** (2 or more booths facing each other across an aisle.)
- Peninsula** (4 or more back-to-back Inline units including 2 corners with aisles on 3 sides; add \$200 for Peninsula configuration) @ 400 sq. ft.; add 200 sq. ft. for every two booths requested). Limited number available.
- Endcap** (2 corner units with aisles on 3 sides, back wall maximum 10 ft. wide; add \$200 for Endcap configuration) @ 200 sq. ft. (Limited number available.)

9. PAYMENT AMOUNT

Payment in full **must** accompany application for it to be considered.

- Educational Exhibits (non-selling area) _____ x \$825 Rate = \$ _____
of booths
- Curriculum Sales (sales area) _____ x \$925 Rate = \$ _____
of booths
- Marketplace (sales area) _____ x \$925 Rate = \$ _____
of booths
- Number of Corner booths _____ x \$100 Fee = \$ _____
(Add \$100 fee per corner booth selected above)
- Premium Exhibitor Upgrade _____ x \$200 Fee = \$ _____
(see page 5 for details)

• **TOTAL PAYMENT ENCLOSED** \$ _____

10. PAYMENT METHOD

Please note: Credit card is the **ONLY** method of payment accepted after September 30, 2010.

- Check enclosed for \$ _____ **made payable to NJEA**
(NJEA Tax ID # 21-0524390)
- Charge my payment to: Visa Mastercard AmEx

Credit Card No.

Expiration Date

Cardholder's Signature

Cardholder's Name (please print)

Billing Address (exactly as it appears on credit card statement)

Purchase Order Enclosed # _____

1. This document constitutes an application for booth space at the 2010 NJEA Convention. It does not constitute a contract unless and until it is accepted by NJEA.

a. In order for an application for booth space at the NJEA Convention to be considered by NJEA, the application must provide the purpose of the exhibitor's booth, and both the purpose of the booth and all activities relating to the booth must be consistent with the purpose of the NJEA Convention.

b. The purpose of the NJEA Convention exhibits is to support NJEA members in their roles as educators and to inform NJEA members regarding the benefits available through NJEA membership.

c. NJEA shall be the sole and final judge as to whether an application for booth space is consistent with the purpose of the NJEA Convention.

2. The submission of an application for booth space shall not entitle any person or entity to booth space at the NJEA Convention, and no application shall be deemed accepted until official written confirmation of booth space is received from NJEA.

3. An exhibitor whose application is rejected shall receive a refund of the exhibition application fee.

4. NJEA reserves the right to reject any application for booth space if the exhibit booth, its purpose, activities, or anything in relation to the booth is not consistent with the purpose of the NJEA Convention, are in conflict with NJEA policy, or for any other reason as determined by NJEA in its sole and final discretion.

5. Attached to this application are the terms, conditions, and rules which govern exhibitors at the NJEA Convention, which constitute an essential and integral part of the contract for booth space. Acknowledgment of receipt of these rules must be signed and returned as part of this application. By submitting an application, the exhibitor agrees and understands that if the application is accepted, the exhibitor must abide by the terms, conditions, and rules of the Convention, and that failure to observe or abide by any of the terms, conditions, or rules of the Convention shall constitute cause to terminate the contract and terminate the exhibitor's booth space immediately without recourse against NJEA.

Exhibitor agrees to pay NJEA for the Exhibit Space at the Show and all included services rendered by NJEA, an exhibit fee stipulated in Payment amount, with the \$100 additional for each corner location and optional \$200 for Premium Exhibitor Upgrade, payable upon returning this application. All checks should be made payable to NJEA and mailed along with the signed original of this Agreement.

By: _____

Exhibitor Authorized Signature

Applications will not be processed WITHOUT signature and full payment or purchase order. Unsigned applications will be returned.

Name (Please Print): _____

Date: _____

Please make a copy for your records. Mail original application and payment to:

**NJEA Exhibits, c/o D. Lawrence Planners, L.L.C.,
1125 Atlantic Ave., Ste 634, Atlantic City, NJ 08401**
or fax with credit card information to 609-348-4433.

 **Did you sign your application?**