

NAESP SCHEDULE

Exhibit Hours, Installation, and Dismantling:

***Exhibit Hours: Includes almost 5 hours of unopposed exhibiting time!**

Friday, April 3	10:00 a.m. - 5:00 p.m.
Saturday, April 4	10:00 a.m. - 5:00 p.m.
Sunday, April 5	10:00 a.m. - 3:00 p.m.

*Installation Hours

Wednesday, April 1	1:00 - 6:00 p.m.
Thursday, April 2	8:00 a.m. - 6:00 p.m.

*Dismantling Hours

Sunday, April 5	3:00 - 7:00 p.m.
Monday, April 6	8:00 a.m. - 1:00 p.m.

(*Dates and hours subject to change.)

Exhibiting offers you these exclusive benefits:

- 8' high back drape and 3' high side rail drape
- Booth identification sign (7" x 44")
- Aisle carpet and general exhibit hall cleaning
- Opportunity to rent pre- and post-registration mailing list
- Four complimentary registrations per 10'x10' booth
- Opportunity to attend concurrent and General Sessions
- Function space for staff meetings and events
- Private exhibitor lounge
- 24-hour perimeter security

Exhibit Rental does not include:

- Carpet or other floor covering (required)
- Electrical, telecom, and other utilities
- Lead retrieval services
- AV, floral, photography, and other services

All of the necessary forms for these services and more will be found in the Exhibitor Service Manual, mailed to you January, 2009.

A few important guidelines ~ A complete set of Rules and Regulations for exhibiting is located on the back of the Exhibits Space Application and Contract.



Payments for Space: Applications must be accompanied by 50 percent of the total space rental, made payable to NAESP Exhibits, if received prior to November 28, 2008. **All space must be paid in full by November 28, 2008. On November 29, 2008, all reserved booth space not paid in full will be released for resale.** Contracts submitted after November 28, 2008, must be accompanied by payment in full in order to be processed.

Cancellation of Space: Cancellation notification must be submitted in writing to NAESP Show Management. A \$100 cancellation fee per 10x10 booth space rented will be collected for all cancellations received **on or before November 28, 2008.** No refunds will be made for cancellations received on or AFTER **November 29, 2008.**

Forfeiture: If an exhibitor does not follow the rules and regulations set by Show Management, the exhibitor shall forfeit the amount paid for space, regardless of whether or not the exhibit space is subsequently leased.

Subletting Space: The exhibitor shall not reassign, sublease, or share assigned exhibit space with any person, firm, or other entity and agrees not to exhibit, advertise, or offer for sale goods other than those manufactured or sold by him in the regular course of business, without notification to and approval of NAESP Show Management.

Advertising in the NAESP 2009 Official Program Book

The NAESP Official Program Book...

- Generates awareness and maximizes exposure for your organization.
- Is the guide for important show information while at the meeting - providing the most up-to-date floor plans, exhibitor lists, important programming information, and schedule of events.
- Is utilized as a resource by convention attendees long after the convention.

Advertising in the NAESP Official Program Book allows you a multitude of opportunities to spread the word about your organization. The Program Book is the reference tool used by principals when they are looking for products and services for their school.

OPPORTUNITIES for Sponsorship & Partnership

NAESP sponsorship provides you an alternate avenue to pursue your marketing goals. Sponsorship gives you the exposure you need to educate prospective clients on the credibility of your company and product. Sponsorship offers you direct access to your client base, shortens the sales cycle, and allows you to introduce a new product to the marketplace or increase current visibility of your product and services.

Recent Center for Exhibition Industry Research (CEIR) studies have revealed that, in general, members of non-profit organizations are more likely to purchase from companies that sponsor with an association. NAESP is pleased to offer a broad range of programs to match your product category and marketing strategy.

NAESP Convention sponsorship is an excellent way to enhance your corporate image and should be an important part of your marketing plan.

NAESP Contacts

Exhibits, Advertising, Sponsorships

Cori Dossett, CEM
Manager, Exhibits
cdossett@naesp.org
Phone: 703-518-6249

Meeting Space Requests

Deborah Young, CEM
Director, Conventions & Meetings
dyoung@naesp.org
Phone: 703-518-6296

Venue Contact

Ernest H. Morial Convention Center
900 Convention Center Blvd.
New Orleans, LA 70130
Phone: 504-582-3023
www.mcccno.com

Decorator Contact

Hargrove, Inc.
One Hargrove Drive
Lanham, MD 20706
Phone: 301-306-4627
www.hargrove.com

Hotel information can be found on the convention Web site - www.naesp.org

Future Conventions

2010 - April 8-12

Houston, Texas

2011 - April 7-11

Tampa, Florida

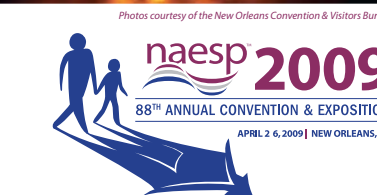
www.naesp.org

CALL FOR Exhibitors

Exhibitor Prospectus

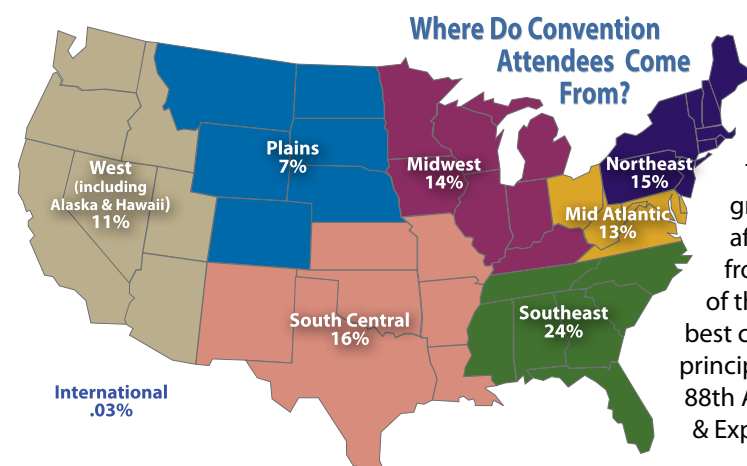
National Association of
Elementary School Principals

www.naesp.org



Meet EDUCATORS from across the United States and around the world!

Grow your business, make valuable connections, demonstrate industry leadership, and position your company as a strategic partner to educators! Register today to exhibit with NAESP!



Improve your visibility and profitability with elementary school principals. This dynamic group can rarely afford time away from the operation of their schools. Your best chance to reach principals is at NAESP's 88th Annual Convention & Exposition.

For three days in April, thousands of key educational leaders and decision-makers will convene to make purchasing decisions about the latest products, services, and technologies in today's marketplace to help them focus on leading, learning, and the communities they serve.

This is your most powerful opportunity to showcase your products and services, emphasize your corporate message, and demonstrate how your company can help principals both professionally and personally. Position your company as a true partner to help make their jobs, and lives, a little easier.

Exhibiting at NAESP's Convention gives you the advantage to build relationships with school leaders that will get your valuable services into the right hands. There's simply no better place to meet your customers.

- Demonstrate your services to attendees face-to-face
- Get their immediate feedback
- Increase sales

If your business wants to reach the most highly qualified audience of active principals under one roof, then you need to exhibit at NAESP's 88th Annual Convention & Exposition.

Top Reasons to Be In NEW ORLEANS

Targeted Audience – The largest national gathering of principals, assistant principals, school administrators, superintendents, classroom teachers, curriculum specialists, and school counselors.

Increased Exposure – Exhibiting at the convention is more than just your booth space.

- Receive a complimentary link from the on-line floor plan to your company Web site.
- An exhibitor directory and floor plan will be inserted in NAESP's award-winning journal *Principal* magazine, with a circulation of 30,000.
- The Convention Program Book includes all exhibitor listings with company name, address, Web site, and complete product description. For additional exposure, advertising opportunities are also available.

Complimentary Customer Exhibit Hall Passes – A supply of complimentary passes will be made available to exhibitors so that you can invite your special customers to your booth on Saturday of the Exposition. These passes will be for the Exhibit Hall only and will allow you to target members of the education community who you want to view your product.

On-Site Sales – Direct sales are permitted in the Exhibit Hall. Companies are responsible for securing required licenses and collecting applicable local and state taxes.

More than 3,000 qualified principals are looking for new products, services, and technologies.

<p>30% are first-time attendees — allowing you to reach new customers.</p>	<p>95% of attendees visit the Exhibit Hall!</p>	<p>Nearly 50% of attendees made a significant purchase from an exhibiting company—on-site!</p>	<p>94% find the Exhibit Hall a valuable resource.</p>
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FLOOR PLAN

88th Annual Convention & Exposition
 Morial Convention Center - New Orleans, Louisiana
 April 2 - 6, 2009 (Exhibit Dates: April 3 - 5)

