



# 2011 CCCC CONVENTION

## ATLANTA, GEORGIA — APRIL 6 – 9, 2011

### EXHIBIT CONTRACT

\*Name of firm (as you wish it to appear in the *Program*) \_\_\_\_\_

\*Address \_\_\_\_\_  
 (Street) (City) (State/Province) (Zip)

\*Applicant's Name (to whom all correspondence will be sent) \_\_\_\_\_

\*Phone \_\_\_\_\_ \*Fax \_\_\_\_\_

\*Applicant's Email \_\_\_\_\_ Website \_\_\_\_\_  
 (to be listed on NCTE Website)

Name of parent company (if needed) \_\_\_\_\_

Requesting space adjacent to (if needed) \_\_\_\_\_

Fields marked with an \* are required

- Booth rental includes a 10' x 10' booth space with an 8' back drape, 3' side rails, an identification sign, aisle carpet, security when the show is closed, and complimentary listing on the NCTE website.
- Each exhibiting firm will be given **two free full convention registrations for each booth purchased**. In addition each exhibiting firm will be given **four exhibit-only passes for each booth purchased**. Additional full convention registrations can be purchased for \$100 per registration.
- Booth assignments are based on a point system. Space will be allocated according to this system beginning on November 29, 2010.
- If you are a subsidiary of a larger parent company and wish to access your parent company's points for booth assignment, you must indicate the parent company's name on this form. The points earned by the subsidiary will then be added to the parent company's totals.

A Booths	B Booths
\$1,100	\$950

Please indicate your first six preferences of booth space.

1. \_\_\_\_\_ 3. \_\_\_\_\_ 5. \_\_\_\_\_  
 2. \_\_\_\_\_ 4. \_\_\_\_\_ 6. \_\_\_\_\_

Total Number of Booths Requested: \_\_\_\_\_

**Please select the categories you prefer to have your company listed under:**

- |   |   |
|---|---|
| <input type="checkbox"/> Associations, Foundations, Government, and Non-Profits | <input type="checkbox"/> Reference Books and Materials        |
| <input type="checkbox"/> Awards/Certificates, Recognition Services              | <input type="checkbox"/> Textbooks/Publishing                 |
| <input type="checkbox"/> College Prep/Test Prep                                 | <input type="checkbox"/> Curriculum & Instructional Materials |
| <input type="checkbox"/> Literature (Fiction/Non-Fiction)                       | <input type="checkbox"/> Distance Education                   |
| <input type="checkbox"/> Multimedia Resources                                   | <input type="checkbox"/> Technology-Information               |
| <input type="checkbox"/> Professional Development                               | <input type="checkbox"/> Technology-Instructional             |
|   | <input type="checkbox"/> Other (please specify below)         |

If you selected "other" above, please specify: \_\_\_\_\_

\*Program Listing. Please provide a brief description of your product/service in 40 words or less to be listed in the program book if contract is received by January 7, 2011. If you prefer not to have a description, we will list only your company name, address, and the location of your booth(s).

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

#### Method of Payment for Booth Space

- Invoice  
 Credit Card Payment  
 Amount to apply \_\_\_\_\_  
 Visa     Master Card     Discover

Card Number \_\_\_\_\_ Exp. Date (MM/YY) \_\_\_\_\_

Cardholder Name \_\_\_\_\_

Signature \_\_\_\_\_

#### Agreement

By submitting this contract, we agree to abide by all the rules and regulations governing the Convention and the host facility.

\_\_\_\_\_  
 I agree

Title \_\_\_\_\_ Date \_\_\_\_\_

#### Mail completed form to:

National Council of Teachers of English, Attn: Melissa Burnett  
 1111 W. Kenyon Road, Urbana, IL 61801-1096

#### FOR NCTE USE ONLY

Company ID: \_\_\_\_\_  
 Date Received: \_\_\_\_\_  
 Booth #: \_\_\_\_\_  
 Total Cost: \_\_\_\_\_

## General Information and Regulations for Exhibit Booth Rental

1. Payment for exhibit booths must accompany the application for exhibit space.
2. NCTE reserves the right to transfer assigned booths to prevent congestion, to avoid confusion in firm names, or for similar reasons. No transfer will be made without written notice to the exhibitor.

### Freight Shipment

1. Shipping instructions are sent to exhibitors two months before the Convention. Do not ship materials directly to the hotel.
2. NCTE (including all agents and employees of NCTE, and/or the host facility) assumes no responsibility for damage to exhibitor's property, lost shipments, or moving costs. If exhibit materials fail to arrive, the exhibitor is nevertheless responsible for booth rent.

### Damage and Injury

1. Exhibitor assumes responsibility and agrees to indemnify and defend NCTE and the host facility and their respective employees and agents against any claims or expenses arising out of the use of the exhibition premises.
2. The Exhibitor understands that neither NCTE nor the host facility maintains insurance covering the Exhibitor's property, and it is the sole responsibility of the Exhibitor to obtain such insurance.
3. Neither NCTE nor the exhibit hall will assume liability for loss or for damages and/or injury caused by any exhibit to persons, property, or rights of other parties, including exhibit hall property. However, NCTE will provide round-the-clock security for the hall from the beginning of set-up time through the conclusion of breakdown time. Exhibitors may wish to contract separately (at their expense) for security for their displays; NCTE will supply the name of the security firm if requested.
4. NCTE will undertake to exercise care to protect and inform exhibitors, and will assume responsibility for its own misconduct or negligence, in good faith.

### Floor Rules

1. Exhibitors receive complimentary registration for the Convention and should wear exhibitor badges at all times.
2. Exhibitors are no longer prohibited from making sales which result in the exchange of merchandise and/or money in the exhibit hall.
3. All booths must be set up and ready for the official opening of the exhibit hall at the time specified in the Exhibit Information brochures.
4. Exhibitors are not to begin breaking down booths before the official closing time as given in the Exhibit Information brochures. Any exhibitor who begins breakdown early will lose points earned for the current year (see #14 under Floor Rules).

NOTE: At the close of the exhibit hall, packing of books and the like as well as self-contained display units can begin. However, in an effort to control costs that might mount up with a Sunday closing time, the return of empty shipping crates will be delayed until Monday morning. Moreover, all labor should be scheduled for Monday morning, not Sunday afternoon.

5. NCTE reserves the right to direct the show decorator to uncrate and set up any exhibit display that is on the floor, in its booth, but has not been uncrated by the hour before the opening time. (This does not apply to packing boxes of the exhibitor's product but to booth structures—shelving, backdrops, lights, and the like.) The exhibitor will be billed for labor and other costs involved.
6. Exits and aisles must be clear of boxes and materials during show hours.
7. Under no circumstances are exhibitors to leave packing cases, materials, etc. in the back of their booth backdrops. Electrical lines must be accessible at all times.
8. Nothing shall be attached to any of the pillars, walls, doors, floors, etc. in such a manner as to deface or destroy the property. The use of cellophane or masking tape, or similar products, on painted or papered surfaces is specifically prohibited. All posters, signs, and similar advertisements should be posted on billboards designed for that purpose. Nails, hooks, tacks, and screws must not be driven into pillars, walls, doors, floors, etc.
9. Exhibits must be designed and erected in such a manner as to avoid blocking the view of adjacent exhibits.
10. Exhibits that include the operation of audiovisual equipment may not operate the equipment in a manner that will disturb other exhibitors.
11. All demonstrations or other sales activities in the exhibit hall must be confined to the limits of an exhibitor's own exhibit booth or the Demonstration Center at scheduled times.

### **12. No food or beverage can be served from exhibit booths.**

13. All exhibits should be in good taste. NCTE reserves the right to control or remove any exhibitor, or exhibitor's representative, who performs any act or practice that is annoying and, in the opinion of the Council, is objectionable or detracts from the dignity of the exhibit.
14. Assignment of booths is based on a point system. Each firm accumulates five points for each year during the past five years that it has exhibited at the NCTE Annual Convention. An additional point is added to each year's total for each booth in excess of one. Points accumulate separately for each event. Points accumulated at an Annual Convention can only be used at an Annual Convention. Exhibitors can lose points from their accumulated total by dismantling their exhibits earlier than the designated time for dismantling, or by not being set up in time for the opening of the exhibit hall.

**Signature of applicant on the reverse indicates willingness to comply with the above regulations.**

For more information, call 800-369-6283.