

**2017 NCTE ANNUAL CONVENTION
ST. LOUIS, MO—NOVEMBER 16–19, 2017
EXHIBIT CONTRACT**

- Booth assignments are based on a point system. Space will be allocated according to this system beginning November 17, 2016.
- 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.

KEY CONTACT PERSON AND TITLE

This person will serve as your primary exhibitor contact and will receive the Exhibitor Service Kit. If the mailing address for the Key Contact Person is different from the address listed below, please attach a separate sheet with key contact's address.

KEY CONTACT PHONE NUMBER

KEY CONTACT FAX NUMBER

KEY CONTACT EMAIL ADDRESS

KEY CONTACT CELL PHONE

COMPANY NAME

STREET ADDRESS

CITY/STATE/ZIP

WEBSITE (To be listed on NCTE Website)

NAME OF PARENT COMPANY (IF NEEDED)

REQUESTING SPACE ADJACENT TO (IF NEEDED)

___ Corner Booth: \$1,680 ___ Inline Booth: \$1,575

Please indicate your first six preferences of booth space.

- | | | |
|----------|----------|----------|
| 1. _____ | 3. _____ | 5. _____ |
| 2. _____ | 4. _____ | 6. _____ |

Total Number of Booths Requested: _____

Note: NCTE will make every attempt to fulfill all requests but makes no guarantees.

<p>FOR NCTE USE ONLY</p> <p>Company ID: _____</p> <p>Date Received: _____</p> <p>Booth #: _____</p> <p>Total Cost: _____</p>

- Any cancellation must be made in writing. If notification is received by June 1, 2017, 50% of the full rental amount will be refunded. Cancellation after June 1, 2017, obligates exhibitor to payment of the full rental amount and to the forfeiture of all monies paid.

<p>* Program Listing. Please provide a brief description of your product/service in 40 words or less to be listed in the Convention Program if contract is received by September 15, 2017. If you prefer not to have a description, we will list only your company name, address, and the location of your booth(s).</p> <p>_____</p> <p>_____</p> <p>_____</p>

Method of Payment for Booth Space

*Half the total booth price must accompany this application. The balance of the rental fee is due on receipt of invoice. Payment in full must accompany any application after June 1, 2017.

- Check Enclosed
- Credit Card Payment
- Amount to apply _____
- Visa Master Card Discover AMEX

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 as specified in the General Information and Regulations for Exhibit Booth Rental attached.

I agree _____

Title _____ Date _____

Fax/Mail completed form to:

Liz Barrett, National Sales Manager
The Townsend Group
2025 M Street NW, Suite 800
Washington, DC 20036
Tel: 202-367-1231
Fax: 202-367-2173

General Information and Regulations for Exhibit Booth Rental

Rental and Assignment of Space

1. Assignment of booths is based on a point system. Each firm accumulates five points for each year during the past three years that it has exhibited. 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 NCTE Annual Convention can only be used at an NCTE Annual Convention. Exhibitors will lose all points accumulated for the 2017 Annual Convention by dismantling their exhibits earlier than the designated time or by not setting up in time for the opening of the Exhibit Hall.
2. All measurements shown on the diagram are believed to be accurate. NCTE reserves the right to make such modifications as may be necessary to meet the needs of exhibit programs.
3. Reassignment, subletting, or sharing of exhibit space is prohibited without the express permission of NCTE.
4. Decisions regarding the acceptability of exhibits will be made by NCTE. Exhibiting firms will be limited to those providing services, products, or publications that meet the professional and practical needs of literacy educators. NCTE reserves the right to curtail or cancel any exhibit, either before or during the Annual Convention, that in the sole judgment of the Executive Committee is objectionable or detracts from the dignity of the NCTE Exhibit Hall. In the event of such restriction or eviction, NCTE is not liable for any refunds of rentals or other exhibit expense.

Payment and Cancellation

1. A payment of 50% of the total amount due must accompany this application for exhibit space. Balance is due upon receipt of invoice. Payment in full must accompany any application after June 1, 2017.
2. Cancellations must be made in writing (email or fax will be accepted). Cancellations received on or before June 1, 2017, will be refunded 50% of the full rental amount. No refunds will be given on booth space cancelled after June 1, 2017. Reductions or downsizing in booth space will be treated as cancellations and refunds will be made accordingly.

Exhibitor Admission

Each exhibiting firm will be entitled to register four (4) representatives without charge for each 10' x 10' booth space rented, and four (4) additional exhibitor registrations at a discounted rate of \$100. Additional representatives are required to register at the member registration rate. Complimentary registration is intended for the use of exhibiting company employees only. Violation of the use of complimentary registrations will result in cancellation of the exhibit contract and forfeiture of payments.

Construction and Dismantle of Exhibits

1. Exhibit booths include a 7" x 44" identification sign, 8' back drape, and 3' side drape. The Exhibit Hall is not carpeted. NCTE will provide carpet only in aisles and common space.
2. The exhibitor explicitly agrees that in the event it fails to install its products in assigned exhibit space or fails to remit payment for required space rental or payment for advertising at time specified, NCTE shall have the right to take possession of said space and lease same or any part thereof to such parties and upon such terms and conditions as it may deem proper.
3. Exhibits must not project beyond the space allocated or obstruct the view of the exhibits of others. Reasonable effort must be made to provide space within the confines of the booth for interviews, demonstrations, distribution of materials, etc., so that visitors do not obstruct the aisles. In straight-line exhibits, no solid construction will be permitted to exceed 44" in height except in the back half of the booth, where it shall not exceed 8'. For example, in a 10' x 10' booth, solid construction above 44" must begin at least 5' back from the aisle line. In island spaces or peninsula spaces—20' x 20', 20' x 30', or larger—narrow overhead panels of open "bridge-type" construction will be permitted to a maximum height of 10' along the center line of the space or along the aisles to facilitate the construction of open-type exhibits. No equipment or partitions, except slender supporting posts, may extend above the 44" height within 5' of the aisle so that visitors do

not obstruct the aisles. Booth construction and setup should follow IAEE Guidelines unless an exception is granted in writing by NCTE. In linear booths, no solid construction will be permitted to exceed 4' in height except in the back half of the booth, where it may not exceed 8' in height. In peninsula booths and open-type exhibits, no equipment or partitions may extend about 4' in height within 5' of the aisle, except for slender supporting posts. Island booths may use full cubic content up to the 16' in height (including any hanging signage).

4. Any part of the exhibit which does not lend itself to an attractive appearance, such as unfinished side or end panels, must be draped at the exhibitor's expense. NCTE reserves the right to have such finishing done, billing the exhibitor for charges incurred. All decorations must be flame-proof. All hangings must clear the floor. Electrical wiring must conform with the National Electrical Code safety rules. Exhibitors must comply with all city fire regulations. Exhibitors, or their agents, shall not injure or deface the walls or floors of the buildings, booths, or the equipment of the booths. When such damage appears, the exhibitor is liable to the owner of the property so damaged. Helium balloons are not allowed. Hanging signs cannot exceed 16' from the top of the sign to the floor. Requests for exceptions must be made in writing to the NCTE Exhibits Manager 15 days prior to first day of show move-in for approval.
5. Exhibitors shall not dismantle or interfere with the orderly conduct and display of the exhibit until the exposition is finally closed to the Convention attendees. Exhibitors will lose all points accumulated for the 2017 Annual Convention by dismantling their exhibits earlier than the designated time or by not setting up in time for the opening of the Exhibit Hall.

Floor Rules

1. Exhibitor badges must be worn at all times on the show floor.
2. Booths must be open and staffed when the Exhibit Hall is open to attendees.
3. NCTE reserves the right to make modifications to the exhibit hours as may be necessary to meet program needs.
4. It is understood that no rooms, suites, or other space in Convention hotels will be used for exhibit purposes, workshops, or other exhibitor sales-related use. Social affairs of all kinds should be scheduled not to conflict with NCTE General Sessions.
5. No one under the age of 16 will be permitted on the Exhibit Hall floor during set-up or tear down hours.

Liability

1. Each exhibitor assumes the entire responsibility for losses, damages, and claims arising out of injury or damage to exhibitors' displays, equipment, and other property brought on the premises of the America's Center and shall indemnify and hold harmless the National Council of Teachers of English, the America's Center, and any service contractors acting as agents of NCTE from all liability that may ensue from any cause. Security services for the Exhibit Hall will be provided 24 hours per day, but NCTE and the America's Center will not be responsible for any loss or damage of any kind.
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. Should the premises on which the NCTE Annual Convention is to be held become, in the sole judgment of NCTE, unfit for occupancy, or should the meeting be materially interfered with by reason of action of the elements, strike, picketing, boycott, embargo, injunction, war, riot, emergency declared by a government agency, or any other act beyond the control of NCTE, this contract may be terminated. NCTE will not incur any liability for damages sustained by the exhibitor as a result of such termination. NCTE will return to the exhibitor all rental fees that the exhibitor has paid up to date of cancellation of the Convention, and thereupon both parties will be released from further obligation or liability to each other.