

LEAD

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11TH ANNUAL TENNESSEE EDUCATIONAL LEADERSHIP CONFERENCE

October 8-10, 2012 | Nashville Convention Center | Nashville, Tennessee

EXHIBITOR PROSPECTUS

THE TENNESSEE LEAD CONFERENCE

The Tennessee Department of Education announces its **10th Annual Tennessee Educational LEADership Conference** at the Nashville Convention Center, October 8-10, 2012. An estimated 1,800 building-level and system-level educational leaders and administrators will participate in the conference, providing a great opportunity for you to network directly with potential customers and clients. This year will feature 3 keynote sessions by acclaimed speakers and leaders, and nearly 200 concurrent sessions to help equip Tennessee educators with the tools to lead our schools into the next generation.

Will you be there?

WHY EXHIBIT?

- Attendees want to learn about your products and services
- Exposure to decision makers in schools and districts
- Increase your customer/client base
- The largest educational conference of its kind in Tennessee
- All breaks and lunches are in the Exhibit Hall
- Increased focus on dedicated exhibit hall time both days
- Listing in Conference Program given to all participants
- Meet your target audience face-to-face
- Demonstrate the most recent trends in leadership and professional development
- Special rate for qualifying non-profit vendors

EXHIBITING INFORMATION

BOOTH FURNISHINGS

Each 10' x 10' booth space will include:

- One eight foot (8') skirted table and two (2) chairs
- 8' back drapes and 3' high side-rail drapes in show colors
- One waste basket
- One 7" x 44" booth ID sign
- Dedicated exhibit hall time on both show days
- Up to five (5) complimentary badges
- Up to five (5) lunch tickets for booth staff per show day
- Security during move-in/out and during show hours

Additional furnishings, carpeting, power, labor, and internet access are not included, but may be purchased from the Decorator or NCC. Information will be included in your exhibitor kit.

BOOTH SPACE RATES

Inside Linear Booth	\$650.00
Corner Booth	\$750.00

*Special rates are available for qualifying non-profit vendors. Please contact the exhibit coordinator for more information. **Applications received after August 20, 2012, are subject to a \$75 late fee.***

TENTATIVE EXHIBITOR SCHEDULE

Move-In/Setup:	Sunday, October 7 TBA
Exhibit Hall Hours:	Monday, October 8 11:30am - 4:00pm Tuesday, October 9 7:30am - 10:30am 12:00pm - 3:30pm
Dedicated Times:	Monday, October 8 11:30am - 12:30pm 2:15pm - 3:15pm Tuesday, October 9 12:00pm - 1:30pm
Dismantle/Move-Out:	Tuesday, October 9 3:30pm - 7:00pm

Hours listed above are tentative and subject to change. Dismantling must NOT start prior to the designated time on Tuesday, September 20, or vendor may be subject to penalties listed in the Rules & Regulations.

Booth items MUST be removed from the floor by 7:00pm on October 9.

EXHIBIT SPACE LOCATION

Spaces will be assigned in the order in which the signed Exhibitor Agreement is received. Please indicate several choices on your Exhibitor Agreement Application. Payment is due within thirty (30) days from receipt of Agreement unless otherwise arranged with the exhibit coordinator, or vendor risks forfeiture of space reservation. LEAD reserves the right to make any adjustments or modifications necessary.

SPONSORSHIP OPPORTUNITIES

Sponsors receive special recognition throughout the conference. Companies interested in conference sponsorship opportunities should contact Trent B. Weaver at (615) 532-2491 or by email at Trent.Weaver@tn.gov.

PRESENTATION OPPORTUNITIES

Registered vendors are welcome to submit presentation proposals for concurrent sessions during the conference. Vendors are required to have a school district representative co-present with the vendor, and the presentation should not be a "sales pitch." For more information, visit the LEAD website and click "Presenter Information."

RULES & REGULATIONS

Please refer to the last page of the Exhibitor Agreement Application for the rules and regulations governing the LEAD trade show.

EXHIBIT SERVICE KIT

Complete information on ordering communication services, utilities, equipment/furniture rentals, shipping instructions, etc., will be available in early August. If you have questions that have not been addressed, please contact the exhibit coordinator. All charges for additional services are the sole responsibility of the exhibitor.

EXHIBIT DIRECTORY

The LEAD Conference Program will be distributed to all conference participants, and will contain the official Exhibitor Directory. Each listing will contain the Exhibitor's name, address, phone number, website, booth number, and description. Exhibitors should submit their description in twenty-five (25) words or less with their Agreement Application, or forward to the exhibit coordinator no later than August 20, 2012, for inclusion in the conference program. LEAD reserves the right to edit and shorten descriptions over the designated limit.

EXHIBITING INFORMATION

FLOOR SALES

Exhibitors are permitted to sell items (excluding food and/or beverages) within their booth during show hours. Neither LEAD nor NCC are responsible for any losses, liabilities, taxes, licenses, copyrights, or other part of this activity.

CANCELLATION

Cancellations must be submitted to the exhibit coordinator in writing, and are effective upon receipt. Refunds will be made according to the schedule listed in the Rules & Regulations.

HOTEL INFORMATION

The conference headquarters hotel will be the Renaissance Nashville Hotel, physically connected to the Nashville Convention Center. Conference room rates at the Renaissance are \$189/night. Rooms may be reserved by calling the hotel directly at (800) 327-6618 or (615) 255-8400. Please be sure to identify yourself as a LEAD conference participant when making reservations.

The special LEAD room rates are available until September 14, 2012 or until the conference block of rooms is sold out. The Renaissance is located at 611 Commerce Street, Nashville, TN 37203-3725.

VENUE INFORMATION

The trade show will be held in the West Exhibit Hall of the Nashville Convention Center. Shipping to the Exhibit Hall must be done through the designated General Services Provider, and in accordance with their policies and fees. The NCC is located at 601 Commerce Street, Nashville, TN 37203. Directions and other information may be found at: <http://www.nashvilleconventionctr.com/>

EXHIBITOR APPOINTED CONTRACTORS (EAC) OR INSTALL/DESIGN COMPANIES

Exhibitors using booth assembly or dismantle labor other than those provided by the designated conference General Service Provider must notify LEAD and the conference service provider no later than August 20, 2012, and supply the necessary certificates of insurance. Exhibitors using EACs are required to provide such contractors all necessary information regarding installation and dismantling, material handling, exhibitor rules and regulations. EACs are required to comply with all LEAD and NCC rules and regulations.

SPECIAL EXHIBITOR GIVEAWAY

Exhibitors are invited to donate items/services valued at \$50 or greater for a conference sponsored giveaway program. Participants will be given an entry form to take around to vendors in the hall for validation. Qualifying forms will be entered into a drawing for the donated items, which will take place in the exhibit hall on October 9. Donating vendors are given special recognition in the conference program and on the conference website. For more information, contact the show management.

SHOW MANAGEMENT

The trade show is under the management of the Tennessee Department of Education and their designated General Services Contractor. For questions or more information about the show, you may contact:

Trent B. Weaver, Exhibit Coordinator
Phone: (615) 532-2491 | Fax: (615) 532-8312
Email: Trent.Weaver@tn.gov

HOW TO APPLY

You may reserve a booth by faxing the completed Exhibitor Application & Agreement to (615) 532-8312. Then mail your completed Application with payment in full to:

Trent B. Weaver
LEAD Exhibit Coordinator
TN Department of Education
Andrew Johnson Tower, 5th Floor
710 James Robertson Parkway
Nashville, TN 37243-0376

Make your reservations now – the LEAD 2011 exhibit hall will fill up rapidly!

APPLICATION DEADLINE

All Application Agreements and payments must be received by **August 20, 2012**. Applications will be accepted after that on a space-available case-by-case basis and will be subject to an additional \$75 fee. Please call the exhibit coordinator for more information.



APPLICATION & AGREEMENT FOR EXHIBIT SPACE

11th Annual Tennessee Educational LEADership Conference
October 8-10, 2012 | Nashville Convention Center | Nashville, TN

COMPANY INFORMATION

Please complete this information as it should appear in the Conference Program.

Company Name: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

Website: _____

CONTACT INFORMATION

Individual to receive all information on exhibit billing, logistics, and operations.

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

EXHIBIT DESCRIPTION

Please attach your Exhibit Description as you would like it to appear in the Conference Program. Descriptions should be 25 words or less. LEAD reserves the right to edit and shorten descriptions over the designated limit.

EXHIBIT RATES

Please select the number of 10'x10' booth spaces you would like:

Inline Booth: _____ X \$650 = _____

Corner Booth: _____ X \$750 = _____

Late Fee (after Aug 20, 2012): \$75 = _____

TOTAL AMOUNT DUE: _____

BOOTH PREFERENCE

Spaces will be assigned in the order in which the signed Exhibitor Agreement is received. Management reserves the right to alter floor plans and/or reassign any exhibit location if it is deemed necessary for the good of the show.

Choice 1: _____ Choice 2: _____ Choice 3: _____

"We prefer to be near..."

"We prefer not to be next to..."

APPLICATION AND PAYMENT SUBMISSION

Mail signed Agreement, full payment (payable to: **State of Tennessee**), and Exhibit Description to:

LEAD Exhibit Coordinator

TN Department of Education
Andrew Johnson Tower, 5th Floor
710 James Robertson Parkway
Nashville, TN 37243-0376

Phone: (615) 532-2491 | Fax (615) 532-8312

EXHIBIT AGREEMENT

"I have read and accepted the terms and conditions on all pages of this Agreement and am authorized by my company to submit this application and agreement for exhibit space at the 2012 LEAD Conference."

Your Name (print): _____

Signature: _____

Date: _____

Accepted by LEAD Exhibit Coordinator: _____

Date: _____

PAYMENT TERMS

Space may be held by faxed application until July 20, 2012. Payment is due within 30 days from receipt of this Agreement unless otherwise arranged in writing. **The deadline for PAYMENT IN FULL is August 20, 2012.** The Exhibit Contact will be sent a receipt as confirmation. We accept check, money order and credit cards. Please call the exhibit coordinator after submitting application to pay by credit card. Make checks payable to: **State of Tennessee**. Any questions may be directed to the show management.

Office Use Only:

Date Agreement Rec'd: _____ Date Payment Rec'd: _____

Booth Number(s) Assigned: _____

R: ___ N: ___ C: ___



APPLICATION & AGREEMENT FOR EXHIBIT SPACE

Rules & Regulations

APPLICATION FOR SPACE: This application for exhibit space, the formal notice of space assignment by Management and these Rules & Regulations constitute an application for the right to exhibit at the Tennessee Educational LEADership Conference. EXHIBITOR also agrees to comply with the regulations of the Nashville Convention Center.

EXHIBIT LIMITATIONS: Exhibits may not project beyond the space allotted and aisles must be kept clear for traffic. Exhibits shall not obstruct the view or interfere with traffic to exhibits of others, and must be constructed in compliance with Display Rules & Regulations as developed, including Endcap Restrictions, accepted and endorsed by IAEM, EDPA, ESCA, and IEA (copy provided with EXHIBITOR manual and available again upon request).

SOUND: Exposition management (TN DOE) reserves the right to determine at what point sound constitutes interference with others and must be discontinued or modified. Any method to project sound beyond the confines of the exhibit booth is expressly prohibited.

OFFICIAL DECORATOR: The Official Decorator, Drayage Contractor and Labor Contractor for this event shall have the exclusive right to supply all equipment, furniture, carpeting and decorating materials, drayage and non-technical man-power, on a rental basis to individual EXHIBITORS.

BOOTH ASSIGNMENT: EXHIBITOR shall not reassign, sublease or share assigned exhibit space with any person, firm or other entity without notification to and approval of the Exhibit Coordinator. Exhibit Coordinator reserves the right to alter the location of exhibits as shown on the official floor plan, if it deems advisable and in the best interest of the exhibit. Firms and representatives of firms not assigned exhibit space are prohibited from soliciting business in any form in the exhibition area. Violators of this prohibition will be promptly ejected from the exhibition area.

RIGHT OF REFUSAL AND/OR CANCELLATION: TN DOE, Exhibit Coordinator, reserves the right to cancel this agreement whenever it discovers that EXHIBITOR'S product is not as described in this agreement or is incompatible, in the opinion of Exhibit Coordinator, with the purposes of the LEAD exhibit. Application for space may also be canceled if the EXHIBITOR'S demeanor is deemed by Exhibit Management as inappropriate or disruptive.

INSURANCE AND HOLD HARMLESS AGREEMENTS: General comprehensive, liability and workers compensation insurance must be obtained by EXHIBITORS at their own expense, showing TN DOE and LEAD as additional insureds. Proof of insurance must be submitted to TN DOE upon request.

The EXHIBITOR will indemnify, defend, and hold harmless TN DOE, LEAD and its sponsors, the City, the Facility's owner and management, and their respective owners, directors, officers, employees, agents and representatives, against all claims, actions, demands or liability of whatsoever kind and nature, including but not limited to judgments, interest, reasonable attorneys' fees, expert witness fees, and all other related costs and charges arising out of EXHIBITOR'S activities related to the exhibition or any breach of the EXHIBITOR Rules and Regulations, claims of property or personal injury caused by or attributed in part or in whole to any action or failure to act whether by negligence or otherwise, on the part of the EXHIBITOR or any of its directors, officers, employees, agents, representatives or contractors, excluding liability caused by the sole negligence or willful misconduct of TN DOE and LEAD, its sponsors and their respective owners, directors, officers, employees, representatives and agents.

LIMITATION OF LIABILITY: EXHIBITOR ASSUMES THE ENTIRE RESPONSIBILITY AND LIABILITY FOR ALL DAMAGES OR LOSSES TO TN DOE AND LEAD, THE FACILITY, PERSONS OR PROPERTY THAT OCCUR AS A RESULT OF THE NEGLIGENCE OR ANY ACTIONS OF EXHIBITOR OR ITS OFFICERS, EMPLOYEES, AGENTS, REPRESENTATIVES, INVITEES AND GUESTS DURING THE ENTIRE EXHIBITION PERIOD.

EXHIBITOR agrees that to the maximum extent permitted by law, TN DOE, LEAD, the city, the facility and any of their respective officers, agents, employees or representatives will not be held liable for any loss or damage to any exhibits, or materials, goods or wares (collectively "property") belonging to the exhibitor, and they are released from liability for any damage, loss or injury to person or property of the exhibitor or its officers, employees, agents, representatives, invitees and guests, resulting from fire, storms, water, acts of god, air conditioning or heating failure, theft, mysterious disappearance, bomb threats or any other causes.

ATTORNEY FEES AND COSTS: Should any litigation arise out of this agreement, EXHIBITOR shall pay all costs and reasonable attorney's fees incurred by TN DOE, Exhibit Coordinator, and/or the sponsoring organization, if TDOE and/or the co-sponsoring associations are the prevailing parties. This provision shall extend to the costs and attorneys' fees incurred at both the trial and appellate level.

TAXES AND LICENSES: EXHIBITOR shall be responsible for obtaining any licenses, permits or approvals required under local or state law applicable to their activity at the LEAD Exhibit. EXHIBITOR shall be responsible for obtaining tax identification numbers & paying all taxes, license fees or other charges that shall be due to any governmental authority in connection with their activity at the Exposition.

FIRE, SAFETY AND HEALTH: EXHIBITOR agrees to accept full responsibility for compliance with city, county, state and federal Fire, Safety and Health Ordinances regarding the installation and operation of equipment. All exhibit materials and equipment must be reasonably located within the booth and protected by safety guards and devices where necessary to prevent personal accidents to spectators. EXHIBITOR hereby represents and warrants to TN DOE and LEAD, that EXHIBITOR has taken all steps reasonably necessary in its judgment to ensure the sound engineering and structural integrity of its exhibit design and the proper construction and safety of the exhibit itself, as erected.

DEFAULT BY EXHIBITOR: EXHIBITOR shall be in default if it fails to pay at pre-identified dates the required sums under this agreement or breaches any of the provisions of this agreement.

UNOCCUPIED SPACE: Exhibit Management reserves the right, should any rented space remain unoccupied 2 hours prior to the published set-up day/hours, or should any space be forfeited due to failure to make payment in full, to sell paid or unpaid space to another EXHIBITOR or use space for such purpose as it may see fit without liability on its part. This clause shall not be construed as affecting the obligation of the EXHIBITOR to pay the full amount specified in the space rental agreement. Failure to make payment of the full amount specified in the Application for Exhibit Space by the cut-off date constitutes cancellation by the EXHIBITOR.

EARLY TEAR-DOWN OR DISMANTLING: Early tear-down or dismantling of booths by EXHIBITORS is strictly prohibited. Early Tear-Down or dismantling disrupts the integrity of the show, and endangers attendees still in the exhibit hall. By signing this agreement EXHIBITORS agree to remain on the exhibit hall floor with their booths fully in place until the official close of the exhibit, as published in their EXHIBITOR manual. Any EXHIBITORS dismantling their booths prior to the scheduled time **will be penalized a \$250 fine**. This fine must be paid before the EXHIBITOR may apply to exhibit at future shows.

CANCELLATIONS AND REFUNDS: In the event of cancellation by the EXHIBITOR, the following schedule of refunds will be followed: (1) 50% refund of the total amount paid if written cancellation is received by **August 20, 2012 and space is resold prior to show dates**. (2) No refunds will be given after August 20, 2012. (3) If canceled at the discretion of the Exhibit Coordinator, the amount of refund (if any) will be determined by the Exhibit Coordinator at the time of cancellation. **There will be no refunds for "No-Shows"**.

EXCUSED NON PERFORMANCE/FORCE MAJEURE: If for any reason beyond the reasonable control of TN DOE or LEAD, including but not limited to acts of God, war, strikes, labor disputes, accidents, government requisitions, governmental restrictions or regulations on travel (including travel advisory warnings), facility availability, commodities or supplies, inability to secure sufficient labor, civil disturbance, terrorism or threats of terrorism as substantiated by governmental warnings or advisory notices, curtailment of transportation, disaster, fire, earthquakes, hurricanes, extreme inclement weather, epidemic, shortages or disruption of the electrical power supply causing blackouts or rolling blackouts (in the city where the facility is located), or any other comparable conditions, TN DOE or LEAD is unable to fulfill its obligations under this Agreement, the Parties may terminate this Agreement without liability, and TN DOE or LEAD may retain the earned portion of the Exhibit Fee required to recompense it for expenses incurred up to the time of terminating the event. Any remaining unearned Exhibit Fee will be returned to the EXHIBITOR.

Additionally, if any part of the Facility is damaged or if circumstances beyond TN DOE or LEAD's reasonable control make it impossible or impractical for TN DOE or LEAD to permit EXHIBITOR to occupy or continue to occupy the assigned Exhibit space location during any part of or the entire exhibition, EXHIBITOR will only be charged a pro rata Exhibit Space Rental Fee for the period that the Exhibit space was or could have been occupied by EXHIBITOR. Furthermore, in no event will TN DOE or LEAD, the City, the Facility, or their respective owners, directors, officers, employees, agents and representatives be liable for any consequential, indirect, special or incidental damages of any nature or for any reason whatsoever.

AUTHORITY TO SIGN: EXHIBITOR agrees that they have the requisite authority to enter into this Agreement and bind the company or party for whom they sign, and to abide and be bound by all of the terms, conditions, Rules and Regulations stated under this Agreement, exhibitors' manual, any schedules, or amendments to the same, all of which are integral to and incorporated by reference into this Agreement. All points not covered are subject to the decision of the Exhibit Coordinator. Further, EXHIBITOR agrees that TN DOE will have full power in a matter of interpretation, amendment and enforcement of all EXHIBITOR Rules & Regulations. In all instances, TN DOE's rulings will be final. All rights and privileges granted to EXHIBITOR under this Agreement and any subsequent amendments are subject to and subordinate to the master lease between TN DOE, LEAD and the Facility.