


# Exhibit Agreement

Exhibiting Organization \_\_\_\_\_  
 Contact Person \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_  
 Telephone(\_\_\_\_\_) \_\_\_\_\_ Fax (\_\_\_\_\_) \_\_\_\_\_ E-mail \_\_\_\_\_  
 www. \_\_\_\_\_

## Exhibit Space Rates

(All booths are sold in 10' x 10' increments unless otherwise indicated.)

	 Before 10.31.'09	After 11.01.'09
Inline Booth:	\$1,399	\$1,449
School System or Non-profit Booth:	\$1,299	\$1,349
Island Space: (minimum of four 10' x 10' booths)	\$1,599	\$1,649
Corner Fee: (per corner)	\$200	\$200

Please  
transfer  
totals to  
Payment  
Form.

See exhibitor  
prospectus  
or online  
for upgrade  
options.

**Booth options:** Please select your top three spaces. Leave blank if you have no preference.

1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_

**Proximity to Other Possible Exhibits:** CEC will attempt to accommodate your request but reserves the right to make the final determinations of all space in the best interest of the overall exposition. Leave blank if you have no preference.

Near to: \_\_\_\_\_ Away from: \_\_\_\_\_

**Are you a non-profit or school system?** Yes \_\_\_\_\_ No \_\_\_\_\_

If yes, please attach your non-profit certificate to receive the booth discount.

**Do You Plan to Sell Products in the Exhibit Area?** Yes \_\_\_\_\_ No \_\_\_\_\_

If Yes, Exhibitor assumes responsibility for securing a vendor license if required and collecting all applicable local and state taxes.

**Payment Terms:** A deposit of 50% is required for each exhibit space requested along with a signed copy of the exhibitor application. All deposits must be made within 10 days of submitting this application.

**All exhibitors must be paid in full by January 31, 2010.**

**Cancellation:** Any cancellation by the Exhibitor must be made in writing to the Exhibits Manager. If notification of cancellation is received prior to January 31, 2010, CEC will refund 50% of the amount paid. Cancellation after January 31, 2010, obligates the exhibitor to pay the full rental amount and forfeit all monies paid. Please pay by check, credit card or purchase order. Make checks payable to CEC (please reference CEC 2010 and the exhibiting company name to ensure proper credit). You may also reserve your booth online and make payments directly at www.exhibits.cec.sped.org.

**Mail to: The Council for Exceptional Children, Attn: Exhibits Management, 1110 North Glebe Road, Suite 300, Arlington VA 22201.**

Please keep a copy of this agreement for your records.

All applications must be signed in order to confirm booth reservations. By signing, you agree to abide by all rules and regulations governing the exposition as printed on the reverse side and in the exhibitor manual hereon and which are a part of this application. Acceptance of this application by show management constitutes a contract.

Exhibitor Signature \_\_\_\_\_ Date \_\_\_\_\_  
 Company \_\_\_\_\_

**Questions? Please contact:**

<b>Amy Durkin</b> Exhibits Manager (703) 264-9447 amyd@cec.sped.org	<b>Victor Erickson</b> Director of Exhibits (703) 264-9454 victore@cec.sped.org
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**CEC Use Only**  
 Date Received \_\_\_\_\_ By \_\_\_\_\_ DEP \_\_\_\_\_  
 DEPTYPE \_\_\_\_\_ Company Number \_\_\_\_\_ Booth Assigned \_\_\_\_\_ Total Sq. Ft. \_\_\_\_\_

**EXHIBIT CRITERIA:** The Council for Exceptional Children (hereafter referred to as CEC) limits exhibiting to those firms who provide services, products, or publications that are applicable to the field of special education and general education. CEC's Exhibits Manager, in the sole judgment of CEC, may restrict, prohibit, or evict any Exhibitor whose exhibit does not comply with the rules and regulations; is misleading or deceptive; is in poor taste or unsuitable to exhibit; or, because of noise, method of operation, materials, or otherwise, may detract from the general character of the convention. In such event, Exhibitor shall restrict its exhibit or forfeit the exhibit space and immediately dismantle, remove, and vacate the exhibit space upon demand as ordered by the Exhibits Manager.

**CONDUCT:** All exhibits shall be operated to serve the interest of CEC members and fees paid, in a way that will not detract from other exhibits, the exhibition, or the meeting as a whole. The Exhibits Manager reserves the right to request the immediate withdrawal of any exhibit that CEC believes to be injurious to the purpose of CEC. Management reserves the right to refuse to admit to and eject from the exhibit building any objectionable or undesirable person or persons. The use of sideshow tactics or other undignified methods considered by CEC to be objectionable are expressly prohibited in the exhibition area or the Gaylord Opryland Hotel and Convention Center (hereafter referred to as the Convention Center) and in any meeting room.

**SALES:** Direct over-the-counter cash sales will be permitted. All exhibitors are responsible for collecting and remitting taxes in accordance with federal, state, local, and provincial requirements and are responsible for acquiring appropriate temporary license and sales tax procedures for the City of Nashville and the State of Tennessee.

**EXHIBIT CONFIGURATION:** A standard booth is considered to be one (1) linear 10' x 10' booth. CEC adheres to the International Association of Exhibitions and Events (IAEE) Standard Display Guidelines. A copy of the IAEE Display Guidelines can be found at [www.iaee.com](http://www.iaee.com).

**Linear Booth:** Linear booths have only one side exposed to an aisle and are generally arranged in a series along a straight line. Regular and specially-built back walls, including signs, may not exceed an overall height of 8'. Nothing shall be hung or suspended from the ceiling. Booths may not obstruct the line of sight of neighboring booths.

**Corner Booth:** A corner booth is a linear booth exposed to aisles on two sides.

**Line of Sight:** Regardless of the number of linear booths utilized, display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring Exhibitors. The maximum height of 8' is allowed only in the rear half of the booth space, with a 4' height restriction imposed on all materials in the remaining space forward to the aisle. Please note that line of sight rules apply to pop-up displays as well. All other guidelines for linear booths apply.

**Perimeter Booths:** A perimeter booth is a linear booth that backs to an outside wall of the exhibit facility rather than to another exhibit. It may not exceed an overall height of 12'. Nothing shall be hung or suspended from the ceiling.

**Island Booths:** An island booth is any size booth greater than 400 sq. ft. exposed to aisles on all four sides.

**Hanging Signs:** Hanging signs and graphics are permitted in all standard island booths, usually to a maximum height of sixteen feet (16'). Whether suspended from above or supported from below, they should comply with all ordinary use-of-space requirements. Please refer to the *IAEE Standard Display Guidelines* for complete information. No exhibits will be permitted to interfere with other exhibits or impede access to them or free use of aisles. Please note that the Convention Center may also have its own specific guidelines when it comes to hanging signs.

**VARIANCES TO IAEE RULES:** If an Exhibitor wishes to have a display exceeding the exhibit configurations, a sketch must be submitted to CEC for approval no later than 60 days prior to the opening of the exhibit. If a constructed display fails to meet these requirements, CEC reserves the right to authorize removal, relocation, or alteration of the display.

**OFFICIAL DECORATOR:** The official decorator for CEC 2010 is Freeman (hereafter referred to as the Decorator). A service kit will be available online approximately 90 days before the opening of the exhibit.

**EXHIBIT REGULATIONS:** Carpeting or attractive floor covering is required in all booth spaces at the CEC 2010 to maintain the professional character and appearance of the exhibit hall. (a) Circulars, advertising matter, etc., may be distributed and patronage solicited only within the space assigned to the Exhibitor presenting the material. (b) Exhibit space may not be occupied by any firm other than that firm which originally contracted for said space. (c) Exhibitors are prohibited from using amplifying equipment that interferes with adjacent exhibits or other activities in the exhibit hall. (d) Nothing will be used, including balloons, within the Convention Center that will injure, mar, or in any manner deface any surface of the Convention Center or any equipment contained herein. The Exhibitor, its agents, members, or guests shall not attach nails, hooks, tacks, or screws into any part of the surfaces of the Convention Center. The Exhibitor shall not make or allow to be made any alterations of any kind to the Convention Center or equipment contained herein, and will not affix or permit to be affixed on any surface: adhesives, tapes, signs, posters, notices, or graphics of any description. The surfaces shall include but not be limited to glass doors, meeting room doors, columns, walls, ceiling, floors, windows, elevators, and bathroom areas. Painting of any kind in the Convention Center is prohibited. If the premises are defaced or damaged by an act of negligence by any Exhibitor, its agents, or guests, the Exhibitor will pay the sum deemed necessary for complete restoration to previous conditions. Exhibits must remain intact until the official closing hour of the exhibit hall. Dismantling begins at 1 p.m., April 24, 2010. Exhibitors who vacate their booths prior to the published dismantle time may be assessed a fine equal to one-half the booth fees and subject to other penalties.

**EXHIBITOR'S REPRESENTATIVE:** The Exhibitor will name ONE individual as its duly authorized representative to have charge of the exhibit and hereby accepts and assumes responsibility for such representative, or alternates, being in attendance at its exhibit throughout exhibit periods.

**EXHIBIT RESERVATION, PAYMENT, AND CANCELLATION:** Reservations will be made with a 50% booth deposit for each exhibit space requested. If Exhibitor's booth preferences are not available, space will be assigned that is most similar to the Exhibitor's first choice in location, price, and competitive situation. Final booth assignment responsibility rests with the Exhibits Manager/Director of Exhibits. **The exhibit balance is due in full by Jan. 31, 2010.** If the balance is not received by Jan. 31, 2010, CEC may resell, reassign, or reuse the space. Any cancellation by the Exhibitor must be made in writing to the Exhibits Manager. If notification of cancellation is received prior to Jan. 31, 2010, CEC will refund 50% of the amount paid. Cancellation after Jan. 31, 2010 obligates Exhibitor to payment of the full rental amount and forfeiture of all monies paid. No Exhibitor will be permitted to erect a display until space rental is paid in full. Checks are payable to the Council for Exceptional Children. All booths must be paid in full prior to booth set up. CEC show management reserves the right to hold freight until all Exhibitor-related fees have been paid in full. Exhibitors who reserve booth space online, by clicking the submit button, agree to abide by all exhibit terms, conditions, and regulations set forth in this contract via an electronic signature.

**FAILURE TO OCCUPY SPACE:** Any space not occupied by 6 p.m., April 20, 2010, unless arrangements for delayed occupancy is arranged with the Exhibits Manager, will be forfeited by Exhibitor, and its space may be resold, reassigned, or used by Exhibits Manager without refund of rental price. If a crated, constructed display is not set up, or in the process of set up by 6 p.m., April 20, 2010, it is agreed that CEC reserves the right to authorize setup, which service will be charged to the Exhibitor. It is mutually agreed that it is the duty and responsibility of each Exhibitor to install its exhibit before the opening of the exhibition and to dismantle its exhibit immediately after the close of the exhibition. For your own safety, no open-toed shoes or sandals of any kind are permitted in the exhibit hall during move-in or move-out.

**CANCELLATION OF CONVENTION/FORCE MAJEURE:** In the event of cancellation or postponement of the convention due to fire, strikes, government regulations, "acts of God", or other unanticipated/unpreventable causes (i.e., containment of transportation, utilities, or public services such as sanitation, public health, or first responder; government advisory such as announcements from Homeland Security, Centers for Disease Control, or municipal/state authorities) beyond the control of the Council for Exceptional Children, CEC can cancel or postpone without liability.

**LIABILITY INSURANCE:** Neither CEC, the employees thereof, the Convention Center, nor their officers, agents, employees, assignees and contractors, the Decorator and its contractors, the employees thereof, nor any member of the CEC Local Arrangements Committee will be responsible for any injury, loss, or damage that may occur to the Exhibitor or the Exhibitor's employees or property, prior, during, or subsequent to the period covered by the exhibit contract, provided said injury, loss, or damage is not caused by the gross negligence or willful misconduct of one or more of the aforementioned parties. The Exhibitor expressly releases the foregoing names, associations, individuals, committee, and firms from any agreement to indemnify same against any and all claims for such loss, damage, or injury. It is agreed expressly that neither CEC, nor the Convention Center, nor the official Decorator, shall be held liable or accountable for any losses, damages, or injuries which may be sustained or incurred by any person who may be on the premises leased by or assigned to any Exhibitor, including (but not limited to) any agent, employee, or representative of any Exhibitor. The Exhibitor expressly agrees that he will hold, keep, hold harmless, and indemnify CEC and the Convention Center and the official Decorator from any and all such claims. The Exhibitor agrees to protect, save, and keep CEC and the Convention Center forever harmless from any damages or charges imposed for violation of any law or ordinance, whether occasioned by the negligence of the Exhibitor or those holding under the Exhibitor. The Exhibitor shall at all times protect, indemnify, save, and hold harmless CEC and the Convention Center against and from any and all loss, cost, damage, liability, or expense arising from or out of or by reason of said Exhibitor's occupancy and use of the exhibition premises or a part thereof.

**COMBUSTIBLES:** Literature on display shall be limited to reasonable quantities. Reserve supplies shall be kept in closed containers and stored in a neat and compact manner. No flammable liquids are allowed in the building. Painting or spraying of toxic or flammable materials is prohibited. Smoking is prohibited in all areas except those designated by the Fire Department. These areas shall be equipped with ashtrays and receptacles designed for discarded smoking materials.

**FIRE, SAFETY, AND HEALTH:** Exhibitor assumes all responsibility for compliance with all federal, state, local, and provincial regulations and ordinances, including those covering fire, safety, and health. All exhibit equipment and materials must be located within the booth and be protected by safety guards and devices where necessary. Only fireproof materials may be used in displays and necessary fire precautions shall be taken by the Exhibitor.

**EXIT DOORS, EXIT LIGHTS, FIRE HOSES, AND FIRE EXTINGUISHERS:** Required exit doors, exit lights, fire alarm sending stations, wet standpipe hose cabinets, and fire extinguisher locations shall not be concealed or obstructed by any decorative material.

**ELECTRICAL:** It is understood that the Convention Center is solely responsible for providing electrical services to Exhibitors. Proper and reasonable care shall also be taken to prevent the interruption of power services during the convention. The Exhibits Manager shall not be held responsible for late installation or interruption of any services that may occur. Electrical wiring must conform to all federal, state, local, and provincial government requirements, including the National Electric Code safety rules.

**FLAME RETARDANT MATERIALS:** All decorations, drapes, signs, banners, sails, acoustical materials, hay, straw, moss, split bamboo, plastic cloth, and similar decorative materials shall be flame-retardant to the satisfaction of the Fire Department by either a State/Local Fire Marshall's certification of flame redundancy or the ability to pass a field flame test; however, nothing in this section shall be held to prohibit the display of saleable goods permitted and offered for sale. When used as interior wall or ceiling finish, carpeting and similar materials having a napped, tufted, looped, or similar surface shall have a Class 1 flame-spread classification. Any material having a brushed or napped finish, such as but not limited to carpeting materials, shall have a flame spread rating of not more than 25 regardless of location or occupancy. Unframed rigid combustible decorative material and assemblies of materials not more than 1/4-inch thickness used for folding doors, room dividers, decorative screens, and similar applications that do not create concealed spaces and are installed with exposed edges shall be flame resistant. Framed rigid combustible decorative material and assemblies of materials not more than 1/4 inch in thickness used for folding doors, room dividers, decorative screens, and similar applications and which are installed with all edges protected shall conform to the following: All exposed edges shall be protected with frames of metal or other noncombustible material or solid wood of minimum 1/4-inch dimension. The total square foot area of the material shall not exceed 10% of that of the floor area of the room/booth in which the material is installed.

**AMERICANS WITH DISABILITIES ACT (ADA):** Exhibitors must be in full compliance with the Americans with Disabilities Act (ADA) and are encouraged to be sensitive and as reasonably accommodating as possible to attendees with disabilities. Information regarding ADA compliance is available from the U.S. Department of Justice ADA Information Line ((800) 514-0301 (US only)) and from [www.usdoj.gov/ada/infoline.htm](http://www.usdoj.gov/ada/infoline.htm). The exhibitor hereby agrees to indemnify and hold harmless CEC/Convention Management, its agents, and representatives from any claim or liability that may result from the Exhibitor's failure to comply fully with the ADA.

**SHIPPING & STORAGE:** The Convention Center does not maintain facilities for the storage of exhibits or exhibit materials. All shipments for an exhibit must be directed to the official drayer. Shipping instructions will be included in the *Exhibitor's Service Kit* to be disseminated following your space confirmation. Shipments to the Convention Center will be directed to the official drayer's warehouse for storage and delivery to the Exhibitor's booth by set-up time, at the Exhibitor's expense. The authorized drayage company will provide thirty (30) days free storage prior to show dates when the incoming freight is prepaid and consigned to the Exhibitor's booth.

**LABOR:** Union labor, depending on the site, building, and contractor requirements, may be required. If required, the Exhibitor shall comply with all labor union rules and regulations.

**SECURITY:** Twenty-four hour security will be provided under contract with a Tennessee company licensed to provide such services. Security personnel will be on duty during set up, show days, and dismantling. CEC expressly disavows any responsibility for any theft or other damage occasioned by the negligence of such security personnel.

**AMENDMENT:** CEC/Show Management shall have the power to amend these rules and regulations. Exhibitor agrees to abide by reasonable rules and regulations that may hereafter be adopted by Exhibit Manager, which shall be as much a part hereof as though fully incorporated herein.

## Advertising Options

### TEACHING Exceptional Children (TEC) | Convention Issue

Insertion order due: Jan. 15, 2010 | Artwork due: Jan. 22, 2010

Check off each ad type you'd like to place

SIZE	DIMENSIONS	COST	SELECT
<b>Color</b>			
Full Page	7" x 9.5"	\$3,311	
2/3 Page	4.5" x 9.5"	\$2,928	
½ Page (V or H)	7" x 4.67"	\$2,418	
⅓ Page	2.125 x 9.5"	\$1,992	
Covers (2, 3, or 4)	7" x 9.5"	\$4,261	
<b>Black and white</b>			
Full Page	7" x 9.5"	\$2,465	
2/3 Page	4.5" x 9.5"	\$2,083	
½ Page (V or H)	7" x 4.67"	\$1,573	
⅓ Page	2.125" x 9.5"	\$1,147	
Covers (2, 3, or 4)	7" x 9.5"	\$3,273	
Trim Size	8.25" x 10.875"		
Bleed Size	8.5" x 11.125"		

### Exceptional Children (EC) | Convention Issue

Black and white only

Insertion order due: Dec. 11, 2009 | Artwork due: Dec. 18, 2009

Check off each ad type you'd like to place

SIZE	DIMENSIONS	COST	SELECT
Full Page	5.5" x 8.33"	\$2,480	
½ Page (H)	5.5" x 4"	\$1,680	
¼ Page	2.67" x 4"	\$1,100	
Covers (2, 3, or 4)	5.5" x 8.33"	\$3,350	

### CEC 2010 Convention Program

Insertion order due: Dec. 30, 2009 | Artwork due: Jan. 25, 2010

Check off each ad type you'd like to place

SIZE	DIMENSIONS	COST	SELECT
Covers (2, 3, or 4) or Page 1 (Color Only)	7" x 9.5 "	\$2,100	
Full Page B & W	7" x 9.5 "	\$1,597	
½ Page B & W	7" x 4.75 "	\$899	
⅓ Page B & W (V)	2.125" x 9.5"	\$720	
⅓ Page B & W	2.5" x 4.67"	\$427	
Trim Size	8.25" x 10.875"		
Bleed Size	8.5" x 11.125"		

Please transfer totals to Payment Form.

Artwork must be sent as high-res PDF, TIF, or EPS files to amyd@cec.sped.org. If color, please send with cmyk builds. **All files, regardless of electronic submissions, must be sent with a paper proof to CEC.**

#### Questions? Please contact:

**Amy Durkin**  
Exhibits Manager  
(703) 264-9447  
amyd@cec.sped.org

**Victor Erickson**  
Director of Exhibits  
(703) 264-9454  
victore@cec.sped.org

Company Name \_\_\_\_\_  
Contact Person \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_  
Telephone(\_\_\_\_\_) \_\_\_\_\_ Fax(\_\_\_\_\_) \_\_\_\_\_ E-mail \_\_\_\_\_

# Payment Form

CEC Federal Identification Number: 52-0886495

**Exhibit Fees:**  
 Total # of Spaces \_\_\_\_\_ Cost per Space \_\_\_\_\_ \$ \_\_\_\_\_  
**Exhibitor Showcase Sessions - # \_\_\_\_\_ @ \$185** \$ \_\_\_\_\_  
**"Take One" Table**  
 \$250 for 2010 Non-Exhibitor/Recruiter \$ \_\_\_\_\_  
**Mail List Rental \$270** \$ \_\_\_\_\_  
**Booth Upgrades**  Upgrade 1  Upgrade 2  Upgrade 3  Upgrade 4 \$ \_\_\_\_\_  
**Advertising** (check all that apply) \$ \_\_\_\_\_  
 TEC  EC  Convention Program  
**Total \$** \_\_\_\_\_

**Method of Payment:**  
 **CREDIT CARD**  
 Visa \_\_\_\_\_ MasterCard \_\_\_\_\_ American Express \_\_\_\_\_ Discover \_\_\_\_\_  
 Card Number \_\_\_\_\_  
 CSV Code \_\_\_\_\_  
 Exp. Date \_\_\_\_\_  
 Name on Card \_\_\_\_\_  
 Signature \_\_\_\_\_ Date \_\_\_\_\_

Please check here to authorize CEC to charge any remaining balance on the credit card on January 31, 2010.

**CHECK** Amount \$ \_\_\_\_\_ Check # \_\_\_\_\_  
*Checks must be drawn on U.S. banks and be made payable to the Council for Exceptional Children.*

**PURCHASE ORDERS** PO# \_\_\_\_\_ Date \_\_\_\_\_  
*Please attach your purchase order to this form.*



All applications must be signed in order to confirm booth reservations and other ancillary items. By signing below, we agree to abide by all rules and regulations governing the exposition as printed in the Exhibitor Rules and Regulation and in the exhibitor manual hereof and which are a part of this payment form. Acceptance of this application by show management constitutes a contract.

Exhibiting Organization \_\_\_\_\_  
 Contact Person \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_  
 Telephone(\_\_\_\_\_) \_\_\_\_\_ Fax(\_\_\_\_\_) \_\_\_\_\_ E-mail \_\_\_\_\_

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 Director of Exhibits  
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 victore@cec.sped.org

**CEC Use Only**  
 Date Received \_\_\_\_\_ By \_\_\_\_\_ DEP \_\_\_\_\_  
 DEPTYPE \_\_\_\_\_ Company Number \_\_\_\_\_ Booth Assigned \_\_\_\_\_ Total Sq. Ft. \_\_\_\_\_