



# 39th Annual Conference for Middle Level Education November 8-9, 2012 • Portland, OR

www.amle.org/exhibit

Association for Middle Level Education  
formerly National Middle School Association



## Organization Information *(Please print)*

Contact Person \_\_\_\_\_ Title \_\_\_\_\_

E-mail \_\_\_\_\_

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

## Information for Program Book

Exhibiting Company \_\_\_\_\_

Address of Company \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_ Zip Code \_\_\_\_\_

Company Phone \_\_\_\_\_ Web Address \_\_\_\_\_

Product/Service Description: *(Please attach typewritten description or e-mail to crisheill@amle.org - 35 words or less)*

How many years have you exhibited with AMLE? \_\_\_\_\_

## Space Required

Number of booths requested: \_\_\_\_\_

Please rank your aisle or booth number preference. If aisle or booth number preference requested is unavailable, the contact person will be notified.

**Aisle Choice** \_\_\_ 100 \_\_\_ 200 \_\_\_ 300 \_\_\_ 400 \_\_\_ 500 \_\_\_ 600 \_\_\_ 700 \_\_\_ 800 \_\_\_ 900 \_\_\_ 1000 \_\_\_ 1100

**or** Booth Number Preferences: \_\_\_\_\_ **or**  Assign best available booth

**Would you like a complimentary booth package?** (skirted table, chair, & trash can, a \$200 value)  Yes  No

## Payment Information

\_\_\_\_\_ (qty) \$1,295 per 10x10 Corner booth

\_\_\_\_\_ (qty) \$1,095 per 10x10 In-booth

\_\_\_\_\_ \$225 per Attendee Mailing List (one-time use only, does not include e-mail or phone)

A 50% deposit must be submitted with this application. The balance is due upon invoice of booth assignment.

Full payment is required at time of application for contracts received after June 25, 2012.

**Space will be available until sold out.**

Check to automatically charge credit card for balance due upon booth assignment.

Check Enclosed \$ \_\_\_\_\_ Check Number # \_\_\_\_\_

Credit Card Payment:  VISA  Amex  MasterCard  Discover \$ \_\_\_\_\_

Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_ CSV# \_\_\_\_\_

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

Authorized Signature \_\_\_\_\_

## SIGN HERE

### Agreement

By signing this contract, the exhibitor hereby agrees to all terms, regulations, and conditions set forth on both sides of this contract.

\_\_\_\_\_  
Company Representative Date

## Classified Index

Please check up to **THREE** categories you prefer to have your company listed under in the classified index of the conference program book.

- Art Education & Supplies/Crafts
- Awards/Recognition/Gifts
- Books/Publishers
- Career Exploration
- Classroom Materials and Resources
- Comprehensive Health Resources
- Computer Hardware/Software
- Curriculum Resources/Materials
- Educational Games
- Environment/Conservation
- Educational Travel/Tour Programs
- Fundraising/Incentives
- Furniture
- Instructional Strategies
- Internet
- Life Skills/Economics
- Magazines/Periodicals
- Mathematics/Science
- Music Education/Instruments
- Multicultural Resources
- Photography/Yearbooks
- Physical Education/Fitness
- Professional Development
- Reading/Writing/Language Arts
- Recruiting
- Safe Schools/Violence Prevention
- Social Studies
- Special Education
- Technology
- US Government Programs/Services
- Youth Activities/Programs
- Other

## On-Site Sales

We Do  We Do Not  
plan to sell in the exhibit area.

If a firm does choose to sell merchandise at the AMLE Conference, it assumes responsibility for securing a vendor license and collecting all applicable local and state taxes.

Exhibit Manager may restrict, prohibit, or evict any exhibitor who does not comply with the rules and regulations or whose exhibit, because of noise, method of operation, materials, or otherwise, may detract from the general character of the conference.

Please make a copy of both sides of the contract for your records and return to:

**Chris Rishell, Exhibit Manager**  
Association for Middle Level Education  
4151 Executive Parkway, Suite 300  
Westerville, Ohio 43081  
FAX to: (614) 895-4750

**A confirmation letter will be sent to the contact person. Exhibitor badges will be handled on site, there is no need to provide names prior to the conference.**





AMLE/NSMA'S

# 39th Annual Conference & Exhibit

November 8–9, 2012 • Portland, OR

[www.amle.org/exhibit](http://www.amle.org/exhibit)

Association for Middle Level Education  
formerly National Middle School Association



## EXHIBIT REGULATIONS:

- **Arrangement of exhibits:** Exhibits shall be so arranged as not to obstruct the general view nor hide the exhibits of others. Exhibits must not obstruct space and/or sightlines to the right or left of the space. No exhibits will be permitted that interfere with the use of other exhibits or impede access to them or free use of aisles. Plans for specially built displays not in accordance with regulations should be submitted to AMLE, hereinafter referred to as "Exhibit Manager," before construction is ordered.
- **Backwalls:** Regular and specially built backwalls, including signs, may not exceed an overall height of 8', except in wall locations. The 8' height restriction applies to island spaces (aisles on four sides). The heights for wall locations may not exceed 12'. Low side dividers—between booths—should not exceed 38" in height. If a high divider between booths is desired, it should not exceed 8' in height nor extend from the backwall more than one-half of the depth of space.
- **Double-end booths:** A "double-end booth" or "endcap" faces aisles on three sides. Exhibitors with this type of booth must limit the length of the backwall to one-half the width of the booth, centered, and must not be more than 8' in height.
- **Booth number:** A booth number must appear on all specially built backwalls. No signs are allowed above the permissible backwall height.
- **Subletting of space:** Exhibitor shall not assign, sublet, or apportion the whole or any part of the space assigned, or have representatives, equipment, or materials from firms other than his own in the exhibit space without written consent of the Exhibit Manager.
- **Moving pictures, sound devices, and lighting:** Musical instruments, radios, projection machines, record players, VCR's, televisions, noise-creating devices, or amplifying systems shall be operated only at a level which will not interfere with other exhibitors and must conform to the Exhibit Manager's requirements. The use of glaring lights or objectionable lighting effects is prohibited. Flood lights or spotlights may be installed only after approval of location and operation by the Exhibit Manager.
- **Performance licenses:** Exhibitors have the sole and exclusive responsibility to arrange for performance licenses for copyrighted music to be used in or as part of their exhibit.
- **Power:** It is mutually understood and agreed that the Exhibit Manager shall use reasonable care to have all power services installed in time for the opening of the convention. Proper and reasonable care shall also be taken to prevent the interruption of power services during the convention. However, the Exhibit Manager shall not be held responsible for late installation or interruption of any services that may occur.
- **Food and beverage:** All food and snack sized portions must be ordered or approved through the exhibit's official food provider.
- **Protection of property:** Nothing may be glued, pasted, tacked, nailed, screwed, or otherwise permanently attached to columns, floors, walls, backdrops, or other parts of the building or furniture.
- **Circulating material and solicitation:** Distribution of advertising material and souvenirs must be confined to the Exhibitor's booth. Canvassing in the exhibit hall or distribution of advertising material or souvenirs outside of the assigned exhibit booth is prohibited.
- **Move-Out:** Exhibitors may not pack materials or move any freight from the exhibit hall before the close of exhibit hours. Early breakdown may jeopardize future exhibit requests.

**FIRE, SAFETY, AND HEALTH:** Exhibitor assumes all responsibility for compliance with all city and state ordinances and regulations 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.

Electrical wiring must conform with all local and state government requirements and with the National Electric Code safety rules.

Combustibles 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 allowed in 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.

All decorations, drapes, signs, banners, sails, acoustical materials, hay, straw, moss, split bamboo, plastic cloth and similar decorative materials shall be flame-retarded to the satisfaction of the Fire Department by either a State Fire Marshall's certification of flame retardancy 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, which 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.

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.

The only proof that a material has been flame retardant, shall be a Certificate of Flame Resistance from a company licensed by the State Fire Marshall to perform flame retardant applications.

Special Permits are needed to display and operate any heater, barbecue, heat producing device, open flame or torches; to display or operate any electrical, mechanical, or chemical device which may be deemed hazardous by Fire Prevention; to operate an internal combustion engine. Requests for special permits shall be made 5 days in advance of the show.

**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. If an outside exhibit company is used to set-up or dismantle display booth, then proof of insurance must be provided to Exhibit Manager.

**NONDISCRIMINATION POLICY:** AMLE requires that an exhibitor not discriminate in its exhibit, in materials distributed, displayed or sold, or in any other manner against any person based upon race, religion, color, creed, sex, national origin, socio-economic status, ancestry, marital status, sexual preference, age, handicap, or disability. Association for Middle Level Education reserves the right to decline or terminate an exhibitor in non-compliance.

**LIABILITY INSURANCE:** Exhibitor assumes the entire responsibility and liability for loss, damage, and claims arising out of injury, loss, or damage that may occur to the Exhibitor or Exhibitor's agents, employees or invitees, or arising out of damage to the Exhibitor's displays, equipment, and other property brought upon the premises, and Exhibitor agrees to indemnify and hold harmless Exhibit Manager and the Convention Site, their agents, servants, employees, and invitees from any and all such loss, damage, and claims arising out of, in, at, or in connection with Exhibitor's display.

Exhibitor shall, at its sole cost and expense, procure and maintain throughout the period of the convention, worker's compensation insurance in compliance with all federal, state, and local laws, and comprehensive general liability insurance to protect against claims for bodily injury or death, and property damage occurring in or upon the premises in an amount of not less than one million dollars.

**PAYMENT OF PAST DEBTS:** A company requesting exhibit space is responsible for ensuring that there are no outstanding debts between the applicant and AMLE. This shall include any past advertising debts incurred by the applicant.

**CANCELLATION AND FORFEITURE:** Any cancellation desired by Exhibitor must be made in writing to the Exhibit Manager. If notification is received by September 4, 2012, a \$250 service charge per booth will be charged. Cancellation after September 4, 2012 obligates Exhibitor to payment of the full rental amount and to the forfeiture of all monies paid. If exhibit space is not occupied by the end of the opening day of the convention, Exhibit Manager shall have the right to rent or otherwise utilize the space.

Should the exhibition be cancelled or postponed, the limit of any claim for damages and/or compensation of Exhibitor shall be the return of the amount paid. In the event the exhibit facilities are damaged or destroyed by fire or other cause, or if circumstances shall make it impossible for Exhibit Manager to permit the Exhibitor to occupy the space assigned during the whole or any part of the convention, AMLE, the Exhibit Manager and the owner/managers of the exhibit area shall not be liable for any costs, expenses, or damages beyond reimbursement of a proportionate share of the space rental.

**INTERPRETATION AND AMENDMENT:** Exhibit Manager shall have the power to interpret or 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.

**REJECTION OF APPLICATION:** AMLE/Exhibit Manager reserves the right to reject any application or to cancel rental or display space to any person or company whose display or conduct is, in the opinion of AMLE, incompatible with the general character or objective of the exhibition. Exhibit Manager may restrict, prohibit or evict any Exhibitor who does not comply with the rules and regulations or whose exhibit, 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 Exhibit Manager.

**PLEASE NOTE:** Carpeting is not required, but is highly suggested. Exhibitor booth equipment such as tables, chairs, etc. are the responsibility of the exhibitor. AMLE will provide: hall security, pipe and drape, daily aisle cleaning, company/organization booth sign, company listing on conference website, company/organization listing in the AMLE conference program book and 4 complimentary registrations per 10' x 10' booth (\$30 each additional exhibitor registration).