



Journey to Greatness— through Differentiated Instruction

EXHIBIT
APPLICATION

Thousands of Teachers All in One Place!

COMPANY INFORMATION:

Company Name _____
 Billing Address _____
 City _____ State _____ Zip _____
 On-Site Person _____
 Preferred Mailing Address _____
 City _____ State _____ Zip _____
 Phone _____
 Fax _____
 E-mail _____

PRODUCT INFORMATION: (Please check all that apply)

- | | | |
|--|--|--|
| <input type="checkbox"/> Publisher | <input type="checkbox"/> Music | <input type="checkbox"/> Furniture |
| <input type="checkbox"/> Manipulatives | <input type="checkbox"/> Puppets | <input type="checkbox"/> Fund-Raising |
| <input type="checkbox"/> Professional Books* | <input type="checkbox"/> Clothing | <input type="checkbox"/> Outdoor equipment |
| <input type="checkbox"/> Children's Books* | <input type="checkbox"/> Jewelry | <input type="checkbox"/> Insurance/Financial |
| <input type="checkbox"/> Laminating | <input type="checkbox"/> Teacher Gifts | <input type="checkbox"/> Software |
| <input type="checkbox"/> Photography | <input type="checkbox"/> Felt Products | <input type="checkbox"/> Art Supplies |
| <input type="checkbox"/> Other _____ | | |
| <input type="checkbox"/> Other _____ | | |
| <input type="checkbox"/> Other _____ | | |

Please Note: SDE does not permit promotion of teacher training conferences or in-service training. *Certain book publishers and authors, carried by Crystal Springs Books, are not allowed for display or sale. Please refer to Terms and Conditions for a detailed list.

Office Use Only

CID: _____
 PID: _____
 DATE REC'D: _____
 DATE PROC: _____
 CONTR: _____

EVENT INFORMATION:

**Journey to Greatness—
through Differentiated Instruction**

**June 29-30, 2010
Baltimore, Maryland**

**Baltimore Convention Center
(Exhibiting both days)**

BOOTH INFORMATION:

Each booth includes 8' x 10' draped booth, one six-foot table, two chairs, 44" x 7" identification sign, and wastebasket.

I will need:

- | | |
|---|---|
| <input type="checkbox"/> One Booth \$399 | <input type="checkbox"/> Corner Booth Fee: \$100 additional. (Limited availability) |
| <input type="checkbox"/> Two Booths \$559 | |
| <input type="checkbox"/> Three Booths \$689 | |

A nonrefundable \$200 deposit is required to reserve space. Full payment is due by May 1, 2010. Payment is due in full for all applications received after May 1st.

METHOD OF PAYMENT:

- Check Enclosed Credit Card

Amount Paid \$ _____

Credit Card # _____

Exp. Date _____

Cardholder Name _____

Cardholder Signature X _____

I have read and accept the SDE Exhibitor Terms and Conditions listed on the reverse side.

Signature X _____

Date _____

(SDE cannot process any unsigned applications)

Exhibitor Terms and Conditions

1. **Applications and Payment:** Applications will only be accepted upon payment of a non-refundable \$200.00 deposit. Full payment is due no later than May 1, 2010. Failure to make full payment by May 1, 2010 will result in forfeiture of exhibit space and deposit.
2. **Cancellations:** In the event that notification of intent to cancel is received by Staff Development for Educators, (SDE, Inc.) prior to May 1, 2010, exhibitor will forfeit \$200.00 deposit and SDE will refund the balance of paid exhibitor fees. Notification of intent to cancel after May 1, 2010 will result in forfeiture of all exhibitor fees.
3. **Cancellation of Show:** In the event that fire, floods, strike, breach of contract, breach of warranty, acts of God, or other circumstance beyond the control of SDE causes the conference to be cancelled, a full refund of exhibit rental fees will be made.
4. **Acceptability of Exhibits:** All exhibits shall serve the interests of SDE attendees and affiliates and shall be operated in a way that will not detract from other exhibits, the exhibition, or the conference as a whole. SDE reserves the right to require the immediate withdrawal of any exhibit which SDE believes to be injurious to the purpose of SDE.
5. **Appearance of Exhibits:** All exhibits must have an attractive appearance.
6. **Use of Space:** Exhibitors shall not sublet, assign, or share any part of the space allocated to them without the written consent of SDE. Exhibitors shall not use the space outside their booth area for demonstrations or display of any kind, including freestanding signs and adjacent columns, walls, and aisle ways. **Exhibitors may not promote other teacher-training conferences,** nor shall they create any unreasonably high sound levels that SDE deems objectionable.
7. **Sale of Books & Products:** CSB retains the rights for exclusive sales of the following publishers, authors, and artists: Carson-Dellosa, Creative Teaching Press, Crystal Springs Books, Evan-Moor, Heinemann, Hop 2 It Music, Mailbox, Scholastic, Stenhouse, and Teaching and Learning Company. In addition to this list, CSB holds the exclusive rights to the sales of any materials authored or produced by SDE presenters. Also sales on materials from other publishers, authors, or artists may be restricted by the Exhibit Coordinator for specific events. (Subject to change—please call for details.)
8. **Sale of Merchandise:** The sale of types of merchandise and/or specific products at our conferences is subject to approval by SDE's Exhibit Coordinator or other on-site staff acting on behalf of SDE's Exhibit Coordinator. New exhibitors may be asked to submit a photograph of exhibit set up before their application can be accepted.
9. **Exhibit Hours:** Exhibitor set-up times will be provided in the exhibitor confirmation letter. In the event that these times must be changed or altered, SDE will make every attempt to notify exhibitors of the change. Show hours are listed in the program guide. SDE reserves the right to make adjustments to the program.
10. **Penalties:** Exhibitors are required to exhibit during show hours. If Exhibitors do not set up prior to participant registration or dismantle prior to the stated exhibit hall closing time of an SDE event, they may lose their eligibility to exhibit at this or future SDE events.
11. **During Show Hours:** All aisles and common areas are the property of SDE. Any disruption of free movement or solicitation in the aisles or common areas is an infringement of the rights of other exhibitors and will not be tolerated. This includes the distribution of any materials or solicitation of any kind.
12. **Exhibit Fee Includes:** 8' x 10' draped booth, one six-foot table, two chairs, 44" x 7" identification sign, and wastebasket.
13. **Damage to Exhibit Facilities:** The exhibitor must surrender his or her space in its original condition. The exhibitor shall not injure or deface the walls or floors of the exhibit facilities, the tables or any other furniture. When such damage occurs, the exhibitor shall be liable to the owners of the property so damaged.
14. **Identification Badges:** Identification badges with names prominently displayed must be worn for the duration of the conference.
15. **Noise Levels:** Music and noise levels generated by an exhibit cannot disrupt the business activity of any other exhibitor. SDE has the right in its sole and absolute discretion to remove the device and/or activity that produces the noise or music.
16. **Ethical and Dignified Conduct:** Exhibitors are responsible for the conduct of their employees, service personnel, representatives, agents, and guests, and all persons shall conduct themselves in an ethical and dignified manner at all times.
17. **Security:** SDE makes every reasonable effort to provide adequate protection for exhibitors' merchandise and displays during non-exhibit hours. Exhibitors should be aware that a building can never be made totally secure when being used for an exposition. Neither SDE, the facility, the drayage contractor, the security contractor, nor the decorating contractor will accept any responsibility for lost or stolen merchandise. Exhibitors are encouraged to take precautionary measures to safeguard against theft.
18. **Liability and Hold Harmless Clause:** In contracting as an exhibitor at SDE, Inc., the applicant agrees to assume the entire responsibility and liability for losses, damages, and claims arising out of injury or damage to people, displays, equipment and other property brought upon SDE, Inc., and shall indemnify, defend, and hold harmless its owners, affiliated companies, agents, servants, and employees from any and all losses, damages and claims. It is the sole responsibility of the exhibitor to obtain insurance covering such events.
19. **Drayage:** At conference sites that require utilization of a drayage contractor, the exhibitor must comply with the drayage contractor guidelines and assume all related charges.
20. **Shipping:** Exhibitors are solely responsible for following shipping and storage guidelines set forth by the conference site and assume any related charges for handling and storage.
21. **Booth assignments:** Floor plan assignments are made on a first-come, first-served basis. SDE reserves the right to make alterations to the floor plan, booth assignments, and booth size. Changes may occur at any time prior to the set up to accommodate show needs.