

MISSOURI STATE TEACHERS ASSOCIATION

**Convention Exhibits**



*The premier exhibition to reach educators in Missouri!*

Nov. 17-18, 2011

St. Louis Union Station

# Reserve your space now to reach Missouri's education community.

## Exhibit Packages

### Standard Package

\$400 (before Sept. 9); \$450 (after Sept. 9)

#### Standard Package includes:

8' x 10' booth  
24" x 6' draped table  
Two folding chairs  
Wastebasket  
One 7" x 44" sign  
Listing in convention booklet  
Listing in delegate mailing  
Listing on Web site

### Premier Package

\$500 (before Sept. 9); \$550 (after Sept. 9)

#### Premier Package includes:

Prime booth location (as shown on map)  
8' x 10' booth  
24" x 6' draped table  
Two folding chairs  
Wastebasket  
One 7" x 44" sign  
Listing in convention booklet  
Listing in delegate mailing  
Listing on Web site with link to your Web site

Following a great 2010 Convention in Kansas City, we are setting plans in motion for St. Louis in November 2011.

The 2011 MSTA Convention will take place in downtown St. Louis at the St. Louis Union Station. The exhibits will be located in the Regency Ballroom. We are pleased that we can hold our convention here as it affords members and exhibitors the opportunity to stay under one roof for all convention activities, which translates to increased traffic and easier access to the exhibit area.

### All packages may be upgraded with the following options:

- **Additional adjacent booth space** ..... each \$400
- **Convention packet** ..... \$200  
(Enclosure includes printing cost. Must submit in approved digital format by Aug. 15, 2011; black and white printing on your choice of colored stock from our palette.)
- **Logo on Walk/Run Wellness Event Shirt**  
(5 available) ..... \$150
- **2 x 2 Advertisement in *School & Community* magazine** - deadline Aug. 15, 2011  
(Fall 2010 Convention Issue was distributed to nearly 50,000 people) ..... \$150
- **Link to your Web site on our convention Web page**  
(expires Dec. 31, 2011) ..... \$75
- **Booth listing on attendee punch card** ..... \$25



If you are looking for greater visibility at our event,  
sponsorship opportunities are also available.  
Contact Todd Fuller at 800-392-0532 for more information.

# MSTA Exhibit Schedule

## Thursday, Nov. 17, 2011

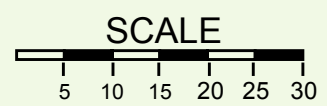
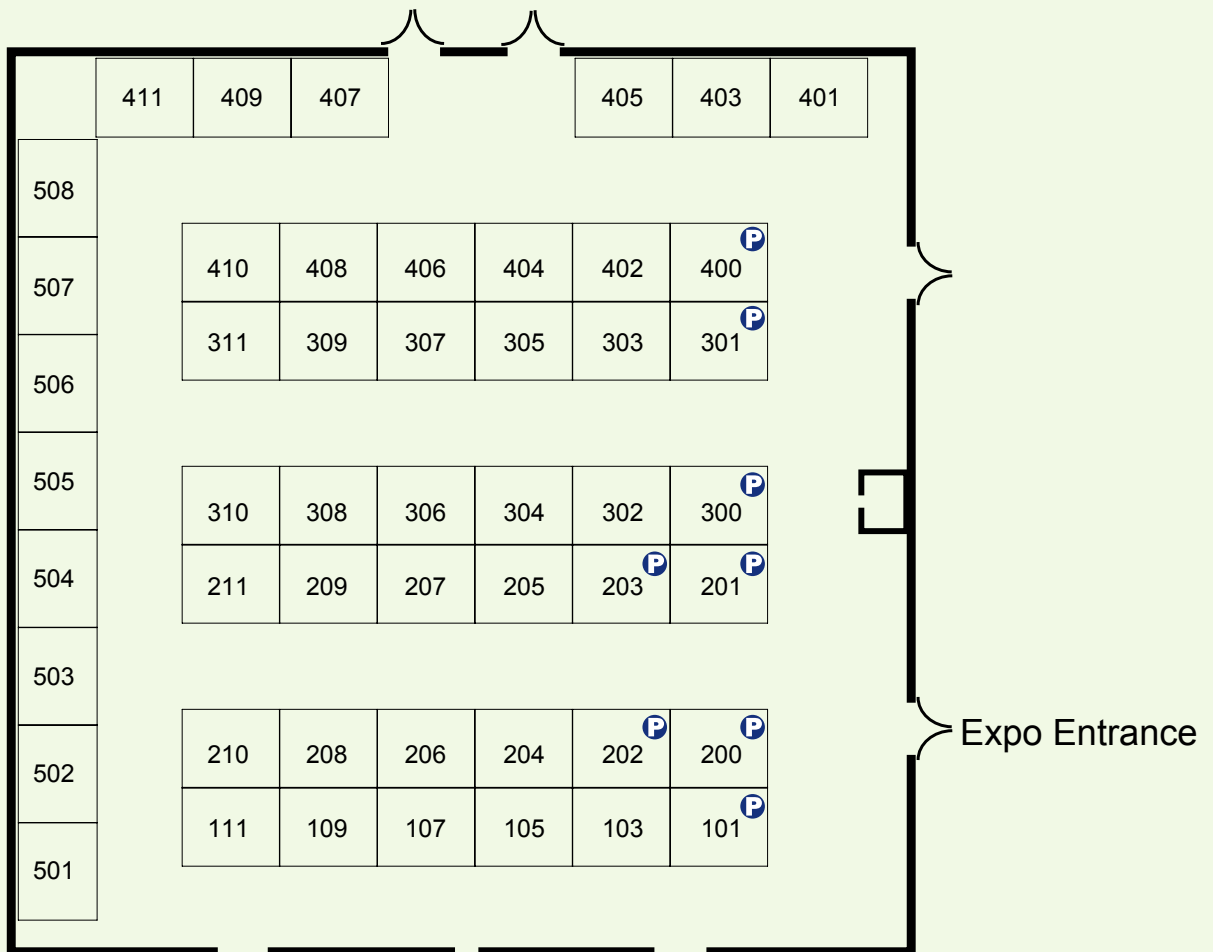
Set-Up (All exhibits) ..... 8 a.m. to 11 a.m.  
 Exhibits Open (All exhibits) ..... 11 a.m. to 1 p.m.  
 2 p.m. to 5 p.m.

## Friday, Nov. 18, 2011

Exhibits Open ..... 8 a.m. to 11 a.m.  
 Dismantling ..... 11 a.m. to 1 p.m.



## MSTA State Convention 2011 • Marriott, St. Louis Union Station

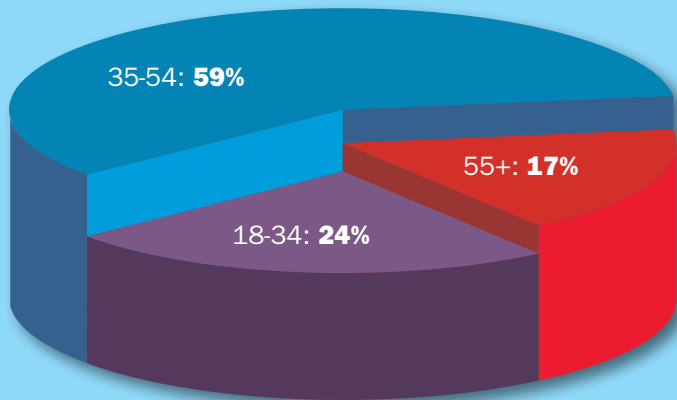


**Regency Ballroom**  
 50 - 8' x 10' Booths  
 P = Premier Booth Space

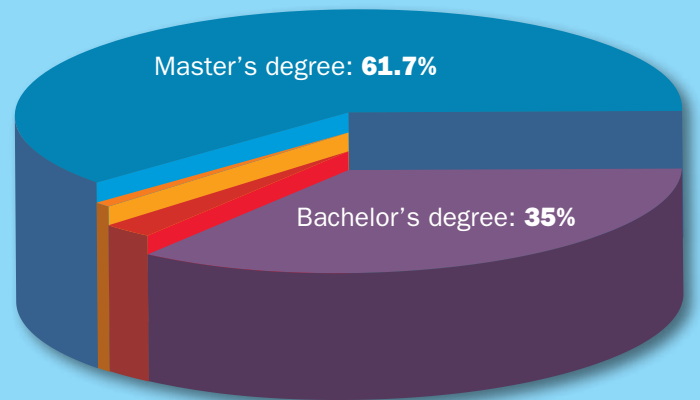
Prepared by  
**HERITAGE**  
 EXPOSITION SERVICES  
 620 Shenandoah Ave.  
 St. Louis Mo. 63104  
 314-534-8500/800-360-4323  
 FAX 314-534-8050  
 www.heritageexpo.com

# About MSTA members

## Age



## Education level

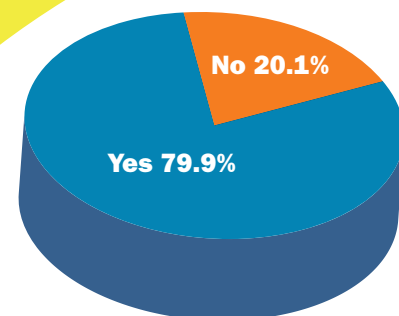


## Buying behavior

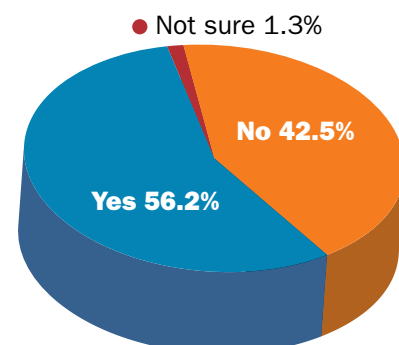
MSTA members have input or make purchasing decisions for curriculum materials such as textbooks, workbooks, and supplementary books; classroom furniture; and technology software and hardware.

### In addition, MSTA members purchase:

- Student incentives and rewards
- Books for classroom instruction
- Bulletin-board decorations
- Learning games
- Professional development materials
- Classroom supplies
- Sports equipment
- DVDs and videos
- Musical instruments and books
- Holiday decorations
- Professional resources
- Science and lab supplies
- Office supplies
- Computer games
- Art and craft supplies
- Puzzles
- Reference books
- Display materials



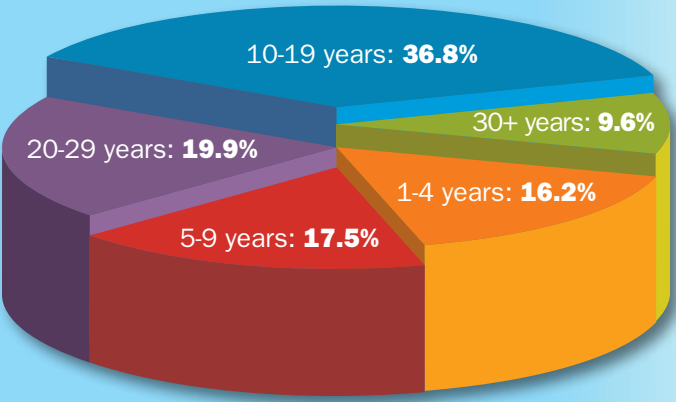
**Have input or make purchasing decisions for curriculum materials such as textbooks, workbooks & supplementary books.**



**Have input or make purchasing decisions for classroom furniture**

# 21 reasons to exhibit with MSTA

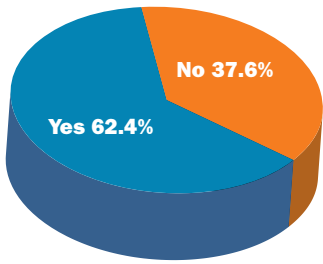
## Years of experience in education



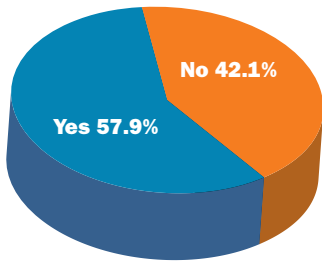
## Technology use

More than 60 percent of MSTA members have access to high-speed Internet at home; almost 100 percent have access at school.

On average, those who have access to high-speed Internet at home use the Internet at home or at work 6.49 days in a week.



**Members who have high-speed Internet at home.**



**Have input or make purchasing decisions for technology software & hardware**

1. Meet buyers face to face
2. Audience preselected by interest
3. See buyers not usually accessible to sales personnel
4. Shorten buying process
5. Make immediate sales
6. Introduce new products
7. Obtain product/service feedback
8. Relate to competition
9. Create customer lists
10. Reach customers at low cost per call
11. Generate qualified leads
12. Understand customer attitudes
13. Introduce a new promotional program
14. Dramatize your message
15. More contacts per sales person in short time period
16. Place for low-cost personal selling
17. 54 percent of sales closed without a sales call
18. Reposition your company in a market
19. Stand above competition
20. Open doors for personal sales calls
21. Reach existing customers who need personal attention



The exhibits are in the Regency Ballroom at St. Louis Union Station. Outstanding features of the exhibit area include frequent aisles and booth size uniformity (8' x 10'). Exhibitor services will be provided by Heritage Exposition Services. All questions prior to the exhibit should be directed to:

**Sarah Papineau, Exhibit Manager**  
P.O. Box 458, Columbia, MO 65205  
Voice: 800-392-0532 > Fax: 866-470-2033

### **Application for Space**

All applications must be made on the enclosed form, and full payment must accompany your application. Some booths are available only with the Premier packages. Every effort will be made, when possible, to honor your preference. However, booth assignments are made in the order in which the applications are received by our office.

### **Booth Assignments**

Booth assignments will be sent in October to all exhibitors who have applied and made full payment to MST A. Exhibitors applying for space and making payment after Sept. 9, 2011, will be sent assignments as soon as possible.

A package describing the prearranged fees and services of the exhibit contractor and the electrical service contractor will be sent to you electronically along with your booth assignment.

### **Electrical Service**

An electrical service order form will be sent along with your booth assignment.

### **Identification**

Exhibitors' badges will be furnished for individuals certified as official representatives in charge of commercial exhibits and must be worn while exhibits are open. Please indicate the number of badges needed on the enclosed application for space.

### **Housing**

Room rates are \$124 for single/double occupancy; \$124 for triple/quadruple occupancy.

To reserve your room, call the Marriott reservation line at 800-410-9914. Inform your reservation agent that you are with the MST A convention.

For online reservations, go to MST A's Web site [www.msta.org](http://www.msta.org) and click on the link to the St. Louis Union Station Marriott

**Note: Space is limited, and the deadline to get these rates is October 19, 2011. Parking fees are in addition to the room rate.**

### **Services to Exhibitors**

The hall will receive absolutely no freight for the show. The management will not pay drayage or other charges on exhibit shipments, therefore all shipments must be prepaid. Exhibit hall show-site shipments will not be accepted before Thursday, Nov. 17. Shipments scheduled to arrive before that time will have to be held by local shippers.

Shipments arriving at the convention center will be moved to and from the exhibit space by Heritage Exposition Services at the exhibitor's expense, as per established rate schedule.

To ensure prompt handling and delivery of shipments, especially those arriving in St. Louis before Thursday, Nov. 17, shipments should be consigned to the exhibit contractor:

#### **Heritage Exposition Services**

620 Shenandoah Ave.  
St. Louis, MO 63104  
800-360-4323 > 314-534-8500 > Fax: 314-534-8050  
[www.heritageexpo.com](http://www.heritageexpo.com)

### **Installation and Dismantling**

Any space not claimed and occupied before the opening of exhibits on Nov. 17 may be reassigned, unless notice of late arrival is received. MST A will provide hired labor at our cost to assist exhibitors in unloading and loading during the published set-up and dismantling times.

### **Exhibit Hours**

#### **Thursday, Nov 17, 2011**

Set Up .....8 a.m. to 11 a.m.  
Exhibits Open ...11 a.m. to 1 p.m.  
2 p.m. to 5 p.m.

#### **Friday, Nov. 18, 2011**

Exhibits Open .....8 a.m. to 11 a.m.  
Dismantling.....11 a.m. to 1 p.m.

# **MSTA EXHIBIT REGULATIONS**

- 1. CONTRACT FOR SPACE** - By signing Application for Contract for Exhibit Space ("Exhibit Contract"), exhibitor agrees to abide by the Terms, Rules and Regulations and all amendments contained herein. The Exhibit Space Contract will not become binding until payment is processed by MSTA.

In the event of fire, strikes or other uncontrollable circumstances rendering the building unfit or unavailable for use, the contract will not be binding. MSTA shall use its best efforts to locate the Booth in one of the locations designated by Exhibitor on Application. MSTA reserves the right to change location assignments at any time, as it may in sole discretion deem necessary.
  - 2. PAYMENTS/CANCELLATIONS** - Full payment for exhibit space must be made prior to booth assignment. Payments, including deposits made for exhibit space, will be refunded (less \$100 for handling costs) if cancellation is received by MSTA on or before October 14, 2011. Thereafter, the full payment will be retained by the Association.
  - 3. RESTRICTIONS IN USE OF SPACE** - All demonstrations, interviews or other sales activities must be confined to the limits of the exhibit booth. No exhibitor shall assign, sublet or share the whole or any part of the space allotted without the knowledge and consent of the management. If a standard booth is occupied by more than one exhibit, additional rental charge of one hundred dollars is made. No exhibitor is permitted to show goods other than those manufactured or dealt in by him in the regular course of business. Displays shall not be placed in such a manner as to interfere with other exhibits. Nothing shall be displayed at a height above the top of the standard booth back wall. All materials must be contained within the booth space, no material storage is available. Floodlights or spotlights may be installed only after approval of location and operation has been obtained. No cooking may take place in Exhibitor's space and no food and/or beverage products may be distributed by Exhibitors without written authorization from Exhibit Manager.
  - 4. NOISE-MAKING EXHIBITS** - Exhibits which include the operation of musical instruments, radios, sound motion picture equipment, public address systems or any noise-making machines must be arranged so that noise resulting from the demonstrations will not annoy or disturb adjacent exhibitors and their patrons. Operators of noise-making exhibits must secure approval of operating methods from Exhibit Manager before the exhibit opens. Playing of unlicensed music is prohibited and, in the event of liability, exhibitors will indemnify the Association in full.
  - 5. INSTALLATION** - Installation may be started at 8 a.m. on Thursday, Nov. 17, and should be completed no later than 11 a.m. the same day. Any space not claimed and occupied before exhibits open will be reassigned. Under no circumstances may an exhibitor or his company begin installation and setup prior to 8 a.m. on Thursday, Nov. 17.
  - 6. DISMANTLING** - The exhibitor expressly agrees not to dismantle his exhibit or do any packing before the final closing hour of the exhibit at 11 a.m. on Friday, Nov. 18. Goods must be removed from the exhibit hall by 1 p.m. on Friday, Nov. 18. Goods and materials used in the exhibit (except bonafide samples) shall not be removed from the exhibit hall unless a permit for removal is obtained. Breach of this provision may result in loss of Exhibitor's participation in future MSTA trade shows.
  - 7. LIABILITY AND INSURANCE** - The Missouri State Teachers Association and the building management or any officers or staff members of the same will not be responsible for the safety of the property of the exhibitors, their agents or employees, from theft, damage by fire, accident, or other causes, but will use reasonable care to protect the exhibitors from such loss. No responsibility whatsoever is assumed for goods delivered to the hall before Thursday, Nov. 17, or for unpacked goods left in the hall after the exhibit's closing at 1 p.m. on Friday, Nov. 18. Exhibitors wishing to insure their goods must do so at their own expense. Each exhibitor agrees, by signing this agreement, to indemnify and hold harmless the Missouri State Teachers Association and the St. Louis Union Station Marriott, including the officers, directors, employees and agents of each, from and against any actions, liabilities, losses, costs, damages, claims and expenses (including reasonable attorney's fees) from loss or damages to property or bodily injury to the exhibitor, its agents, representatives or employees; or for copyright or trademark infringement, arising out of the exhibitor's occupancy or use of the exhibitor facilities, regardless of the negligence of MSTA or the St. Louis Union Station.
  - 8. CIRCULARIZATION AND SOLICITATION** - Circulars or advertising matter of any description may be distributed and patronage may be solicited only within the booth assigned to the exhibitors presenting such material. No firm or organization not assigned space in the exhibit area will be permitted to solicit business in any manner within the exhibit hall.
  - 9. PROJECTION EQUIPMENT** - Portable projection machines, operated with slow-burning or non-flammable films, may be used in the exhibit booths. Projection machines and equipment exhibited for sales promotion of such machines and equipment are limited in their operation to sales demonstration only and shall not be used for showings designed to attract or amuse visitors. All plans for installation and operation of projection equipment must be approved by the Exhibit Manager before operation is undertaken. Under certain conditions it will be necessary to hire union projection operators.
  - 10. FIRE PROTECTION AND ELECTRICAL REQUIREMENTS**- Booth decorations must be flameproof. All hangings must clear the floor. All equipment requiring electrical current must comply with City of St. Louis electrical codes and all other applicable safety requirements including Underwriters Laboratories approved. If inspection indicates that any exhibitor has neglected to comply with these regulations or otherwise incurs fire hazard, the right is reserved to cancel all or such part of his exhibit as may be irregular. Fire regulations of the city of St. Louis will be followed.
  - 11. RESTRICTIONS IN OPERATION OF EXHIBITS** - The management reserves the right to restrict, prohibit or evict exhibits and exhibitors which because of noise, method of operation, or for any reason, become objectionable. In the event such restrictions are implemented, MSTA is not liable for any exhibit expense.
  - 12. CARE OF BUILDING AND EQUIPMENT** - Exhibitors or their agents shall not injure or deface the walls or floors of the building, booths or the booth equipment. When such damage appears, the exhibitor will become liable to the MSTA.
  - 13. SECURITY** - MSTA shall lock the hall when not during show hours. A security guard will be on duty during the overnight hours. MSTA has no control over Hotel and/or Convention Center staff access. Exhibitor shall take appropriate steps to safeguard their product and not rely on the Security provided.
  - 14. AGREEMENT SUBJECT TO TERMS OF FACILITY LEASE** - This agreement between Exhibitor and MSTA is subject to terms of lease between MSTA and exhibit facility, and to terms of any and all agreements between MSTA and any other party relating to Show. Exhibitors shall not undertake any act or fail to fulfill any obligation that shall be in violation of said lease or agreements.
  - 15. APPLICABLE LAW AND JURISDICTION** - Exhibitor hereby agrees that laws of State of Missouri shall control construction and enforceability of the Agreement and hereby consents to jurisdiction in State Court in Boone County, Missouri, with respect to any right of action arising under this Agreement.
- All points not covered are subject to the decision of the Exhibit Manager. MISSOURI STATE TEACHERS ASSOCIATION, Sarah Papineau, Exhibit Manager, 800-392-0532.

**The Missouri State Teachers Association is offering convention exhibit space in St. Louis on Nov. 17-18, 2011. The MSTA Convention is attended by teachers, principals and superintendents from across Missouri.**

- Exhibits will be held in the Regency Ballroom at St. Louis Union Station Marriott  
1820 Market St., St. Louis, MO 63103.
- MSTA arranges exhibits as a service to educators and exhibitors.
- Those who plan to exhibit should note all items of this announcement and the rules and regulations governing the exhibit.
- The exhibits will be open to all MSTA members, as well as non-members.
- MSTA reserves the right to refuse any application for space.



**Missouri State Teachers Association**

**Contact:** Sarah Papineau, Exhibit Manager  
P.O. Box 458, Columbia, MO 65205  
Voice: 800-392-0532 • Fax: 866-470-2033