



Convention Exhibits

*The premier exhibition
to reach educators in Missouri!*

Nov. 9-10, 2017

Holiday Inn Executive Center

Columbia, MO



MISSOURI STATE TEACHERS ASSOCIATION



2017 Missouri State Teachers Association Convention

RESERVE YOUR SPACE NOW TO REACH MISSOURI'S EDUCATION COMMUNITY

Exhibit Packages

Standard Package - \$450

- 8' x 10' booth
- 30" x 6' draped table
- Two folding chairs
- Wastebasket
- One 7" x 44" sign
- Listing in convention booklet
- Listing in delegate mailing
- MSTA Supporter Subscription (ends June 2018)
 - *1 year of School & Community magazine
 - *opportunity to submit a guest blog article for stories.msta.org
 - *250x250px. ad on msta.org

Premier Package - \$650

- 8' x 10' booth
- 30" x 6' draped table
- Two folding chairs
- Wastebasket
- One 7" x 44" sign
- Listing in convention booklet
- Listing in delegate mailing
- MSTA Supporter Subscription (ends June 2018)
 - *web ad is boosted until 12/31/2017

Exhibit Hours

Thursday, Nov 9, 2017
 Set Up - 7 a.m. to 9 a.m.
 Exhibits Open -
 11 a.m. to 1 p.m.
 2 p.m. to 5 p.m.

Friday, Nov. 10, 2017
 Exhibits Open - 7:30 a.m.
 to 10 a.m.
 Dismantling - 10:00 a.m.
 to 10:30 a.m.

Following a great 2016 Convention in Columbia, we are setting plans in motion for another Columbia experience in November 2017.

The 2017 MSTA Convention will take place in Columbia at the Holiday Inn Executive Center. The exhibits will be located in the Columbia Expo Center. We are pleased that we can hold our convention here as Columbia is centrally located for both members and exhibitors, and is home to MSTA's headquarters office.

All packages may be upgraded with the following options:

- **Additional adjacent booth space** each **\$425**
- **Convention packet** **\$200**
 (Enclosure includes printing cost. Must submit in approved digital format by Aug. 13, 2017; black and white printing on your choice of colored stock from our palette.)
- **Discounted S&C Ad** **\$950**
 50% Discount on Full Page Ad in Fall issue of School & Community magazine (~50,000 copy distribution) - deadline for ad space reservation is 7/14/2017
- **MSTA.org ad boost** **\$100**
 Boost the frequency your web ad is displayed in Nov. 2017
- **Booth listing on attendee punch card** **\$50**

If you are looking for greater visibility at our event, sponsorship opportunities are also available.

Contact Joe Pallikkathayil at 573-499-5427 for more information.

INCREASE YOUR PRESENCE THROUGH SPONSORSHIP

If you want to take your engagement of our audience to the next level, consider investing in a convention sponsorship! Each sponsorship opportunity offers unique ways to engage convention attendees and beyond!

Contributing Sponsor (5 Available) - \$1,000

- Small logo on Walk/Run Shirt (120 estimated participants) and up to five shirts for your use
- Logo on signs and printed material
- 1 Booth (valued at \$450)

Choice of 1 of the following benefits

- Quarter page ad in the Fall issue of School & Community (~50,000 copy distribution – valued at \$650)
- 2 ads in Weekly Bytes (~36,000 distribution, 25% open rate, valued at \$500)

Social Sponsor (1 Available) - \$5,000

- Opportunity to address the attendees at Wednesday Fun Night, Thursday Breakfast and Ballroom Bash
- 1 prime located booth and its adjacent space (valued at \$1,000)
- Logo on each photo booth print given to Ballroom Bash guests
- Medium sized logo on Walk/Run Shirt (120 estimated participants) and up to five shirts for your use
- Two page ad spread in the Fall issue of School & Community (~50,000 copy distribution – valued at \$3,500)
 - 50% off on any remaining standard placement print ads for that issue and the next three issues of School & Community

General Session Sponsor (1 Available) - \$5,000

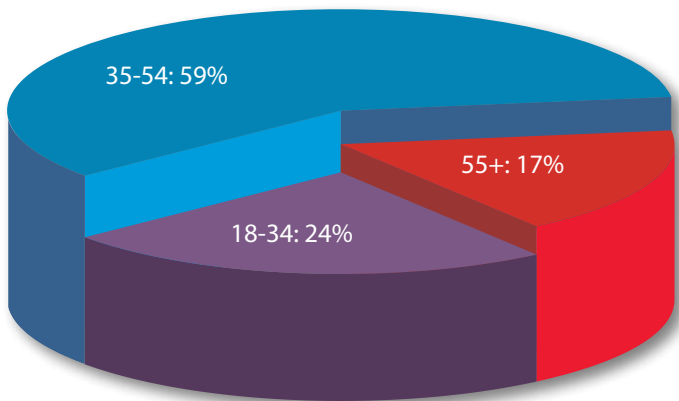
- Opportunity to address the participants of the General Session (~5 minutes)
- 1 prime located booth and its adjacent space (valued at \$1,000)
- Medium sized logo on Walk/Run Shirt (120 estimated participants) and up to five shirts for your use
- Two page ad spread in the Fall issue of School & Community (~50,000 copy distribution – valued at \$3,500)
 - 50% off on any remaining standard placement print ads for that issue and the next three issues of School & Community

Presenting Sponsor (1 Available) - \$10,000

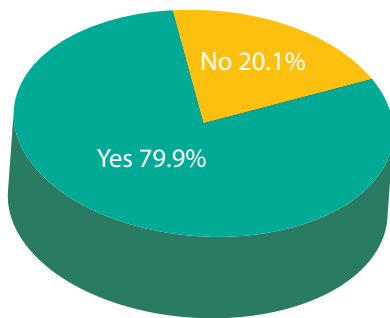
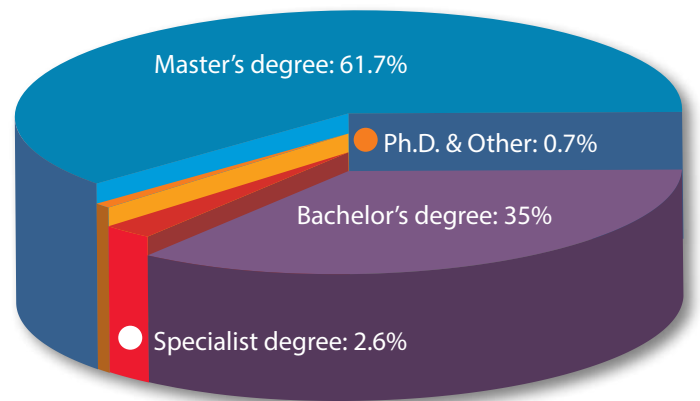
- Opportunity to address the Delegate Assembly of nearly 800 (5 minutes)
- Opportunity to host a break out session on a mutually agreed upon topic
- 16'x20' booth pavilion (valued at \$1,700)
 - up to 8 draped tables and 16 chairs
- Acknowledgement in all printed/digital materials
- 1 full page ad in four continuous issues of School & Community magazine (~50,000 copy distribution per issue – valued at \$7,140)
 - 75% off on any remaining standard placement print ads for that issue and the next three issues of School & Community
- 1 Association-Wide E-blast on behalf of Presenting Sponsor (valued at \$3,600)
- Large logo on Walk/Run Shirt (120 estimated participants) and up to five shirts for your use

ABOUT MSTA MEMBERS

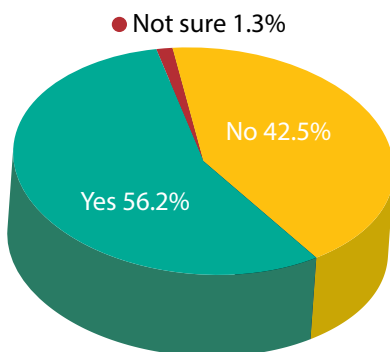
Age



Education level



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



Have input or make purchasing decisions for classroom furniture

Buying behavior

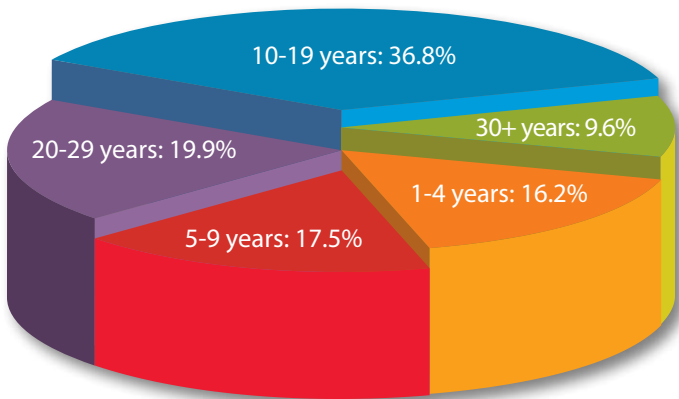
MSTA members have input or make purchasing decisions for curriculum materials such as textbooks, workbooks, and supplementary books; classroom furniture; and technology software and hardware.

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

21 reasons to exhibit with MSTA

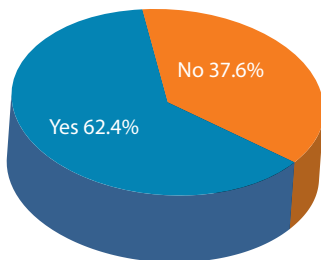
Years of experience in education



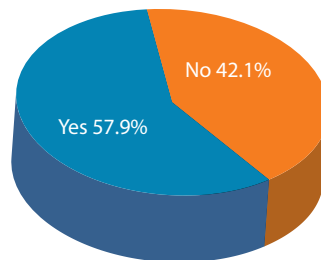
Technology use

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

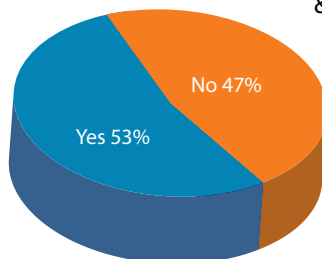
On average, those who have access to high-speed Internet at home use the Internet at home or at work 6.49 days in a week.



Members who have high-speed Internet at home.



Have input or make purchasing decisions for technology software & hardware



Members who have a smartphone.

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 Columbia Expo Center at the Holiday Inn Executive Center. Outstanding features of the exhibit area include frequent aisles and booth size uniformity (8' x 10'). Exhibitor services will be provided by Columbia Expo Center. All questions prior to the exhibit should be directed to:

Joe Pallikkathayil Exhibit Manager
P.O. Box 458, Columbia, MO 65205
Voice: 573-499-5427 Fax: 866-472-6097

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 MSTA.

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 to exhibitors via email by the exposition services provider.

Internet Service

Internet Service is complementary for our exhibitors.

Housing

Exhibitors are asked to reserve rooms at the adjacent DRURY INN located at 1000 Knipp Street, Columbia, MO 65203. Parking is free.

To reserve your room, go to www.druryhotels.com or call 800-325-0720

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 Monday, Nov. 6. 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 Columbia Expo Center at the exhibitor's expense, as per established rate schedule.

To ensure prompt handling and delivery of shipments, especially those arriving in Columbia before Thursday, Nov. 9, shipments should be consigned to the exhibit contractor:

Columbia Expo Center

2200 I-70 Drive SW
Columbia, MO 65203
573-445-8531, ext. 727

Installation and Dismantling

Any space not claimed and occupied before the opening of exhibits on Nov. 9 may be reassigned, unless notice of late arrival is received. MSTA 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 9, 2017
Set Up - 7 a.m. to 9 a.m.
Exhibits Open -
11 a.m. to 1 p.m.
2 p.m. to 5 p.m.

Friday, Nov. 10, 2017
Exhibits Open - 7:30 a.m.
to 10 a.m.
Dismantling - 10:00 a.m.
to 10:30 a.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 6, 2017. 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 7 a.m. on Thursday, Nov. 9, and should be completed no later than 9 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 7 a.m. on Thursday, Nov. 9.
6. **DISMANTLING** - The exhibitor expressly agrees not to dismantle his exhibit or do any packing before the final closing hour of the exhibit at 10:00 a.m. on Friday, Nov. 10. Goods must be removed from the exhibit hall by 11 a.m. on Friday, Nov. 10. 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. 9, or for unpacked goods left in the hall after the exhibit's closing at 11 a.m. on Friday, Nov. 10. 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, the Holiday Inn Executive Center and Columbia Expo Center, 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 Holiday Inn Executive Center.
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 the city of Columbia 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 Columbia 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, Joe Pallikkathayil, Exhibit Manager, 573-499-5427.



Missouri State Teachers Association

Contact: Joe Pallikkathayil, Exhibit Manager
P.O. Box 458, Columbia, MO 65205
Voice: 573-499-5427 • Fax: 866-470-2036

The Missouri State Teachers Association is offering convention exhibit space in Columbia on Nov. 9-10, 2017. The MSTA Convention is attended by teachers, principals and superintendents from across Missouri.

- Exhibits will be held in the Columbia Expo Center, located in the Holiday Inn Executive Center, 2200 I-70 Drive SW, Columbia MO 65203.
- 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.

Application and Contract for Exhibit Space



Missouri State Teachers Association

2017 Convention, Nov. 9-10 at the Holiday Inn Executive Center in Columbia, Missouri

Please contact Joe Pallikkathayil at joep@msta.org or 573-499-5427 with any questions prior to filling out this form.

Company Name _____
Street Address _____
City _____
State _____ Zip _____
Contact _____
E-mail _____
Telephone () _____
Fax () _____
Number of Exhibitor ID badges needed _____
Sign Information: (Limited to 30 characters) _____
Type of business _____
Special requests _____

Note: Special requests to assign booth spaces next to or in proximity of other companies will be honored when application(s) for all companies concerned have been received by MST A.

By signing Application for Contract for Exhibit Space ("Exhibit Contract"), exhibitor agrees to abide by the Terms, Rules and Regulations and all amendments contained in the MST A Exhibit Regulations included with the Exhibit Contract. The Exhibit Space Contract will not become binding until payment is processed by MST A. MST A reserves the right to refuse to rent or provide booth space for any potential exhibitor or sponsor.

Signature _____
Company Name _____
By: Authorized Representative _____
Date _____

For Official Use Only

Date Rec'd _____
Approved _____

Exhibit Package Requested:

- Standard Exhibit Package\$450
- Premier Exhibit Package \$650
- Contributing Sponsor (5 available) \$1,000
- Social Sponsor (1 available) \$5,000
- General Session Sponsor (1 available) \$5,000
- Presenting Package (1 available)\$10,000

Details on packages and sponsorships can be found at msta.org/advertise

Upgrade options:

- Additional adjacent booth space each \$425
- Convention mailing enclosure \$200
(Enclosure includes printing cost. Must submit in approved digital format by Aug. 13, 2017; black and white printing on your choice of colored stock from our palette.)
- 50% Discount on Full Page Ad in Fall issue of School & Community magazine (~50,000 copy distribution) - deadline for ad reservation is 7/14/2017 \$950
- Msta.org sidebar ad upgrade: increased frequency your ad is shown to msta.org visitors in November \$100
- Booth listing on attendee punch card\$25

Total

Due:

Terms of Payment/Cancellation: Full payment for exhibit space must be made prior to booth assignment and payment should accompany application. Payments for exhibit space will be refunded (less \$100 for handling costs) if cancellation is received by MST A on or before Oct. 6, 2017. Thereafter, the full payment will be retained by the Association.

- Check (payable to MST A)
- Visa Mastercard

Credit Card # _____
Expiration Date _____
Card holder name _____

Submit form to

Missouri State Teachers Association
Sheila Stewart, Accounting Dept.
P.O. Box 458, Columbia, MO 65205
Fax: 866-470-2036