

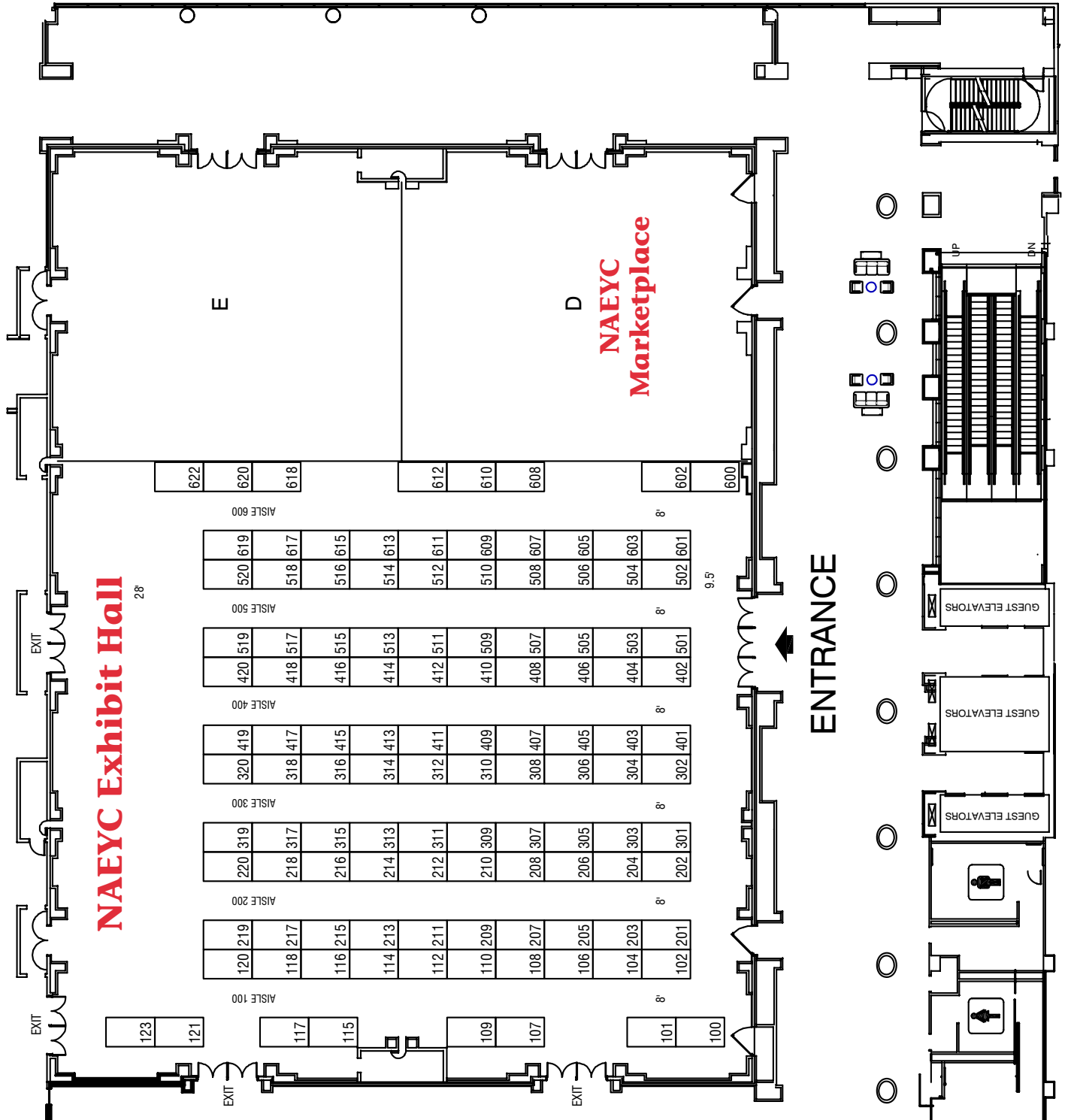
**NAEYC's 19th National Institute for Early Childhood Professional Development**  
**Phoenix, Arizona June 6-9, 2010**  
**Sheraton Phoenix Downtown Hotel, Phoenix Ballroom, Third Floor**

Phoenix Ballroom  
 Sections ABC  
 116 6' x 10' booths  
 Ceiling height 20'  
 Aisle widths as noted

Rev. 1/18/10



Carambola Tradeshow Group  
 527 Broadway Avenue  
 Orlando, Florida 32803



## NAEYC's 19th National Institute for Early Childhood Professional Development

### NAEYC exhibit space

NAEYC's Institute exhibition area will be in the **Sheraton Phoenix Downtown Hotel, 340 N. 3rd Street**. The following exhibit space configuration will be available in Phoenix Ballroom ABC: **6' x 10' booth—\$850**. All booths are constructed with 3' high drape on three sides to maintain sight lines.

Exhibits will be open for three days:

**Sunday, June 6**      **12:00 noon–5:00 p.m., re-open 6:00–7:30 p.m.**  
**Monday, June 7**      **9:00 a.m.–5:00 p.m.**  
**Tuesday, June 8**      **9:00 a.m.–3:00 p.m.**

#### Exhibit contact information

Carambola Tradeshow Group, Inc.

527 Broadway Avenue, Orlando, FL 32803

Telephone 407-999-9449

Fax 407-999-9469

### NAEYC exhibit policies

#### Policy statement

In this day of rapid developments, controversy, experimentation, and striving for excellence in education, it is the belief of the Exhibit Committee that NAEYC should not designate approved individual items on display. Rather, the goal of NAEYC should be an ongoing search for criteria through its conferences, publications, and other services that will enable its members and guests to critically evaluate materials, equipment, and education.

#### Contract

Exhibitor hereby agrees and understands that the policies and information for exhibitors stated on the Application for Exhibit Space are part of a contract between the exhibitor and NAEYC, and that the submission of the Application for Exhibit Space constitutes the exhibitor's agreement to abide by these policies and information.

NAEYC will provide an identification sign that displays the company's name. Please note: No table or chairs will be provided with the booth.

#### Exhibitor badges

A maximum of two badges will be printed per booth. To receive exhibitor badges and other materials prior to the Institute, all exhibitors must register using the online exhibitor badge request form on NAEYC's Web site prior to May 4. Exhibitor badges will be mailed to the company contact. On-site registration will also be available at the exhibitors' registration desk.

#### Payment/cancellation

Please complete the Application for Exhibit Space and return it to Carambola Tradeshow Group, Inc., along with payment in full. Keep a copy of the Application for Exhibit Space for your files. Non-U.S. exhibitors—Fees must be paid in full in U.S. funds by International Money Order, Check, money order, VISA, MasterCard, American Express, or Discover may be used for payment. **Fees are nonrefundable. No exhibitor will be permitted to set up unless NAEYC has received payment in full.**

#### Liability

The exhibitor hereby agrees to assume full responsibility and liability for all losses, injury, claims, demands, suits, costs, expenses (including reasonable attorneys' fees) of whatever nature and description arising out of or related in any way to exhibitor's activities at the Institute and under this agreement. Exhibitor further agrees to indemnify and hold harmless NAEYC, its officers, members, volunteers, Carambola Tradeshow Group, Inc., and employees, and the Sheraton Phoenix Downtown Hotel and the city of Phoenix, Arizona, from any and all losses, injuries, claims, demands, suits, costs, expenses (including reasonable attorneys' fees) of whatever nature and description arising out of or related in any way to the negligent acts or omissions or willful misconduct of, or breach of this agreement by, exhibitor, its employees, agents, or subcontractors in connection with exhibitor during the Institute or under this agreement. **IN NO EVENT SHALL NAEYC BE LIABLE FOR SPECIAL, INDIRECT, INCIDENTAL, OR CONSEQUENTIAL DAMAGES, OR LOSSES OF PROFITS, ARISING FROM EXHIBITOR'S ACTIVITIES DURING THE INSTITUTE OR UNDER THIS AGREEMENT.**

#### Exhibit hours

Booths will be available for display setup after 8 a.m. on Sunday, June 6. Exhibitors must be ready for opening at 12:00 noon on Sunday, June 6. Exhibit hours will be as follows: Sunday, June 6, 12:00 noon to 5:00 p.m., re-open 6:00–7:30 p.m.; Monday, June 7, 9:00 a.m. to 5:00 p.m.; and Tuesday, June 8, 9:00 a.m. to 3:00 p.m. **Exhibit hours and days are subject to change without prior notice.**

#### General exhibit policy

**1. Use of space.** Exhibitors may not alter the locations of exhibits or of booths without the written consent of NAEYC management. The assignment, subletting, or sharing of space already assigned is prohibited without

## NAEYC's 19th National Institute for Early Childhood Professional Development

### NAEYC exhibit policies *cont.*

the prior written consent of the National Association for the Education of Young Children. **Floor standing displays are not permitted due to sight-line infringement except in designated 6' x 10' perimeter booths.**

The exhibit must be designed and displayed to conform to the size of the space leased. Nothing shall be displayed in such a manner as to obstruct the view of, or interfere with, the exhibits of others.

Brochures or advertising materials of any description may be distributed only within the space assigned to the exhibitor. Aisle space may not be used to distribute promotional material. No firm or agency without assigned space will be permitted to solicit business in any manner.

Demonstrations—including singers and/or the use of films, tapes, records, musical instruments, or any other sound device—must be kept at a volume sufficiently low so as not to be objectionable to nearby exhibits or Institute participants. Exhibitors' demonstrations must be confined within the boundaries of their respective spaces. If demonstrations are objectionable, warnings will be given. First warning: verbal warning provided to exhibitor. Second warning: exhibitor must pack up booth and leave the hall. No refund will be issued.

**2. Safety.** All materials used in decorating will be flameproofed. All hangings must clear the floor. Attention to safety regulations is imperative. Aisles, passageways, and lobby or exit areas giving access to fire extinguishing apparatus must be kept clear at all times.

**3. Care of building and equipment.** Exhibitors will exercise all precautions against damage or defacement of the Sheraton Phoenix Downtown Hotel and its property. Exhibitors may not tape, paste, thumb-tack, nail, or otherwise affix signs or posters to the walls, columns, or booth draperies, or hang things from sprinkler pipes. Any signs or posters leaning against the walls must be properly padded so as not to cause damage.

**4. Restrictions.** NAEYC reserves the exclusive right to alter the location of exhibits or booths if, in the sole judgment of NAEYC, it deems it to be in the best interests of the Institute. NAEYC reserves the right to prohibit or remove any exhibit or part of any exhibit that, in the sole discretion and opinion of NAEYC, may detract from the general character of the Institute. This reservation includes persons, objects, printed matter, or anything of a character that NAEYC determines is objectionable to the Institute. In the event of such restriction or action by NAEYC, exhibitor agrees that NAEYC will not be liable for any damages to exhibitor nor will NAEYC be liable for a refund to exhibitor of rental or other exhibit expenses.

**5. Sales.** Order taking and direct sales of educationally related products or services by exhibitors is permitted. Exhibitors that choose to sell merchandise at the NAEYC National Institute for Early Childhood Professional Development assume full responsibility for securing a vendor's license and complying with all applicable laws and regulations, including tax and revenue laws and regulations.

**6. Security.** Precautions will be taken to ensure the safety of exhibit material. The exhibit area will be locked, and peripheral guard service will be provided when exhibits are not scheduled to be open. However, NAEYC, the Sheraton Phoenix Downtown Hotel, the city of Phoenix, Arizona, and Carambola Tradeshow Group, Inc., and its subcontractors do not accept responsibility for the protection of exhibitors' materials and displays nor for any loss or damage to such materials and displays.

Exhibitors are solely responsible for obtaining insurance on their exhibits, using lock boxes, and/or arranging for their own security in their spaces as appropriate, at their own expense. All property shipped to or from the Institute by the exhibitor for installation or display is at the sole risk of the exhibitor.

**7. Americans with Disabilities Act.** Exhibitor agrees to operate its exhibit during the Institute in compliance with the Title III of the Americans with Disabilities Act and the regulations promulgated thereunder.

**8. Rules and regulations compliance.** Exhibitor agrees to abide by all exhibitor rules and regulations contained in this contract or otherwise communicated to exhibitor by NAEYC.

**9. Exhibit limitations.** All exhibitors are required to locate their equipment and display within the confines of their exhibit space. Equipment will not be permitted to overhang in the space of another exhibitor, unless prior written consent is obtained from the other exhibitor. Overhanging of aisle space is not permissible, and NAEYC reserves the right to move any equipment overhanging in violation of these rules, or to remove the equipment from the exhibit hall at the expense of the offending exhibitor. NAEYC, in the event such movement or removal is not possible, further reserves the right to require payment for space used outside the exhibit space by the offending exhibitor.

Any demonstration or activity that results in obstruction of aisles or prevents ready access to a nearby exhibitor's space shall be suspended for any period specified by NAEYC. For the same reason, NAEYC must reserve the right to take final action in any case where an exhibit, in the opinion of NAEYC, becomes objectionable because of the conduct of persons involved, the use of printed matter, or for any other cause which distracts from the best interests of all exhibitors or the show itself.

**NAEYC's 19th National Institute for Early Childhood Professional Development**

**Application for Exhibit Space**

**Phoenix, Arizona June 6-9, 2010**

**Sheraton Phoenix Downtown Hotel Phoenix Ballroom ABC**

**Please reserve \_\_\_\_\_ booth(s) (6' x 10') at \$850 each** All booths are 6' x 10' with 3' drape on three sides.

Full name of firm or organization \_\_\_\_\_

Complete address \_\_\_\_\_  
(Street)

(City) \_\_\_\_\_ (State) \_\_\_\_\_ (ZIP code) \_\_\_\_\_ (Country) \_\_\_\_\_

Telephone number \_\_\_\_\_  
(Area code)

Fax number \_\_\_\_\_ E-mail \_\_\_\_\_  
(Area code)

Web site \_\_\_\_\_

**Note: It is the exhibitor's responsibility to inform show management of any changes to the exhibitor's address or contact information.**

**Please reserve the following booth(s):** (See page 2 for exhibit area and booth numbers.)

(1st choice) \_\_\_\_\_ (2nd choice) \_\_\_\_\_ (3rd choice) \_\_\_\_\_

**We wish to be listed in the 2010 Institute Final Program as**

Full name of firm or organization \_\_\_\_\_

Complete address \_\_\_\_\_

(Street)

(City) \_\_\_\_\_ (State) \_\_\_\_\_ (ZIP code) \_\_\_\_\_ (Country) \_\_\_\_\_

Products/services (provide 15-word or less description) \_\_\_\_\_

**The company name on our booth identification sign should read**

I understand that submission of the Application for Exhibit Space constitutes agreement to abide by NAEYC's exhibit policies and information.

Name and title of person making reservation \_\_\_\_\_

Signature of person making reservation \_\_\_\_\_

Name of primary contact person to receive information \_\_\_\_\_

Primary contact person's e-mail \_\_\_\_\_

**Payment amount \$** \_\_\_\_\_

**Payment method**

Check/money order enclosed (make payable to NAEYC)  VISA  MasterCard  American Express  Discover

**If paying by credit card, please complete the following:**

Credit card number \_\_\_\_\_ Expiration date \_\_\_\_\_ CV# \_\_\_\_\_

Cardholder's name \_\_\_\_\_

Signature \_\_\_\_\_



**Mail or fax completed application with full payment to**  
**Carambola Tradeshow Group, Inc., 527 Broadway Avenue, Orlando, FL 32803**  
**Telephone 407-999-9449 Fax 407-999-9469**

Carambola use only: Contract received by \_\_\_\_\_ on \_\_\_\_\_