

Call for Exhibitors

CAPTURE THE

Magic

OF TEACHING AND LEARNING

Exhibit at NCCE 2010

MARCH 2-5, 2010

Seattle, Washington

Washington State Convention and Trade Center



NCCE 2010

www.ncce.org

Come and Capture the Magic with us . . .

The Northwest Council for Computer Education is the leading instructional technology organization in the Northwest. Come join us for our 39th Annual Conference in Seattle, Washington, March 2–5, 2010!

An Invitation to Exhibit

Join our roster of exhibiting companies who benefit each year from NCCE's tradition of serving the ed-tech population in the Pacific Northwest. Over 2,000 administrators, teachers, teacher librarians, and technology leaders gather at NCCE to experience exciting, cutting-edge products and services relevant to their expanding needs. **Nearly 50% of that audience participates in the purchasing process for their schools and districts.** As an exhibitor you can reach this **important group of decision-makers** in a vibrant exhibit hall environment at NCCE 2010, March 2–5, at the Washington State Convention and Trade Center in Seattle, WA.

Other Ways to Get Involved

Sponsor and Partner

A powerful audience of decision makers attends this special event for technology-in-education leaders. Marketing through NCCE Sponsorship can **maximize your visibility** at the conference, and offers one of the most effective ways to target the Northwest buyers from this **fast-growing market**. NCCE believes in working with companies on many different levels, offering sponsorship and packages anywhere from \$500–\$40,000. Sponsor anything from prizes and logo wear, to special events and speakers—or become one of our tier sponsors. **Increase the effectiveness of your marketing dollars instantly—consider enhancing your exhibit presence at NCCE by becoming a sponsor!** Contact Dr. Heidi Rogers, Executive Director, at hrogers@ncee.org to discuss the possibilities for you at NCCE 2010 in Seattle.

Advertise


Do more than exhibit—advertise in the NCCE Final Program and **make an added impression on the audience that purchases product!** The NCCE Final Program is an important vehicle used to advertise products and services of our exhibitors and provides another opportunity **to reach your market**. All attendees and exhibitors receive copies of the program, making it a **year-round resource for the Northwest's ed-tech community**. Details on rates, material submission, and deadlines are available online at <http://center.uoregon.edu/NCCE/2010/exhibitors/adlit.php>, or contact Exhibit Management for more information at exhibits@ncee.org, or 1.541.346.3537.



See Who Joined Us in 2009!


 **Indicates a Sponsor!**

3M Company/Projection Systems
Academic Superstore
Achieve3000


 **Advanced Academics, Inc.**
AIM Education Inc / Sunburst Visual
Media
Aladdin Knowledge Systems
Alexandria/Textbook Tracker
AlphaSmart, A Renaissance Learning
Brand


 **American Education Corporation**
Apple
Aspen Learning, Inc.
 **Atomic Learning**
Aventa Learning
AVerMedia Technologies
Blackboard Inc.
Blackboard Inc./ANGEL Learning Inc.
Boise State University, Dept. of
Educational Technology

Brother International Corporation
Business Machine Security
ByteSpeed, LLC
Carnegie Learning, Inc.
Casio America, Inc.


 **CDW-G**
CIM Technology Solutions
Clearwire Corporation
Colonial Williamsburg Foundation

 **Compview**
Crick Software, Inc.
DakTech Computers



 **Dell, Inc.**
DigiPen Institute of Technology


 **Discovery Education**
DO-IT, University of Washington
eChalk, Inc.
Educational Advantage

Educational Options, Inc.
Ellsworth Publishing Company
ePALS
Epson America, Inc.
eRate 360 Solutions, LLC
ExploreLearning
Follett Software Company
Fortres Grand Corporation
Frog Publications
Gaggle.Net

 **GCI**
General Services Administration
George Fox University
GradeCam Corporation
HASH, Inc.
Highly Reliable Systems (TapeSucks.com)

 **HP**
Insight Systems Exchange
**ISTE-International Society for
Technology in Education**
Keep I.T. Easy, LLC (Flowol.com)
Konica Minolta Business Solutions
Learning Services
Learning.com
LEGO Education


 **LENOVO**
Lesley University
 **Lightspeed Systems**
Lightspeed Technologies, Inc.
Mackin Library Media
MAXIMUS
MICRO / K12 Connected (MICRO
Computer Systems)

 **Microsoft**
mimio
Netop
NetSupport Software, Inc.

 **netTrekker**
OETC
Oki Data Americas, Inc.
Pitsco Education
PLATO Learning
 **Polyvision**
Portland State University
 **Promethean**
ProQuest
Puget Sound Center for Teaching, Learning
& Technology
Quizdom, Inc.
Rand McNally
Renaissance Learning
Rocky Mountain RAM, LLC
SAFARI Montage
Samsung Techwin America
Scholastic
School Center

 **Schoolwires, Inc.**
Spectrum Industries, Inc.
STR - School Technology Resources
StudyDog
TCPN - The Cooperative Purchasing Network
The Chariot Group, Inc.
The Writer Learning Systems
Tripp Lite

 **Troxell Communications**
Turning Technologies, LLC
Vernier Software & Technology

 **Visions Technology**
WatchGuard
Western Oregon University
Wireless Generation
WSIPC
Xirrus
Zones, Inc.

The Specifics

Exhibit Hours:

Exhibit hours have been scheduled to provide maximum interaction between conference attendees and exhibitor personnel:

Wednesday, March 3 4-6pm
Thursday, March 4 11:15am-5pm
Friday, March 5 10:30am-2:30pm

Should NCCE find it necessary to alter this schedule in the best interest of the conference, exhibitors will receive as much advance notice as possible.

Set-Up and Dismantle

Display space will be available for set-up during the following days and times:

Tuesday, March 2, Noon-6 pm
Wednesday, March 3, 8 am-2:30 pm (exhibit opens at 4 pm)

All exhibits must remain in place until 2:30 pm, Friday, March 5.

CANCELLATION POLICY:

Cancellation of any portion of the Exhibit Contract by the Exhibitor will be accepted only at the discretion of NCCE 2010 Exhibit Management and, in all cases, is subject to the following refund policies:

CANCELLATION DATE	REFUND
On or before Sept. 30, 200980% refund of deposit on cancelled booth space
After Sept. 30, 2009 but before20% refund of deposit on cancelled booth space or on January 29, 2010
After Jan. 29, 2010	No refund

Notification of cancellation by Exhibitor will only be considered official when submitted in writing to Exhibit Management and will be subject to the above policy based on date of receipt.

Rental Charges:

Display space will be based on a cost of \$1,095 per 10'x10' booth. Act now and save \$200 per booth—applications and deposits received by September 30, 2009 will be charged only \$895 per 10'x10'!

Exhibitor Privileges:

NCCE 2010 booth rental includes the following:

- Company listing in the enhanced web version of the NCCE 2010 Advance Program
- Pipe railing, 8' high curtain backwall and 3' high curtain side dividers
- 7" x 44" identification sign listing company name and booth number
- General security guard service
- Daily aisle maintenance
- Descriptive listing in the NCCE 2010 Exhibit Guide portion of the Final Program
- One complimentary, full conference registration for each contracted company
- Early notification for hotel rooms and suite accommodations

How to Exhibit:

To reserve booth space, please complete and mail the attached Application/Contract as directed under INSTRUCTIONS, along with a 50% deposit of total space rental, or contact us today for tentative booth selection: 1.541.346.3537; exhibits@ncce.org. A 50% deposit for total space reserved, along with a completed Application/Contract, will be required to hold space after September 30, 2009.

Floor Plan in Real Time

www.ncce.org

Visit our interactive exhibit hall environment where you can . . .

find available booths

search by company name, booth number, product, or the market a company serves

view exhibitor listings and company details by clicking on a booth or using the search



. . . and constantly be in touch with our evolving exhibitor roster and floor plan

Call us today to reserve your booth at NCCE 2010! 1.541.346.3537

Join us and make an impact...

NCCE is host to more than 135 exhibiting companies with the latest product information and additional learning opportunities. We set the stage for this magical event for our corporate partners in the exhibit hall.

Statistics and Demographics

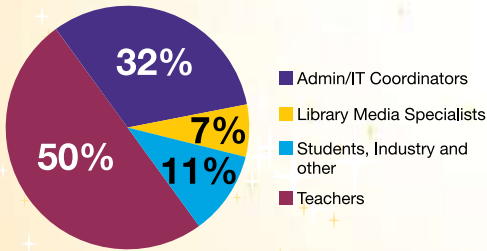
YOUR AUDIENCE

Over 2000 leaders in educational technology will be available to you under one roof for four days.

More than 50% of these attendees participate in the purchasing process for their schools and districts.

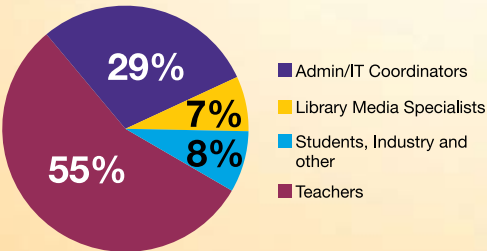
NCCE 2008: Seattle

Out of approximately 2300 attendees registered:



NCCE 2009: Portland

Out of approximately 1700 attendees registered:



EDUCATIONAL SERVICE DISTRICTS

100% WA ESDs in '08 and '09

79% OR ESDs in '08

70% OR ESDs in '09

WASHINGTON

North Central	Puget Sound
Northwest	Spokane
Olympia	Vancouver
Olympic	Yakima
Pasco	

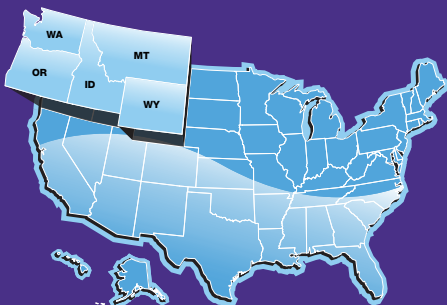
OREGON

Clackamas	Multnomah
Columbia	North Central
Gorge	Northwest
Douglas	Regional
Harney	South Coast
High Desert	Southern
Jefferson	Oregon
Lane	Umatilla-
Linn Benton	Morrow
Lincoln	Willamette
Malheur	

EDUCATIONAL SERVICE DISTRICTS

284 in '08

243 in '09



96% of our audience is located in Idaho, Montana, Oregon, Washington, and Wyoming.

Terms, Conditions, and Rules

1. PURPOSE OF EXHIBIT

NCCE 2010 is educational and the Exhibition staged in conjunction with the conference sessions is a vital element of this educational process. The selling of products is an important aspect of this event.

2. ASSIGNMENT OF EXHIBIT SPACE

Exhibit Management shall assign the exhibit space to the Exhibitor for the period of the Exhibit (provided the Exhibit Building is made available to NCCE 2010) in priority order based on receipt of enclosed Contract. Such assignment is made for the period of this Exhibit only and does not imply that the same or similar space be held or offered for future exhibits. Every effort will be made to respect the Exhibitor's space choices whenever possible, but Exhibit Management decisions will be final. Exhibit Management reserves the right to transfer assignments when such action is deemed to be in the best interest of the total Exhibition. Furthermore, Exhibit Management reserves the right to withdraw its acceptance of this Application/Contract if it determines in its sole discretion that the Exhibitor is not eligible to participate or the Exhibitor's products or services are not eligible to be displayed in this Exhibit.

3. RENTAL OF SPACE AND ITS USE

Rental includes the following exhibit equipment: 8' high backwall, 36" high side rails, plus a 7" x 44" sign featuring the Exhibitor's company name (only if requested on the Exhibitor's Packet forms, which will be provided). Twenty-four hour general security and general aisle cleaning are provided. Standard Exhibits: Regular and specially built backwalls including signs may not exceed an over-all height of 8'. Low side dividers between exhibits should not exceed 36" in height. If a high divider is desired, it cannot exceed 8' in height nor extend from the backwall more than one-half of the depth of the space. Crossover or Area Displays: These must be constructed as two standard 8' high exhibits facing each other across an aisle but connected by one or two exhibitor's name signs (18" high with lettering 12" high maximum) that bridge the two exhibits at a level 8' high at sign base. Signs must be at least 3' from ends of exhibit. A floor covering cannot be placed in the aisle between the two exhibits. No displays or obstructions may be placed in normal aisle area. Cubistic or Free-Form Displays: These may be constructed in any manner desired, within the areas designated, except the upper 40% of each display must be at least 50% open. Island Exhibits: These have four open sides. This type of exhibit must limit any walls or other display items to 16' in height, with length of walls or items not to exceed one-half the depth and width of the space. Special designs may be submitted to Exhibit Management for approval. Peninsula Exhibits: These face three aisles. This type of exhibit must limit the length of the backwall to one-half the width of the space, centered, and backwall and any other display item must not be more than 8' in height. Equipment: While equipment is excluded from the height restrictions, it should be placed in the exhibit so as not to obstruct the view of neighboring exhibits.

4. SUBLETTING OF SPACE

The 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 or her own in the Exhibit Space without written consent of Exhibit Management. Only one company shall be considered as the Exhibitor; any other company or entity in the Exhibit Space shall be considered a subsidiary or affiliate.

5. INSTALLATION AND DISMANTLING

The Exhibitor explicitly agrees that in the event he or she fails to install his or her products in assigned Exhibit Space or fails to remit payment for required space rental at time specified, Exhibit Management shall have the right to take possession of said space and lease same or any part thereof to such parties and upon such terms and conditions as it may deem proper. In addition, the Exhibitor shall not dismantle or otherwise interfere with the orderly conduct and display of the Exhibit until the Exhibit Floor is finally closed to the Conference attendees.

6. FIRE AND SAFETY REGULATIONS

Exhibitor shall not pack merchandise in paper, straw, excelsior, or any other readily inflammable material. All cartons stored in the Exhibit Building shall be emptied of contents. Exhibitor shall use no inflammable decoration or covering for display fixtures, and all fabrics or other material used for decoration or covering shall be flameproof. If required by local law or ordinances, Exhibitor shall have on hand in its Exhibit Space a notarized affidavit establishing that its display materials have been treated during the last year with an approved chemical. All wiring devices and sockets shall be in good condition and meet the requirements of local law.

7. UNION LABOR

If required by local ordinances, Exhibitor must comply with all union regulations applicable to installation, dismantling, and display of the Exhibit.

8. EXHIBITOR CONDUCT

Exhibitor and its representatives shall not congregate or solicit trade in the aisles. The prior written consent of Exhibit Management is required for the employment or use of any live model, demonstrator, solicitor, or device for the mechanical reproduction of sound. Such employment or use shall be confined to the Exhibit Space. Exhibit Management, in its sole and absolute discretion, may withdraw its consent at any time, in which event Exhibitor shall terminate such activity immediately. All promotional plans must be submitted to Exhibit Management for approval. Distribution of pamphlets, brochures, or any advertising matter must be confined to the Exhibit Space. Exhibitors are prohibited from bringing alcoholic beverages into the Exhibit Hall. Exhibitor shall refrain from any action that will distract attendees from attendance at the Exhibit during open hours. Exhibitor shall not lead attendees from one Exhibit Space to another or to elevators or escalators. Exhibitors or any of their representatives shall not conduct themselves in a manner offensive to standards of decency or good taste.

9. FILM, SOUND DEVICES, AND LIGHTING

If videos, loud speakers, or sound devices are used, the Exhibitor agrees to comply with union requirements for the operation of the equipment. Equipment will only be permitted if tuned to conversational level and is not objectionable to neighboring Exhibitors. Operating equipment that emits excessive noise must be run intermittently for specific demonstrations only. Exhibit Management reserves the right to restrict the use of glaring lights or objectionable lighting effects.

10. CONTRACTOR SERVICES AND INFORMATION

Where an Official Contractor has been designated to perform services for an Exhibitor—such as the rental of furniture, set-up of exhibits, electrical work, plumbing, labor, or any other service—no Exhibitor or representative shall contract for such services with other than the said Official Contractor unless permission has been secured in writing in advance from Exhibit Management. Exhibit Management assumes no responsibility or liability for any of the services performed or materials delivered by the contractors.

11. STORAGE

Exhibitor will not be permitted to store packing crates and boxes in the booth or the Exhibit Hall during the Exhibition, but these, when properly marked, will be stored and returned to the booth by Service Contractors. It is the Exhibitor's responsibility to mark and identify all crates and boxes. Crates and boxes not properly labeled may be destroyed. No trunks, cases or packing material shall be brought into or out of the Exhibit Space during Exhibit Hours.

12. PHOTOGRAPHS

No photographs shall be taken without the prior consent of Exhibit Management or the Exhibitors involved.

13. RELEASE OF RESPONSIBILITY CLAUSE

Exhibitor agrees to observe and abide by the foregoing Terms, Conditions, and Rules and by such additional Terms, Conditions, and Rules made by Exhibit Management from time to time for the efficient or safe operation of the Exhibit, including, but not limited to, those contained in this Contract. There is no other agreement or warranty between the Exhibitor and Exhibit Management except as set forth in this document. The Exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of injury or damage to the Exhibitor's displays, equipment, and other property brought upon the premises of the Washington State Convention and Trade Center and shall indemnify and hold harmless the Washington State Convention and Trade Center, servants, and employees, of any and all losses, damages, and claims. NCCE 2010 and the respective officers, employees, and agents assume no responsibility whatever for any property, equipment, or software sent to, installed in, shipped from, or otherwise in the custody of NCCE 2010 or its agents, or the Washington State Convention and Trade Center, and is hereby expressly relieved and discharged from any and all liabilities for any loss, injury, or damage that may be sustained for any reason.

14. CANCELLATION OR TERMINATION OF EXHIBIT

If because of war, fire, strike, Exhibit Facility construction or renovation project, government regulation, public catastrophe, act of God, or the public enemy, or other cause beyond the control of Exhibit Management, the Exhibition or any part thereof is prevented from being held, is cancelled by Exhibit Management or the Exhibit Space becomes unavailable, Exhibit Management's sole discretion shall determine and refund to the Exhibitor its proportionate share of the balance of the aggregate exhibit fees received that remains after deducting expenses incurred by Exhibit Management and reasonable compensation to Exhibit Management. In no case shall the amount of refund to Exhibitor exceed the amount of the Exhibit Fee paid.

15. EXHIBITOR CANCELLATION

Cancellation of any portion of this Application/Contract by the Exhibitor will be accepted only at the discretion of Exhibit Management and then only based upon the following refunds: Prior to or on September 30, 2009—80% refund of deposit on cancelled space; after September 30, 2009, but before or on January 29, 2010—20% refund of deposit on cancelled space; after January 29, 2010—no refund. Except as the Exhibitor's rental obligation may be reduced as set forth in the preceding sentence, the Exhibitor is responsible for total booth rental irrespective of the reason for the cancellation by the Exhibitor because of the failure of an Exhibit to arrive for any reason.

16. AGREEMENT OF TERMS, CONDITIONS, AND RULES

Exhibitor agrees to observe and abide by the foregoing Terms, Conditions, and Rules and by such additional Terms, Conditions, and Rules made by Exhibit Management from time to time for the efficient or safe operation of the Exhibit, including, but not limited to, those contained in this Contract. In addition to Exhibit Management's right to close an Exhibit and withdraw its acceptance of this Application/Contract, Exhibit Management in its sole judgment may refuse to consider for participation in future Exhibits an Exhibitor who violates or fails to abide by all such Terms, Conditions, and Rules. There is no other agreement or warranty between the Exhibitor and Exhibit Management except as set forth in this document. The rights of Exhibit Management under this Contract shall not be deemed waived except as specifically stated in writing and signed by an authorized representative of Exhibit Management.

Exhibit Space Application and Contract

INSTRUCTIONS

1. Please carefully read this contract and the NCCE 2010 Exhibitor Terms, Conditions and Rules. Print or type all information requested.
2. Complete and sign original copy and remit with 50% deposit of total Exhibit Space Rental to: NCCE 2010 Exhibits
1277 University of Oregon
Eugene, OR 97403-1277
Make checks payable to NCCE 2010 Exhibits.
3. Confirmation of your booth assignment will be sent to you via email in the form of Reference Letter #1.
4. For questions, please contact Exhibit Management by phone at 1.541.346.3537 or toll free 1.800.280.6218, fax 1.541.346.3509, or email exhibits@ncce.org.

COMPANY LIAISON

Name of person in charge of exhibit and to whom instructions should be sent (include address and telephone number if different from below):

BOOTH SPACE SELECTION

To access available space, please complete the information below and submit your application/contract to Exhibit Management. A representative will contact you regarding booth assignment.

QUANTITY OF BOOTHS	BY SEPTEMBER 30 \$895 PER 10'X 10'	AFTER SEPTEMBER 30 \$1095 PER 10'X 10'	TOTAL BOOTH FEE
_____ x	<input type="checkbox"/>	<input type="checkbox"/>	= _____

Configuration preference (e.g. 20' x 20' island, corner location, in-line booths, etc.):

Enclosed herein is a 50% deposit of the total Exhibit Space Rental. In accordance, the undersigned agrees to the following provisions: Space will be provided by NCCE 2010 on the basis of the order in which the Application/Contracts are received. If Exhibitor fails to pay the balance of space rental on or before January 29, 2010, Exhibitor's right to exhibit may be cancelled without further notice or refund of any payment. If Exhibitor cancels its participation in the Exhibit, such cancellation shall be considered a default on its part, and any monies paid hereunder shall be retained by NCCE 2010 as liquidated damages. EXHIBITOR AND NCCE 2010 SHALL BE BOUND BY THE TERMS, CONDITIONS, AND RULES for exhibiting in the NCCE 2010 Exhibit that have been received and considered part of this agreement.

Company

Mailing Address

City

State

ZIP

Contact E-mail Address

Published E-mail Address

Web Address

Telephone

Fax

By

Date

Authorized Signature

Name (please print)

Title (please print)

EXHIBITOR SERVICES ONLINE

Enhance your NCCE experience and enjoy the secure, fully electronic, and convenient website available to all NCCE Exhibitors!

Features of the site include:

COMPANY PROFILE:

Live from our database, exhibitors can review their complete profile and account status on file with Exhibit Management. Confirm booth numbers, and payment status, mailing address, published company information, receipt of company description and much more!

PRINT AN INVOICE:

If an invoice is needed for payment or reference, you can download a copy from the site.

COMMUNICATION SCHEDULE & ATTACHMENTS:

Exhibitors can review previously sent communications, attachments, and see the schedule of upcoming communications.

EXHIBIT GUIDE:

Exhibitors can submit, review, and correct their Exhibit Guide company descriptions and product classifications.

EXHIBITOR MANUAL:

Available in January 2010, the online Exhibitor Manual allows exhibitors to review important information, download all order forms, or place service orders online.

EXHIBITOR PERSONNEL REGISTRATION:

Exhibitors can register and verify booth personnel for booth staff badges.

NCCE 2010 USE ONLY

Total Booth Space Rental Charge

Amount of Deposit

Balance Due on Space Rental

Check Number

Date of Check

Contract Received

Booth(s) Assigned

Notes



OUR MISSION

The Northwest Council for Computer Education promotes and supports the effective use of technology in all aspects of education.

To Exhibit or Advertise:

NCCE 2010 Exhibits
1277 University of Oregon
Eugene, OR 97403-1277
Phone: 1.541.346.3537
or 1.800.280.6218
Fax: 1.541.346.3509
exhibits@ncce.org

To Sponsor or Partner:

Dr. Heidi B. Rogers
NCCE Executive Director
1000 West Hubbard Avenue
Suite 242
Coeur d'Alene, ID 83814
Phone: 1.208.667.2588
Fax: 1.208.664.1272
hrogers@ncce.org

Reach Your Market

The Northwest Council for Computer Education is the Northwest's leading instructional technology organization. With a continually growing membership base, we are committed to finding the best companies in technology to be at our conference.

We invite you to learn more about our participants, our exhibitors, and our history. For more information about NCCE 2010 Seattle or details on how to become one of our exhibitors, please visit us on the web at www.ncce.org. Monitor the growing list of exhibitors and changing floor plan in our premier interactive exhibit hall environment.

Sponsor

Exhibit

Join Us

Partner

Advertise

NCCE 2010



www.ncce.org

