



EMPOWER

VISUAL THINKING

2013

NOV 21-24

DALLAS



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<http://www.taea.org>



March 1, 2013

Dear Vendors,

Our commercial exhibits are one of the many highlights of our annual conference. Teachers look forward to visiting the exhibits, seeking new ways to use materials, testing new products, and taking home new ideas for students. Plans are already underway for the **2013 TAEA Conference** to be held in **Dallas** at the **Hilton Anatole, November 20 – 24**. The host hotel will be the **Hilton Anatole, 2201 North Stemmons Freeway**.

With a total membership of 3,000 plus, TAEA works hard to put on a quality conference for its members. You are part of the reason that our members come back year after year. Our last conference was successful – even with NAEA being held in Texas.

The exhibit space rates are \$450.00 for one booth and \$425 for each additional booth until September 1, 2012 and then the rates change to \$475 per booth. TAEA requires all exhibitors to become a member of the organization. For our exhibitors, we have a sustaining annual membership; the cost is \$36. Your application for exhibit space indicates the applicant's willingness to abide by all exhibit terms, conditions and general regulations. Booths are assigned on first served basis and a **\$100 deposit is required for each booth**. Final payment is due October 1, 2013. Cancellation after this date will reflect no refund of monies. Prior to this date one-half of the deposit will be refunded.

Freeman Decorating Company will provide their expertise in setting up the booths. The show colors are purple and gold. Freeman will be handling all freight for your company and you will hear from them after reserving your booth space as it gets closer to the conference date.

We will continue with our custom of door prizes to be given out during our exhibition hours. Our members love all of the door prizes that are donated, and return often to the hall searching for their names in hopes of being a prize-winner. This truly does keep the flow of our TAEA members coming back for repeat visits.

We will have the smartphone app again this year. We are looking for co-banner sponsorship if anyone is interested. The cost will be \$2000 to be a banner sponsor, this will get: your logo on the entry page which stays there all year and 3 free alerts during conference. We will have a maximum of 3 banner sponsors.

Don't be left out, reserve your space as soon as possible. I am looking forward to working for you to make this a memorable and profitable conference for you.

Ricia Kerber
TAEA Commercial Exhibits Director



**Reservation for TAEA Exhibit Space
2013 Dallas, Hilton Anatole
November 20 – 24, 2013**

Exhibits are open November 21-23, 2013

Application for exhibit space at this conference indicates the applicant's willingness to abide by all exhibit terms, conditions and general regulations

Company: _____ **Date:** _____

Deposit \$100 per booth space

_____ X 100 = \$ _____
Number of Spaces Deposit

Remaining Balance: _____

1st Booth \$450.00 each additional booth \$425.00 until October 1, 2012

After October 1, 2012 the cost becomes \$475.00 per booth

Sustaining Membership **Yes** **No** *Deposit* _____
Cost \$36.00 *+ Sustaining Membership* _____

Total Paid: \$

Deposit Paid By: **Cash** _____ **Check No.** _____

Make check Payable to TAEA

Credit Card: Visa Master Card American Express

Card No. _____ **Code No.** _____

Exp. Date _____

Reservation Made By _____

Position with Company _____

You may attach Business Card

Address _____

City _____ **State** _____ **Zip** _____

Telephone _____ **Fax Number** _____

Email _____

Do you have preference on location? _____



Reservation for TAEA Exhibit Space

Paying In Full

2013 Dallas, Hilton Anatole

November 20 – 24, 2013

Exhibits are open November 21-23, 2013

Application for exhibit space at this conference indicates the applicant's willingness to abide by all exhibit terms, conditions and general regulations

Company: _____

Date of Payment: _____

Number of Booths

Reserved

_____ Amount Paid Paid By: _____

_____ Sustaining Membership - \$36.00

_____ Total Paid

1st Booth \$450.00 each additional booth \$425.00

1 Booth \$450.00

2 Booths \$875.00

3 Booths \$1,300.00

4 Booths \$1,725.00

Credit Card: Visa Master Card American Express

Card No. _____ Code No. _____

Exp. Date _____

Check No. _____ *Make check Payable to TAEA*

Position with Company _____

You may attach Business Card

Address _____

City _____ State _____ Zip _____

Telephone _____ Fax Number _____

Email _____

Do you a have preference on location? _____



TAEA General Regulations for Exhibitors

Sustaining Membership:

- Texas Art Education Association requires **ALL** commercial exhibitors to become sustaining members
- Cost is \$36.00 for annual sustaining membership
- Renewal and New Vendor Applications are available at www.taea.org

Exhibitor Agrees:

- In the event of a fire, strike, or unavoidable circumstances, the Exhibitor Space Contract will not be binding
- Convention Center or TAEA will provide security and insurance for the safety of the exhibits against robbery, theft or damage by fire, accident or any other cause
- Character of the exhibits must be acceptable to the Commercial Exhibits Committee
- TAEA endorses the creativity in the use of art materials
- TAEA does not condone products and processes which encourage imitations; or do not allow creative growth and development of children (Example: *paint-by-number, coloring books, tracings etc.*)
- Businesses, etc. are not permitted to remove attendees from the conference site to an outside location unless it is for off-site workshops approved by the President of TAEA
- Executive Director/President of TAEA may direct the Exhibits Committee to decline or prohibit an exhibit or portion of an exhibit, or workshop which is not suitable to or in keeping with the character of the conference or the educational philosophy of TAEA

Assignment of Booths

- First-come, first served basis
- If your choice is not available, space will assigned closest to your choice
- Floor plan is included in packet and requests for booth location will be honored to the best of our ability

Standard Booth Contract Provides:

- Booth with flame-proof back wall and drapery
- Sign carrying the exhibitor's name

- One six foot draped table with two side chairs
- Booth size is 10'x10' with 3' draped sidewalls
- Security guard service provided Thursday and Friday nights
- Security will be provided when exhibits are not open
- Dimensions and locations show on the floor plan are believed, but not warranted, to be accurate

The Commercial Exhibit Director reserves the right to make such modifications as may be necessary to meet the needs of the exhibitors. Furniture, other than that provided, such as additional tables, electrical outlets, etc. are the sole responsibility of the exhibitor and should be ordered in advance from the decorating company. **Our decorator/contractor is Freeman Decorating Services, Inc.** They will provide you with additional information once you have committed to exhibit. All decorative materials must be fire-resistant and in accordance with the standard established by the **National Board of Fire**.

Booth Information:

- Please check-in upon arrival to the Exhibits Director at the TAEA Booth located in the exhibit hall
- Exhibitors can begin setting up booths on **Thursday, November 21, 2013, at 8:00 A.M.**
- Pre-setup is available on Wednesday, November 20, 2013 at 1:00 P.M. at an **additional cost and with prior arrangements made with the Exhibit Director**
- Booth sitters may be arranged through the Exhibit Director
- Hospitality Lounge will be available for vendors, to relax and enjoy a few refreshments
- Exhibitors wishing to present a workshop must book an exhibit booth space. Proposal can be submitted on line at www.taea.org

Exhibit Hours: times of the exhibit hall are fairly firm, but may change as we get closer to conference time. If times are changed, notification of such will be sent via email.

- Thursday
 - ❖ 4:00 P.M. – 7:00 P.M.
 - ❖ Reception for our fabulous exhibitors will be 7:30 P.M. – 8:30P.M. after the exhibits close on Thursday. Please come as you are
- Friday
 - ❖ 8:00 A.M. doors open to all of the attendees, *(first hour there will be no other conference activities going on)* then we will remain open until 2:00 P.M.
 - ❖ Reopen from 4:00 until 7:00 P.M.
 - ❖ During General Session, exhibits will be closed and exhibit area will be locked
- Saturday
 - ❖ 11:00 A.M. – 3:00 P.M.
 - ❖ Tear down starts at 3:15 P.M.
 - ❖ TAEA will levy a fine of \$200.00 for any exhibitor that breaks down early

Art Material Give Away: No obligation to participate

- Creates interest in the exhibit hall and keeps the crowds coming in
- **Donations Do Not** need to be expensive. Feel free to be creative and please be sure to **attach** your **business card** to all donated items
- Door prizes will be awarded several times an hour throughout each day of the conference
- Donors will receive recognition over the PA system in the exhibit hall
- Attendees do not have to be present to win, but must claim prize by the 2:45 P.M. on Saturday
- Prizes may be distributed to, High School, Middle School, Elementary Divisions for use as door prizes during their meeting
- Unclaimed prizes will be given to a needy school/charity chosen by the exhibits committee

It is our sincere wish that you join us and share with our members all the great things you have to offer. Texas art teachers are interested and inquisitive about your products, ideas and information. You are an integral part of a successful conference.

If you are reserving a booth or paying in full with a check please make check to: TAEA

If you are reserving a booth or paying in full with a credit card please send all information to:
Commercial Exhibit Director along with Exhibit Reservation form found on page 3 or 4

If you would like to advertise in the conference program or place items or catalogs into conference bags or sponsor an activity, please contact our Executive Director, Sara Chapman at schapman04@comcast.net.

Looking forward to having you with us in Dallas, Texas

Empower Visual Thinking & Embrace Creativity

Ricia Kerber
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