

EXHIBITOR PACKET

26th ANNUAL
PARENT TRAINING
CONFERENCE



Raising the Bar
in a Time of
Change



NATIONAL HEAD START ASSOCIATION

DECEMBER 4-8, 2009 ■ SAN JOSE, CALIFORNIA

Letter from NHSA's Executive Director to All Potential Exhibitors



NATIONAL HEAD START ASSOCIATION

July 29, 2009

Dear Friends of the Head Start community:

Greetings! On behalf of the National Head Start Association and its Board of Directors, I invite you to participate as an exhibitor at NHSA's 26th Annual Parent Training Conference, which will take place December 4-8, 2009, in San Jose, California. Recognized as one of the nation's premier training events for Head Start directors, educators, policy council parents and other early childhood professionals, this year's conference promises not to disappoint! We hope you'll take advantage of this opportunity to gain valuable exposure for your company and its products and to show your support for Head Start.

The exhibits and many of the conference educational sessions will be held at the San Jose Convention Center. NHSA is particularly excited to host a brand new two-day Directors' Special Training Track, which is sure to draw Head Start leaders and decision-makers from across the country to the conference — and to the exhibit hall.

Please review the sponsorship opportunities listed on page seven. To reserve your exhibit space at the conference or for answers to any questions you may have about sponsorship and exhibit opportunities, please contact Ruby Lewis by telephone at (703) 299-7502 or e-mail at rlewis@nhsa.org.

NHSA thanks you for your support. We look forward to seeing you in San Jose!

Sincerely,

Yasmina Vinci
Executive Director
National Head Start Association



This agreement, entered into on the acceptance date by and between National Head Start Association, (hereinafter referred to as NHTSA and the Exhibiting Company (hereinafter referred to as Exhibitor.)

Witnessed: For and in consideration of the rental sum identified on the reverse hereof as "Total" including any modifications (see paragraph 1) and the agreements and covenants contained herein, and the faithful and timely performance by Exhibitor of such agreements and covenants, NHTSA hereby grants to Exhibitor the right to use the confirmed space designated (see reverse) as indicated on the official site layout of the Show for the period of time indicated in the exhibitor's manual for installation, display and removal of exhibition materials and for no other purpose and shall display and exhibit only those products or services for which duly authorized dealer, distributor or representation may be properly verified. This agreement is made and entered into upon the following special terms and conditions, which are mutually agreed to by the parties hereto.

1. Exhibitor agrees to pay the specified rental sum in US dollars in accordance with the payment schedule. It is agreed and understood that changes in the total exhibit space contracted for and or occupied by Exhibitor may occur subsequent to this agreement requiring a modification to the total sum from Exhibitor. Confirmation of the modified total rental sum shall be by invoice and Exhibitor agrees to pay such modified sum and or other valuable consideration as agreed to by the parties, in accordance with the payment schedule.
2. Cancellation: Deposits for space are non refundable. If exhibitor cancels this agreement in writing prior to sixty (60) days before opening, exhibitor will be entitled to a 50% refund of monies paid; if no monies have been paid then 50% will be due to NHTSA. If Exhibitor cancels booth space within sixty (60) days prior to the opening of the show the exhibitor will NOT receive any refund, and all monies will be due.
3. If Exhibitor notifies NHTSA of its intention not to display, or if Exhibitor shall fail to make any payments when due, or if Exhibitor fails to physically occupy the allotted space, Exhibitor shall thereupon forfeit its right to the use of such space and NHTSA shall have the right to dispose of such space as it considers for the best interest of the show and shall also have the right, in addition to any other legal remedy granted by law, to retain all payments made by Exhibitor which are not refundable, above, as liquidated damages, without liability of any kind on the part of NHTSA. NHTSA reserves the right to collect any payments due. NHTSA reserves the right to make changes in exhibit space assignments when necessary for the proper conduct of the Show. Exhibitor hereby agrees that should such a change in space assignment be unacceptable, then NHTSA's only obligation is to refund any monies paid by Exhibitor to NHTSA and Exhibitor shall not be entitled to participate in the Show. Exhibitor agrees to pay all reasonable attorneys, fees and costs incurred by NHTSA in enforcing this contract.
4. NHTSA shall have no liability whatsoever for any matter or thing resulting directly or indirectly from strikes, lock-outs, labor disturbances of any kind, fire, delays or defaults of suppliers or contractors, or from any similar or dissimilar cause beyond the reasonable control of NHTSA. In addition to the foregoing, if the holding of said Show is prevented by any government regulation or order, or if by reason of any governmental request or local, national, or international disturbance or for any reason it is deemed inadvisable in the exclusive discretion of NHTSA not to conduct said Show or if the conduct of said Show is interfered with; then in either such event, NHTSA shall have no liability or obligation to Exhibitor except that if Exhibitor's show space has not been made available, NHTSA shall return to Exhibitor payments made by Exhibitor under paragraph 1 hereof after deducting therefrom a pro rated share of actual expenses incurred in connection with said Show. NHTSA reserves the right to make modifications in the show hours with no liability to the Exhibitor in the event Acts of God or other events beyond the reasonable control of NHTSA threaten the safe and or proper conduct of the Show. NHTSA is not liable for any cancellation or disruption in the show caused by the weather or Acts of God.
5. Exhibitors shall receive from NHTSA, at or prior to the Show, An Exhibitor's Manual containing complete information on services provided by Show management and specific rules and regulations. Exhibitor agrees to be bound by said rules and reg-

ulations, which by reference thereto are hereby made a part of this agreement. Exhibitor also agrees to comply with all pertinent laws, codes and regulations of federal, state municipal or other authorities affecting the space contracted for herein. If Exhibitor shall, in the judgment of NHSA violate or fail to comply with any of said rules and regulations or any said laws, codes or regulations of which fact NHSA shall be the sole judge, NHSA may, at its election and without notice to Exhibitor or other occupant and their property and effects, therefrom, hold said space as if this agreement had never been made; and Exhibitor shall thereby and thereupon forfeit its right in and to the use of said space in any manner it considers for the best interest of the Show, without liability of any kind to Exhibitor on the part of NHSA.

6. NHSA reserves the right to prohibit the display of any article that, in its opinion, is not in keeping with the nature and character of the Show or not in harmony with the other exhibits. Audio-visual aid sound volumes must not disturb neighboring exhibits. Exhibits must conform to prevailing trade show standards and practices with respect to height, size and sight line access to adjoining exhibits. Golf clubs or club-like devices may only be swung within the confines of the show's hitting nets and there may be only one person at a time within a net.
7. The Show is produced and managed by the National Head Start Association. All decisions regarding space assignments, nature and style of exhibit, floor management before, during and after Show hours, interpretations and enforcement of rules and regulations including such amendments thereto and any changes or further rules and regulations as may be considered necessary for the safe and proper conduct of the Show, and all other matters pertaining to the production and management of the Show shall be made exclusively by NHSA.
8. Liability: Neither the Show nor NHSA nor the Exhibition Hall, nor their representatives shall be liable or responsible for any injury to Exhibitors or their employees or guests or visitors, while within the confines of the space or spaces contracted for by the Exhibitor, nor shall said parties be liable for the loss or damage to any goods from any cause whatsoever while the same are in transit to or from the Show, or while they are in the exhibit area. An exhibitor hereby indemnifies and holds the said parties harmless from any and all such liability. Exhibitor shall be responsible for obtaining liability insurance at his own expense and shall provide a certificate of insurance if requested by NHSA or by NHSA insurer.
9. Subleasing: Exhibitor may not sublease, assign or apportion his space. No more than one firm may exhibit in a single space without the written permission of Show Management. Further, exhibitor shall display his product and conduct his business only within his or her assigned space.
10. NHSA reserves the right to send all goods not removed from the show site by the close of the breakdown period to a storage warehouse at the expense of Exhibitor and Exhibitor hereby waives all claims for loss or damage to such goods by reason of said removal and further agrees to pay all such charges as may be incurred for transportation and storage of such good. And in addition, thereto, Exhibitor further agrees to pay NHSA any liquidation damages that NHSA must pay to its lessor by reason of failure by Exhibitor to remove its goods from the premises as specified.



NHSA Policies and Information

Payment

Payment is due with contract no later than October 16, 2009. No exhibit booth will be assigned unless the deposit payment is received. Final payment is due no later than October 16, 2009.

Storage and Shipment

Freeman will make arrangements to receive and store your products prior to the conference and will deliver boxes to your booth at the San Jose Convention Center on the appropriate date. Freeman will store boxes and return them for dismantling at 4 p.m., Monday, December 7. It is the responsibility of the exhibitor to arrange for shipment and storage of crates containing exhibit materials. Crates and boxes cannot be stored in the exhibit area during show hours. Outbound packages may be shipped through Freeman. Exhibitors will need to provide them with an air-bill and account numbers. Freeman will make arrangements to receive and store your products prior to the conference and will deliver boxes to your booth at the San Jose Convention Center.

Cancellations

Please refer to page 3, item 2..

ASCAP and BMI

Exhibitor agrees to hold harmless the National Head Start Association, show site facility, and drayage company from any and all costs arising from fees incurred under the U.S. Copyright Law regarding the liabilities of playing recorded and/or live music in the exhibit area at anytime during the NHSA Parent Training Conference. To receive information regarding copyrighted music, you may write to Broadcast Music Inc. or American Society of Composers, Authors, & Publishers. BMI's address is 320 West 57th Street, New York, NY 10019. ASCAP's address is One Lincoln Plaza, New York, NY 10023.

Fire Prevention

All booth decorations must be flameproof, and all hangings must clear the floor. Electrical wiring must conform to the Electrical Code Rules. If inspection indicates that any exhibit has neglected to comply with these regulations or otherwise creates a fire hazard, the right is reserved to cancel all or part of this exhibit. City fire regulations must be observed. All decorative fabrics must be flameproof in accordance with the city fire prevention requirements.

Motion Picture Projection

Motion picture projection machines are limited to demonstration only and shall not be used to attract or amuse visitors. All projections must be in accordance with the requirements of the fire prevention authorities of the city and in harmony with any agreements entered into by the National Head Start Association, show site facility, and labor unions.

Condition of Exhibiting

The properly signed Application for Exhibit Space and formal notice of booth assignment by the National Head Start Association Conference coordinator together constitute a contract for the right to use exhibit space. No refunds will be made on contracts canceled after October 16, 2009. All measurements shown on the diagram have been made accurately, but management reserves the right to make equitable adjustments with the exhibitor thereby affected.

Booth Equipment, Services, and Shipment

The Drayage Company will furnish, erect, and dismantle booths. Information concerning the use of carpenters and electricians will be mailed to the exhibitors in advance of the exhibit date. Arrangements for shipping and storage must be made through the Drayage Company.

Use of Space

- All demonstrations or other sales activities must be confined to the limits of the exhibit booth. No exhibitor shall assign, sublet, share, or allocate space without the knowledge and consent of NHSA.
- No exhibitor shall place a display in such a manner as to interfere with other exhibitors. The standard booth equipment as furnished by NHSA will consist of a draped back wall, draped side rails, and an exhibitor identification sign.
- Distribution of circulars or promotional material may only be done in the booth assigned to the exhibitor

presenting the materials. ***Any firm or organization not assigned booth space will not be permitted to solicit business within the exhibit area.***

- Exhibits which include the operation of musical instruments, radios, talking motion picture equipment, public address systems, or any noise-making machines must be arranged so that any noise resulting from the demonstrations will not annoy or disturb adjacent exhibitors. Operators of noise-making exhibits must secure approval of operating methods before the exhibit opens.
- NHSA and the drayage company must approve hanging banners before the show.

Decorators

All work related to the installation and dismantling of exhibits must be performed by NHSA's authorized decorator, Freeman:

NHSA 26th Annual Parent Training Conference
C/O Freeman Decorating Company
201 Haskins Way
South San Francisco, CA 94080
Phone: 650-872-2653

Inability to Perform

If the National Head Start Association (NHSA) should be prevented from conducting the 25th Annual Parent Training Conference by any cause beyond its control, NHSA will refund to the exhibitor the amount of rental fee paid by the exhibitor, less a proportionate share for NHSA expenses. NHSA shall have no further obligations to the exhibitor.

Use of the Head Start and National Head Start Association Name and Logo on Manufacture, Sale, or Distribution of Items

Only Head Start grantee, delegate agencies, and organizations that receive Head Start contracts, as well as nonprofit organizations which represent Head Start programs, such as state Head Start associations or the National Head Start Association, may use the Head Start name and logo on items they sell or distribute. However, those organizations must obtain prior approval for the use of the Head Start or National Head Start Association name and logo from the Office of Head Start or National Head Start Association.

Grantees must treat profits from such sales as program income and report the proceeds on the SF-269.

Grantees requesting approval to manufacture, sell, or distribute items bearing Head Start or National Head Start Association name or logo must identify at least

one of the three additional cost alternatives to be stipulated in 45 CFR 74.42.

Exhibit Setup

Friday, December 4
9 a.m.-6 p.m.

Exhibit Show Dates

Saturday, December 5
10:00 a.m.-2:30 p.m. and 5:30-7:00 p.m.

Sunday, December 6
9:00 a.m.-5:00 p.m.

Monday, December 7
9:00 a.m.-4:00 p.m.

Exhibit Dismantling

Monday, December 7
After 4:00 p.m.



Exhibit Packages

Plan the perfect exhibit for the Head Start community!

Basic Exhibit Package

Commercial Vendors	\$800
Nonprofit Agencies	\$425
Head Start Programs	\$225

The basic exhibit package includes:

- 10' x 10' booth with 8' high background drape and 3' high side drapes.
- One 7" x 44" one-line identification sign (Company name and booth number).
- One 6' draped table and two side chairs.
- Two name badges per company
- Listing in Conference Program, with name, address, telephone number, and booth number.
- Exhibitor's information packet will be provided by: Freeman Decorating Company

NOTE: Booths will NOT be assigned unless deposit payment is received.

Premium Packages

Platinum	\$6,000
-----------------	----------------

The platinum package includes:

- Four 10' X 10' exhibit spaces in the exhibit area's prime location
- One table, seating 10, at the 26th Annual Parent Awards Banquet
- Four complimentary full conference registrations
- Company name listed as a Platinum Sponsor in the conference program as well as placed on an "Event Sponsor" sign outside the entrance to the banquet
- One full-page ad in conference program book (black and white)

Gold	\$4,500
-------------	----------------

The gold package includes:

- Two 10' X 10' exhibit spaces in the exhibit area's prime location
- One table, seating 10, at the 26th Annual Parent Awards Banquet of the Year
- Two Complimentary full conference registrations
- Company name listed as a Gold Sponsor in the conference program as well as placed on an "Event Sponsor" sign outside the entrance to the banquet
- One half-page program book ad (black and white)

Silver	\$2,800
---------------	----------------

The silver package includes:

- One 10' X 10' exhibit space in the exhibit area
- One table, seating 10, at the Parent of the Year Banquet
- One Complimentary full conference registration
- Company name listed as a Silver Sponsor in the conference program as well as placed on an "Event Sponsor" sign outside the entrance to the banquet
- One 1/4 page program book ad (black and white)
- Five complimentary 26th Annual Parent Awards Banquet tickets.

NOTE: Booths will NOT be assigned unless deposit payment is received.

Additional Sponsorship Opportunities

Additional sponsorship opportunities are available, including ... Special Track coffee breaks, exhibit food and beverages, conference programs, tote bags, receptions, and more. We are happy to discuss your ideas. Please call (703) 229-7502 for more information.



26th Annual Parent Training Conference

NHSA Exhibitor Contract | December 4-8, 2009 in San Jose, California

Company Name _____

Representative in Charge _____

Title _____

Home Business

Address _____

City _____ State _____ Zip Code _____

Phone # _____ Fax # _____ E-mail _____

Do Not Write in This Column

Exhibit Space Assigned: _____

Assigned By: _____

Date: _____

Booth Package Reservations

Please refer to page 22.

	Unit Price
<input type="checkbox"/> Basic for Commercial Vendors	\$800
<input type="checkbox"/> Basic for Nonprofit Agencies	\$425
<input type="checkbox"/> Basic for Head Start Programs	\$225
<input type="checkbox"/> Platinum	\$6,000
<input type="checkbox"/> Gold	\$4,500
<input type="checkbox"/> Silver	\$2,800

Booth location requested:

All booths are assigned on a first-come, first-serve basis.

1st Choice: _____

2nd Choice: _____

3rd Choice: _____

Total Number of Booths Requested: _____

Multiplied by Unit Price of Booth \$ _____

TOTAL AMOUNT \$ _____

*On cancellations before October 16, 2009, 50% will be refunded.
No refunds after October 16, 2009. Cancellations must be in writing.*

Ad Space Reservations *Please refer to page 15.*

<input type="checkbox"/> Four-color Cover 4	\$2,000
<input type="checkbox"/> Four-color Cover 3	\$1,500
<input type="checkbox"/> Four-color Cover 2	\$1,500
<input type="checkbox"/> Black & White Full Page	\$950
<input type="checkbox"/> Black & White 1/2 Page (Horizontal)	\$500
<input type="checkbox"/> Black & White 1/4 Page	\$275

TOTAL AMOUNT \$ _____

NHSA Membership

<input type="checkbox"/> Corporate	\$600
<input type="checkbox"/> Nonprofit	\$250

TOTAL AMOUNT \$ _____

Please Read and Sign the Following Certification and Retain a Copy for Your Files: Application for the above space is hereby submitted in accordance with the terms and conditions of this contract. Upon confirmation of space assignment and acceptance of this contract by the National Head Start Association, the undersigned agrees to be bound by all the terms and conditions contained herein, including use of NHSA logo materials.

Signature of Representative in Charge _____
Date

TOTAL PAYMENT \$ _____

AmEx MC VISA

Select payment type:

Check Check #: _____

Make checks payable to NHSA.

No personal checks accepted.

Card # _____ Expiration _____

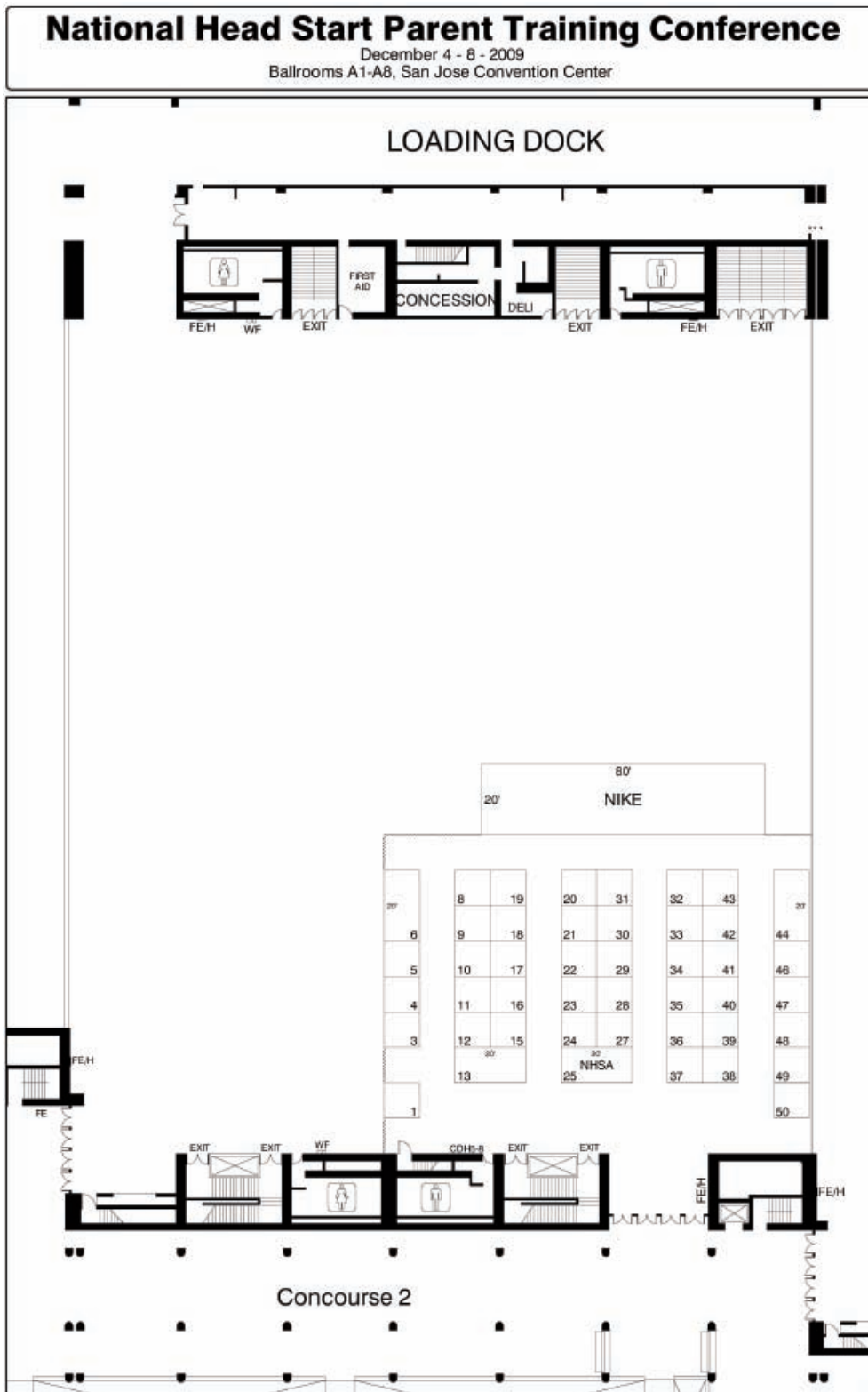
Name on Card _____

Signature _____

Mail registration form and payment to: National Head Start Association, Attn: Exhibits, P.O. Box 890080, Charlotte, NC 28289-0080
Only credit card payments may be faxed along with registration form to NHSA Fiscal Department at: (703) 548-8305

Exhibit Area Floorplan

San Jose Convention Center



DRAWING: 08/31/2009
AS OF: 08/31/2009
Drawing Number: 05-14-09-36

Inventory as of 08/31/2009

Dimension	Qty
10'x10'	41
10'x20'	4
20'x80'	1



SAN ANTONIO
DRAWING & DESIGN

File Name:	NS-1209
Show Name:	National Head Start Parent Training Conf
Show Date:	Dec 4-8, 2009
Facility:	San Jose CC
Job Number:	080904
Arch. Encl.:	JEANNE GRODNYE

DISCLAIMER

THIS DOCUMENT IS PREPARED BY FREEMAN AND SAN ANTONIO DRAWING & DESIGN FOR THE NATIONAL HEAD START ASSOCIATION. THE CLIENT HAS REVIEWED AND APPROVED THE CONTENTS OF THIS DOCUMENT. THE CLIENT HAS AGREED TO HOLD FREEMAN AND SAN ANTONIO DRAWING & DESIGN HARMLESS FROM AND AGAINST ALL LIABILITY FOR ANY AND ALL DAMAGES, INCLUDING REASONABLE ATTORNEY'S FEES, ARISING OUT OF OR RESULTING FROM THE USE OF THIS DOCUMENT. FREEMAN AND SAN ANTONIO DRAWING & DESIGN SHALL NOT BE RESPONSIBLE FOR ANY AND ALL DAMAGES, INCLUDING REASONABLE ATTORNEY'S FEES, ARISING OUT OF OR RESULTING FROM THE USE OF THIS DOCUMENT.