



# MAINE SCHOOL MANAGEMENT ASSOCIATION

49 Community Drive, Augusta, Maine 04330  
Telephone: (207) 622-3473 Fax: (207) 626-2968  
Website: [www.msmaweb.com](http://www.msmaweb.com)

## INVITATION TO EXHIBIT

Each year Maine School Management Association sponsors a leadership development conference for Maine school board members and superintendents. This year's 37th Annual MSMA Fall Conference will be held on Thursday and Friday, October 21 and 22, 2010, at the Augusta Civic Center. The two-day program features speakers at both luncheons, as well as over 50 educational "clinics." Registration for participants begins at 7:45 a.m. on Thursday, with the last clinic ending Friday at 2:00 p.m. Over 900 people attended the 2009 Fall Conference.

Exhibitors are a valuable part of our educational conference. Therefore, we are inviting you to participate in the 2010 MSMA Fall Conference. Attached is an application with exhibit information and details regarding exhibiting at this conference. Also enclosed is a map of the exhibit area located in the main auditorium of the Augusta Civic Center. The layout may change to accommodate the number of exhibitors and amount of space needed.

The exhibit area is open at 7:45 a.m. on Thursday morning until noon on Friday. A reception will be held Thursday evening from 4:00 – 5:00 in the exhibit area, giving participants time to mingle with exhibitors.

I hope that you will join MSMA on October 21 and 22. If you plan to exhibit, please forward the MSMA copy of the enclosed contract to MSMA with the appropriate payment. **September 24th** is the deadline for reserving space and having your company listed in the Fall Conference Brochure. If you are interested in co-sponsoring this event or would like to donate door prizes to be drawn during the Thursday evening reception, please return the enclosed form or contact me at 207-622-3473; email [soconnell@msmaweb.com](mailto:soconnell@msmaweb.com).

Don't hesitate to call me if you have any questions about the exhibitor booths or the exhibitor rules. I look forward to working with you.

Sincerely,

Shelley O'Connell  
Association Services Manager

# The 37<sup>th</sup> Annual MSMA Fall Conference

Augusta Civic Center

October 21 and 22, 2010

Don't miss this unique opportunity to reach key decision-makers from school districts across the state.

## NONPROFIT EXHIBITOR SPACE APPLICATION CONTRACT

*Please print/type*

**Exhibiting Firm** \_\_\_\_\_  
(Please type your company name as you would like it to appear in the program)

**Contact Person** \_\_\_\_\_ **Title** \_\_\_\_\_

**Phone** \_\_\_\_\_ **Fax** \_\_\_\_\_ **E-mail** \_\_\_\_\_

**Address** \_\_\_\_\_

**City** \_\_\_\_\_ **State** \_\_\_\_\_ **Zip** \_\_\_\_\_

**Product/Service to be Exhibited** \_\_\_\_\_

**Representatives** (Name badges will be available for the first four names listed unless otherwise requested)

**Name** \_\_\_\_\_ **Title** \_\_\_\_\_ **Name** \_\_\_\_\_ **Title** \_\_\_\_\_

**Name** \_\_\_\_\_ **Title** \_\_\_\_\_ **Name** \_\_\_\_\_ **Title** \_\_\_\_\_

**Exhibit Spaces requested** \_\_\_\_\_ **\$** \_\_\_\_\_ **amount enclosed**

Single Booth    \$370 Exhibit Hall booth — \$270 Lobby booth

NOTE: Exhibitors may contract for more than one booth with a \$25 discount per space.

I have read the **Exhibit Instructions and Rules for Exhibitors** printed on the back of this contract and agree to abide by them.

**Signed** \_\_\_\_\_ **Date** \_\_\_\_\_

**Name Printed** \_\_\_\_\_ **Title** \_\_\_\_\_

**Note: Deadline is September 24, 2010.**

Please **return** to the MSMA office as soon as possible with **check** payable to Maine School Management Association.  
Please **keep** a copy for your records.

**Maine School Management Association**  
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Augusta, ME 04330

Tel: (207) 622-3473 Fax: (207) 626-2968 Email: [soconnell@msmaweb.com](mailto:soconnell@msmaweb.com)

# **EXHIBIT INSTRUCTIONS AND RULES FOR NONPROFIT EXHIBITORS**

## **LOCATION**

The 37th Annual MSMA Fall Conference will be held at the Augusta Civic Center on October 21 and 22, 2010. Exhibit booths will be located in the Lobby and in the Main Auditorium.

## **BOOTH RENTAL RATES**

Single booth \$370 Exhibit Hall booth — \$270 Lobby booth

*Note: exhibitors may contract for more than one space with a \$25 discount per space.*

## **BOOTH INFORMATION** (Price includes)

8' X 10' draped booth  
1 table with tablecloth  
2 chairs  
electricity

*Note: additional equipment or services may be ordered directly from the Augusta Civic Center on the enclosed order form.*

*2 luncheon tickets*

## **PAYMENT SCHEDULE**

Remittance in full must accompany the application/contract for space. Cancellations will be accepted up to one month before the conference begins (September 24, 2010) and must be in writing. A service charge of \$50.00 will be deducted before a refund is made for any cancellation prior to September 24.

## **FAX RESERVATIONS – MSMA FAX (207) 626-2968**

Requests for space may be made by faxing the contract to Shelley O'Connell, Association Services Manager. Reservations by fax will be firm for only two (2) weeks from date of receipt unless payment is received. After that deadline, the space may be assigned to another exhibitor.

## **EXHIBIT HOURS**

Exhibitors may set up on Wednesday, October 20, 2010, between the hours of 12:00 p.m. and 4:00 p.m., and between 7:00 a.m. and 7:45 a.m. on Thursday, October 21, 2010. Exhibits will be kept open throughout the conference, including at the Thursday evening Reception between 4:00 p.m. and 5:00 p.m. Noise from the exhibit area must not interfere with any speaker's presentation in the auditorium. Special permission must be received in advance if exhibitors' materials will be removed before 12:00 p.m. on Friday, October 22, 2010.

## **PROTECTION AND LIABILITY**

Neither the Maine School Management Association nor the owners and operators of the Augusta Civic Center or their employees will be responsible for any damage to exhibits or for any loss by fire, theft, damage, delay, mechanical failure or labor trouble which might be caused while exhibitors are utilizing the Augusta Civic Center.

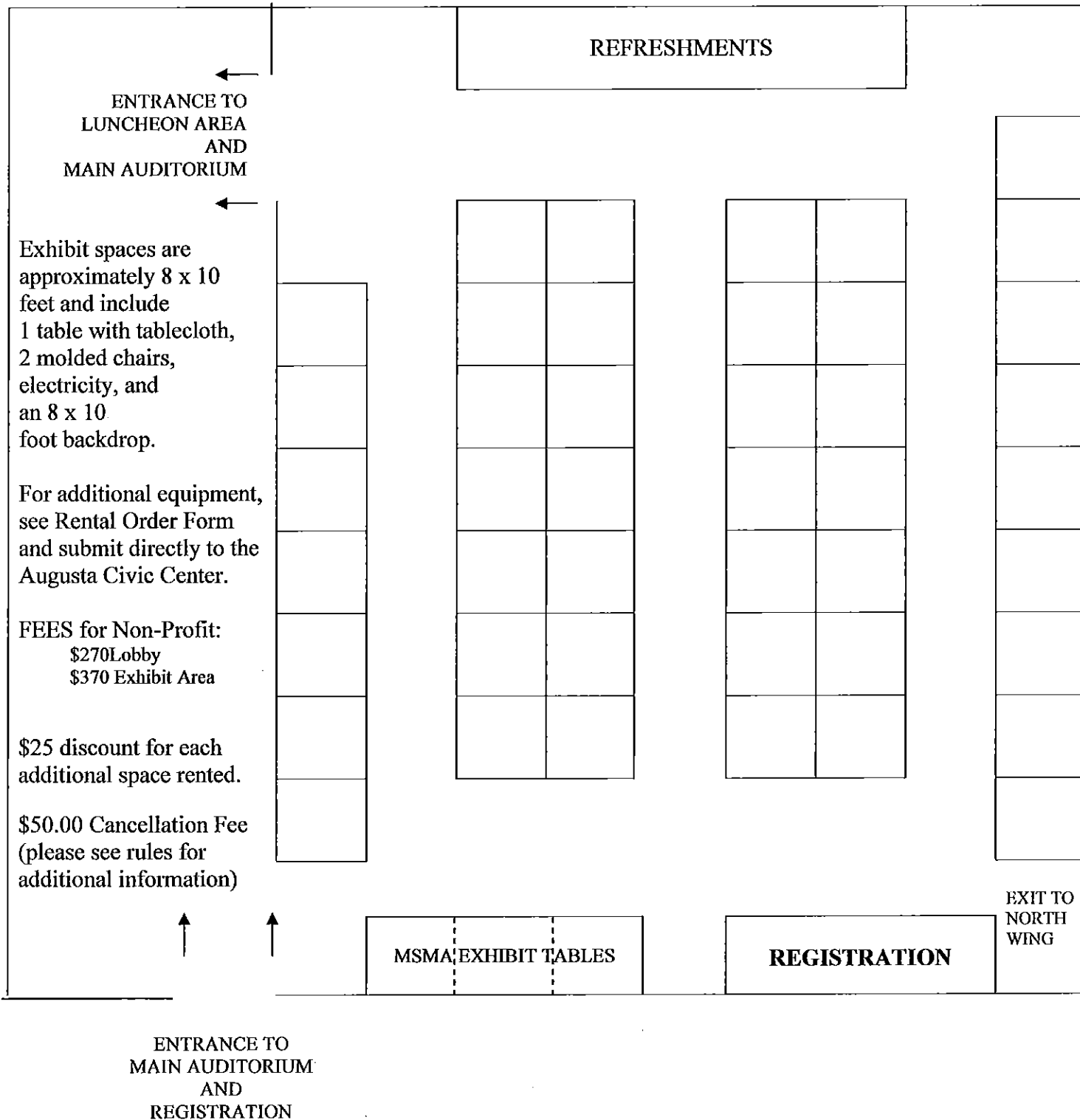
## **ATTENDANCE AT MEETINGS AND FUNCTIONS**

MSMA invites and encourages exhibitors to attend all clinics and functions.

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# EXHIBITOR MAP

## 2010 MSMA ANNUAL FALL CONFERENCE



Note: This is a preliminary map and subject to change.

37th ANNUAL  
MAINE SCHOOL MANAGEMENT ASSOCIATION  
FALL CONFERENCE



Door Prize Donation

October 21 and 22, 2010

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone #: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Door Prize: \_\_\_\_\_

Description of product and services that donor company offers:

Please return to: Shelley O'Connell  
Maine School Management Association  
49 Community Drive  
Augusta, ME 04330

Fax: 207-626-2968  
Phone: 207-622-3473  
Email: [soconnell@msmaweb.com](mailto:soconnell@msmaweb.com)

