

2015 Michigan Joint Social Studies Conference



2015 Exhibitor Prospectus

Thursday, November 5 - Friday, November 6
Oakland Schools – Waterford, Michigan



Join Michigan social studies educators as they gather to share best practices, instructional strategies, curriculum and assessment ideas. The conference provides a great venue for teachers and vendors to network and discuss current educational initiatives and needs in local districts.

The 2015 Michigan Joint Social Studies Sponsorship Program provides publicity opportunities for vendors, exhibitors, and organizations. Highlight your business through one of our unique sponsorship events:

Luncheon on Friday at Oakland Schools Sponsorship: \$500 (Quantity = 4)

- Signage and recognition at the event
- Complimentary bag insert
- Logo on Conference website
- 1/2 page ad in the on-site Conference program

Commercial Presenter - \$550 (Quantity = 3)

- Session presentation highlighted in on-site Conference program
- Session highlighted in email marketing to attendees
- Booth in exhibit hall
- 1 complimentary conference registration

Hotel Accommodations

Reservations must be made by October 23, 2015 to receive a reduced room rate of \$98.50 per night. Make sure to use reservation code: MCSSEvent.

Holiday Inn Express

4350 Pontiac Lake Road
Waterford, MI 48328
ph: 248-674-3434

www.ihg.com/holidayinnexpress/hotels/us/en/waterford/wtrmi/hoteldetail.com

Show Dates & Hours:

Exhibitor Set Up:

Thursday, November 5 _____ 5:00pm-8:00pm

Exhibit Hall Hours:

Friday, November 6 _____ 7:30am-4:00pm

Exhibitor Tear Down:

Friday, November 6 _____ 4:00pm-6:30pm

Conference Program Advertising

Submission deadline to be included in the Conference Program is October 12, 2015.

Advertisement opportunities are available in the Conference Program. If you are interested in having a larger impact at the conference, you may consider becoming a sponsor. Many sponsorship packages include print advertisement, as well as website links, conference signage and presentation opportunities.

Print advertising is an excellent way to reach conference attendees. Ad space is available in several sizes.

Ad Size	Dimensions
Full Page	7½" x 10"
½ Page	7½" x 5" (Horizontal)
¼ Page	3¾" x 5" (Horizontal)

Exhibitor Information

Friday, November 6, 2015
Oakland Schools • Waterford, Michigan

We encourage vendors to register early for participation at the 2015 Annual Joint Michigan Social Studies Conference. Your company can receive a savings of at least \$100 by registering early to exhibit.

Payment is due October 23, 2015. Exhibit space is limited.

BOOTH: Booth rental does not include electricity. It is the responsibility of the exhibitor to make arrangements with MCSSS for electricity. Please see the Contract for ordering details. There is no sharing of booth space. Each organization must have its own exhibit booth.

LUNCH: One (1) lunch ticket will be provided for each of the two (2) representatives listed on the contract. The Exhibit area will be open during lunch.

NOTE: If paying by credit card, please go online to www.mcssmi.org and click the online Exhibitor Application. After selecting your options, you will be directed to PayPal, a secure online payment system, where you can use your credit card.

Booth Types:

Vendor Booth: (Vendor booths are required if sales transactions will be conducted on-site).

Vendor booths include:

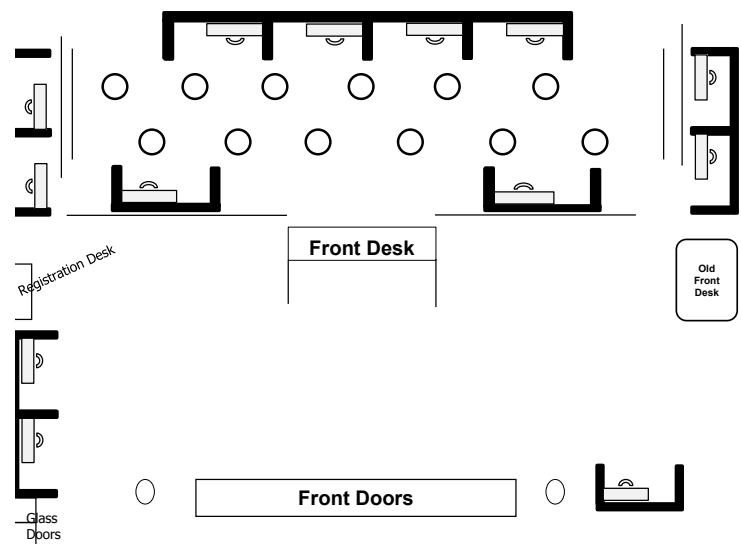
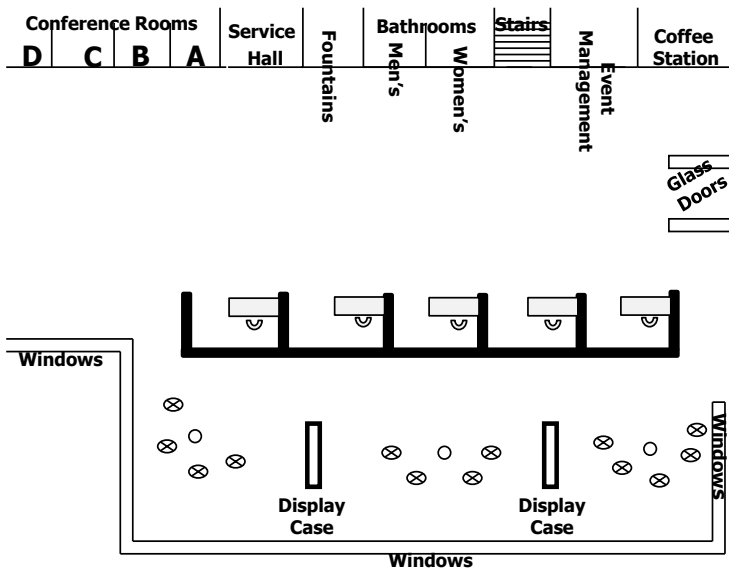
- Two 5' Tables = \$350 / \$450 after 10/23/15
- Exhibit booth draping with 8' high backs and 3' high sides
- Booth identification sign
- Two (2) chairs
- One (1) Wastebasket
- Includes Lunch for two (2) Representatives

Nonprofit Booth: (Nonprofit documentation must accompany reservation form to complete booking).

Nonprofit booths include:

- Two 5' Tables = \$250 / \$350 after 10/23/15
- Exhibit booth draping with 8' high backs and 3' high sides
- Booth identification sign
- Two (2) chairs
- One (1) Wastebasket
- Includes Lunch for one (1) Representative

Exhibit Area Space



Michigan Joint Social Studies Conference Contract

For Sponsorship, Exhibit Space, and Advertising

Friday, November 6, 2015

Oakland Schools • Waterford, Michigan

Early Registration Deadline is October 23, 2015

1. Contact Information:

Company: _____

Contact person: _____

Mailing Address: _____

City, State, Zip: _____

Phone: _____ Fax: _____

E-mail: _____

Website: _____

2. Exhibit Information:

Booth Space:

Each exhibit space will be 12' x 8'

Booth Sign:

One 7" by 44" sign provided per booth. The following is the correct lettering of our company name, as it should appear (please print):

Booth Representation:

Each booth is allowed two (2) representatives. Nonprofits allowed one (1).

1. _____

2. _____

Additional Representatives @ \$50.00 each.

3. _____ 4. _____

3. Payment Information:

Payment is due in full with the application by October 30, 2015.

Total Amount Committed: \$ _____

Payment Type: Check - Payable to: Michigan Council for the Social Studies

If paying by credit card, please go online to www.mcssmi.org and click the online Exhibitor Application. After selecting your options, you will be directed to PayPal, a secure online payment system, where you can enter your credit card.

4. Commitments & Opportunities:

Exhibit Space	
Vendor Booth	<input type="checkbox"/> \$350
After 10/23/2015	<input type="checkbox"/> \$450
Nonprofit Booth	<input type="checkbox"/> \$250
After 10/23/2015	<input type="checkbox"/> \$350
Additional Exhibit Representatives @ \$50 each	<input type="checkbox"/> \$50 x ____
Electricity (extension cord provided)	<input type="checkbox"/> \$25
Sponsorships	
Friday Luncheon at Oakland Schools	<input type="checkbox"/> \$500
Commercial Presenter	<input type="checkbox"/> \$550
Advertisements	
Conference Program: Available until 10/19/2015	
Full Page	<input type="checkbox"/> \$350
After 10/12/2015	<input type="checkbox"/> \$450
½ Page	<input type="checkbox"/> \$200
After 10/12/2015	<input type="checkbox"/> \$300
¼ Page	<input type="checkbox"/> \$150
After 10/12/2015	<input type="checkbox"/> \$250

PLEASE SIGN IN THE SPACE PROVIDED AND FORWARD YOUR COMPLETED CONTRACT WITH FULL PAYMENT TO:

MCSS, 2111 Pontiac Lake Rd., Waterford, MI 48328

Checks should be made payable to:

Michigan Council for the Social Studies

I have read and agree all Rules and Regulations on the reverse side of this contract. No agreement other than those contained in this contract shall be binding upon the parties unless in writing, signed by the Show Manager.

Signed: _____

Conference Inquiries:

For more information about the Conference, please contact:

Amy Bloom, Co-Chair

MCSS

2111 Pontiac Lake Rd., Waterford, MI 48328

Phone: 248-209-2003, e-mail: info@mcssmi.org

Rules and Regulations

Definition of Terminology – As used herein in reference to the 2015 Michigan Joint Social Studies Conference, the words “MCSS”, “Conference”, “Conference Management”, “Exhibits Manager” and “Management” refer to the Michigan Joint Social Studies Conference, acting through its agents or its employees in the management of the Conference and vendor Exhibition Premises; “Exhibitor” refers to those companies and corporations contracting for the MCSS exhibition; “Exhibition Premises” and “Hall” refer to Oakland Schools.

Contract for Space – Your signed official application for exhibit space will constitute a contract for the right to use. **Payment in full is due with the application by October 30, 2015.** Booth charges are shown on the Exhibitor Prospectus and Contract. All contracts are expressly made subject to the terms for the MCSS lease relating to the Exhibition Premises. The exhibit space is contracted to a single organization. There is no sharing of booths.

Cancellations – The Exhibits Manager shall have the right to retain the exhibit fee as liquidated damages. Exhibitors may not sublease, reassign or apportion a whole or any part of the space assigned. Cancellation before October 19, 2015- Booth fee minus \$50 processing fee. After application deadline October 19, 2015 - no refund.

Space Assignment – In the assignment of booths, MCSS will assign space according to the postmark or date of receipt and product type. MCSS will make every attempt to not put like product types next to each other. Space is leased with the understanding that the exhibitor will hold MCSS harmless from any and all liability that may result from any cause whatsoever.

Booths and Decorations – The Exhibit area space is as shown in the Prospectus. Each booth has dimensions of 12' x 8'. The height of the back wall shall be 8' with 3' side rails. No construction in the exhibit space shall be in excess of 8' in height. Any construction in excess of 4' in height must be kept within 4' of the rear of the booth. Display boards and other tall exhibits shall not be placed in a manner that will interfere with other exhibits.

Booth Furnishings – Each booth includes (A) a standard 8' h by 12' w back wall drape and 3' h sides (not included in Table Tops); (B) a standard 7" by 44" booth sign including Exhibitor name; (C) general illumination; (D) two 5' tables; (E) 1-2 chairs; and (G) 1-2 name badges. Additional name badges can be purchased for \$50.

Booth Exclusions – The booth rental fee does not include such items as settees, telephone service or electricity. All telephone and electrical services can be ordered through the MCSS. All costs related to the above listed booth exclusions are borne by the Exhibitor.

Shipping and Storage – Oakland Schools will accept materials no more than 3 days prior to the start date of the Conference. Please mark your materials with MCSS Conference and deliver them between November 2-4, 2015.

Admission – Admission to the Michigan Joint Social Studies Conference will be by official name badge entitling the wearer to unlimited attendance. Exhibitors and their representatives must wear these badges at all times while on the display floor. These badges are issued for the exhibitor's protection and identification. They are not transferable and must not be loaned or given to other persons; violators will be barred from the Exhibition Premises. The Exhibits Manager shall have sole control of admission policy at all times.

Rejection and Penalties – The Exhibits Manager reserves the right to restrict, reject or prohibit any exhibit in whole or part which because of noise or for any other reason becomes objectionable, with or without giving cause. If cause is not given, liability shall not exceed the return to the Exhibitor of the amount of rental unearned at the time of rejection. If an Exhibitor is rejected because of a violation of these rules, or for any stated reason, no return of rental shall be made. The Exhibitor shall abide at all times by any and all regulations and requirements of Oakland Schools with respect to the exhibits or any other matter connected herewith.

Advertising Matter – The Exhibits Manager reserves the right to refuse to permit distribution of souvenirs, advertising, printed matter or anything else considered objectionable. Distribution of allowed materials other than from within an exhibitor's space is forbidden. MCSS will not be liable for any injuries resulting from prize drawings, raffles, or promotional contests that require any degree of physical skill by the contestants.

Advertising/Bag Inserts – The Exhibitor shall not distribute or circulate, or permit to be circulated, any advertising materials or programs in or around the premises except such advertising that pertains to the Exhibitors current show. All promotional plans must be submitted to the MCSS Office at least one month prior to the Conference, and unless approved, will be prohibited.

Sharing of Space – There is one organization per booth. There is no sharing of space allowed.

Permits – Any necessary permits are the responsibility of the exhibitor - i.e., food preparation and health inspection.

Solicitation of Business – Solicitation of business will be permitted by Exhibitors only. The exhibitor shall be responsible for any state or local taxes that may be applicable. All merchandise sold and delivered on the Exhibition Premises must be accompanied by a sales receipt.

Arrangement of Exhibits – Exhibitors must agree to arrange their exhibits so as not to obstruct the general view nor hide other exhibits. No partitions other than the side dividers provided by the Exhibits Decorator will be allowed unless specifically approved. Exhibitors may use cards or signs of appropriate size on individual exhibits, and on partitions, but large display signs must be approved by the Exhibits Manager. Side dividers may not be removed.

Show Hours (subject to change) – The exhibit premises will be open as follows:
Friday, November 6, 7:30am – 4:00pm

These hours are subject to change; please refer to future correspondence for updates.

Installation of Exhibits – Booth spaces will be available for installation from 5:00pm-8:00pm on Thursday November 5, 2015. The installation of exhibits and removal of all boxes and crating must be completed by 6:30pm, Friday, November 6, 2015.

Dismantling – The Exhibitor agrees to have all materials removed by 6:30pm, Friday, November 6, 2015. Any material left on the floor after this time will be discarded.

Noisy and Obnoxious Equipment – If the operation or apparatus produces noise of sufficient volume or odors found to be annoying to neighboring Exhibitors and guests, it will be necessary to discontinue such operation. The Exhibitor agrees that radio, television, motion picture or other audio and visual aids will be operated in such a manner and place as to provide no inconvenience to other Exhibitors. Sound may be at a level to reach the immediate vicinity of the Exhibitor's area only and the Exhibits Manager reserves the right to prohibit the use of any equipment violating these regulations.

Compliance with Fire Regulations – Fire-hose cabinets must be left accessible and be in full viewing at all times. Flammable and related materials which conflict with the underwriting, Oakland Schools, or Fire Department rules must of necessity be excluded. The use of paper in any form for decoration is prohibited. All decorations, draperies, table covers, etc., must be flame proof. All materials and fluids that are flammable are to be kept in safety containers. All packing containers, excelsior and wrapping paper, are to be removed from the floor and must be stored under tables or behind displays. **THE PREMISES IS A SMOKE-FREE ENVIRONMENT.**

Insurance – In all cases, exhibitors wishing to insure their goods must do so at their own expense.

Care of Building – Acceptance of exhibit space makes it obligatory on the part of the Exhibitor and its employees that they shall not deface, injure, nor mar the Exhibition Premises. Nothing shall be posted on, tacked, nailed, screwed or otherwise attached to columns, walls, floors or other parts of the building or furniture. No gasoline, kerosene, acetylene, candles or other flammable or explosive substance will be permitted by Oakland Schools. Any damage done shall be made good by the Exhibitor to MCSS or Oakland Schools as their interests may appear. In addition, this contract shall include all rules and regulations set forth by Oakland Schools.

Liability – Neither MCSS, the Exhibits Manager, Oakland Schools, nor others associated with the management of the Conference, will assume responsibility for the safety of the property of the Exhibitor, its officials, agents, or employees, from theft, damage by fire, accident or other causes, but will use reasonable care to protect against such loss. It is agreed that the Exhibitor shall indemnify and hold harmless MCSS, Oakland Schools and others associated with the Conference and Exhibits Management from all liability which might result from any cause whatsoever. There will not be a security guard present when the Exhibit Hall is closed. The exhibit hall will be held in the atrium area at Oakland Schools. The Oakland Schools building is open from 7:00am-7:30pm. It is incumbent on exhibitors to secure their belongings between 7:00am-7:30pm. MCSS, Oakland Schools and others associated with the management of this Conference, shall not be liable for non-fulfillment or commitment for the delivery of space by reason of the Oakland Schools Conference Center premise being damaged or destroyed or rendered unusable by fire, accident, acts of nature or public enemy, strike, authority of law or any other cause. In the event that the Conference cannot be held or space delivered to that purpose, MCSS's sole liability shall be to reimburse the Exhibitor pro rata on monies actually paid by such Exhibitor less any and all cash or charges paid or incurred for advertising, administration and similar purposes.

Social Activities Guidelines – On regularly scheduled conference days, social activities sponsored by exhibitors shall be limited to functions or gatherings which do not directly conflict with the scheduled MCSS sessions, concerts, evening events, luncheons, or exhibit hours. Functions in conflict will not be publicized by MCSS.

General – These rules are subject to revision by MCSS, and all points not covered herein are subject to its decision. These rules have been formulated for the best interests of the Exhibitors, as well as MCSS, and Exhibitors are respectfully requested to cooperate in observance of them. No amendment to the contract will be accepted.