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<http://www.taea.org>



December 28, 2016

Dear TAEA Vendors,

After another successful conference, I would like to take this opportunity to thank you for your participation, and support of art education on behalf of the TAEA Executive Board and Commercial Exhibits Team and association membership. Each of you graciously interacts and inspires art teachers who in turn share their knowledge of new products, techniques and methods with their students and our future artists.

Again this year we received positive feedback from our attendees and witnessed long waiting lines to enter the hall for the next session of artful interaction, experiences, exploration with new products and shopping. It is very rewarding to see the sincere excitement when the teachers have won a donated door prize or walk away with free samples to take back for use in their classrooms. The demos at the booths are always a hit, and many art educators feel they are just as powerful as a regular workshop session or a walkup workshop.

Thank you to all vendors who presented workshops in addition to purchasing booth space. By doing so, you reinforce that you share the core belief that art is a universal language. 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.

The Dallas conference was a wonderfully successful conference, in a beautiful art-filled venue. The total attendance for the 2016 Conference was 2,303. The total membership of TAEA is 4,126. 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. Plans are already being formulated for the **2017 TAEA Conference** to be held in **Galveston, November 1-4**. The host hotel will be **Moody Gardens**. Fourteen exhibitors have already reserved booths for our 2017 conference. Please reserve your space as soon as possible as we look forward to your positive presence once again.

I am looking forward to working for you to make the next conference an awesome one.

Thanks for another wonderful conference,
Ricia Kerber,
TAEA Commercial Exhibits Director



**Reservation for TAEA Exhibit Space
2017 Moody Gardens Convention Center
November 1-4, 2017**

Exhibits are open November 2-4, 2017

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 \$500.00 each additional booth \$475.00 until October 1, 2017

After October 1, 2017 the cost becomes \$500.00 per booth

Sustaining		<input type="checkbox"/>	<input type="checkbox"/>	<i>Deposit</i>	_____
Membership	Cost	\$44.00	Yes	No	<i>+ Sustaining Membership</i> _____

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 a preference on location? _____



Reservation for TAEA Exhibit Space
Paying In Full
2017 Moody Gardens Convention Center
November 1-4, 2017

Exhibits are open November 2-4, 2017

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 - \$44.00

\$ _____ Total Paid

1st Booth \$500.00 each additional booth \$475.00

1 Booth \$500.00

2 Booths \$975.00

3 Booths \$1,450.00

4 Booths \$1,925.00

Credit Card: ☐ Visa ☐ Master Card ☐ American Express

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

Exp. Date _____

Check No. _____ *Make check Payable to TAEA*

Reserved By _____

Position with Company _____

You may attach Business Card

Address _____

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

Telephone _____ **Fax Number** _____

Email _____

Do you have a preference on location? _____



TAEA General Regulations for Exhibitors

Sustaining Membership:

- Texas Art Education Association requires **ALL** commercial exhibitors to become sustaining members
- Cost is \$44.00 for annual sustaining membership
- Renewal and New Vendor Applications for membership are on line 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 shown 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 2, 2017, at 8:00 A.M.**
- Pre-setup is available on Wednesday, November 1, 2017 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. Proposals 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. – 8:30 P.M. after the exhibits close on Thursday. Please come as you are.
- Friday
 - ❖ 9:00 A.M. doors open to all of the attendees and will remain open until 2:00 P.M.
 - ❖ Reopens from 4:00 until 7:00 P.M.
 - ❖ During General Session, exhibits will be closed and exhibit area will be locked
- Saturday
 - ❖ 10:00 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

Cancellations: If cancellation by exhibitor is necessary, your cancellation must be submitted in writing to TAEA to the exhibit coordinator at the address listed below. For cancellations postmarked before October 1, 2017, one half of your deposit will be refunded. For cancellations postmarked after October 1, 2017, no refund will be made.

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 1:45 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.

TAEA AD Opportunity:

	One time	Both Pre-conference STAR and Conference Program
Eighth page (3.5"x2.5")	\$50	\$80
Quarter page (3.5" x 5")	\$75	\$130
Half page (3.5"x10" or 7"x5")	\$100	\$180
Full page (7"x10")	\$200	\$350

If you would like to advertise in the conference program, please contact our Executive Director, Sara Chapman at schapman04@comcast.net.

To place items or catalogs into conference bags or sponsor an activity, please contact our Executive Director, Sara Chapman at schapman04@comcast.net.

Payment:

Send credit card information or check made payable to TAEA along with the Exhibit Reservation form found on pages 2 and 3 to:

Ricia Kerber
Commercial Exhibit Director
914 Delesandri Ln.
Kemah, TX 77565

Looking forward to having you with us in Galveston, Texas

Ricia Kerber
TAEA Commercial Exhibits Director
Rkerber59@comcast.net
281-957-9138