



2010 TAEA  
Austin

**GREETINGS FROM THE TEXAS ART EDUCATION  
ASSOCIATION**

**Nurturing the Creative Spirit...  
"Keep Art Weird"  
in AUSTIN, TEXAS**

Once again, we are in the planning stages of our 2010 fall conference, November 11-14, in our state capitol. All activities will be in the Austin Convention Center. This center is directly across the street from the conference hotel which is the Austin Hilton Hotel. This year we advise you to book your room TODAY as there is a Texas University home football game on Saturday!

You will find most of the exhibitors that were at our national conference in Minneapolis will in attendance in AUSTIN, as well as several other companies.

Today, the Texas Art Education Association has the largest membership (3475) of any state art association and last year we had over 1800 in attendance at our conference in Dallas. We expect 2000 educators, from all parts of Texas, and some from neighboring states, to join us in AUSTIN and we anticipate an even larger conference this year as AUSTIN is so centrally located and has a large variety of entertainment.

The exhibit space rates are \$450 for one booth and \$425 for each additional booth until October 1st and then the rates change to \$475 for each booth. TAEA requires all exhibitors to become members of the organization. FOR YOUR CONVENIENCE, WE HAVE A SUSTAINING MEMBER CATEGORY FOR A FEE OF \$36 FOR AN ANNUAL MEMBERSHIP. PLEASE INCLUDE THIS FEE WITH YOUR APPLICATION FOR EXHIBIT SPACE AND SEND TO THE EXHIBITS COORDINATOR. We do assign booth space on a first in, first served basis and a \$100 deposit is required for each booth. Final payment for all booth spaces must be made by October 11, 2010. 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 your booth. The show colors are red, yellow and blue. Freeman

**will be handling all freight for your company and you will hear from them shortly after requesting your booth space.**

**Because you are special, the executive committee of the Texas Art Education Association will host a welcoming reception in your honor on Thursday night after exhibits close. It will be “come as you are” from the exhibit hall.**

**It is our sincere wish that you will share your product information with the inquisitive and interested teachers in AUSTIN. As is our custom, we will have drawings for door prizes to be given away throughout the hours that the exhibits are open. This lively activity keeps the crowds coming! We promise you much attention from our Texas educators. They always welcome the exhibitors as a large part of our conference.**

**Please plan to come and enjoy our outstanding conference in Texas. AUSTIN has so many interesting activities, you might consider bringing your family for a few days to enjoy this historic location.**

**Sincerely yours,**

*Daphna Lilienstern*

**Daphna Lilienstern  
Exhibits Coordinator  
522 Dartmouth Drive  
Tyler, Texas 75701-8806  
(903) 561-8130  
E-mail: [daphna9@sbcglobal.net](mailto:daphna9@sbcglobal.net)  
Fax: (903) 939-9498**

**TEXAS ART EDUCATION ASSOCIATION  
CONFERENCE  
CONTRACT SPECIFICS**

**AUSTIN, TEXAS ...2010**

**The TEXAS ART EDUCATION ASSOCIATION represents 3475 members from throughout Texas. They are engaged in teaching art and are genuinely interested in advancing their professions. We expect approximately 2000 of these educators will be attending the 2010 Fall Conference to be held at the Austin Convention Center . The dates of our conference, for exhibitors, are November 11, 12, and 13. All of the conference activities will be held at the Convention Center in EH5. The conference hotel is the Austin Hilton Hotel which is directly across the street from the convention center. WE RECOMMEND THAT YOU BOOK YOUR ROOM NOW as there is a University of Texas home football game in Austin on that Saturday. Ask for the TAEA Room Block.**

**As always, attendees will want to see what is new in the art materials market, what colleges have to offer and those services that art educators could enjoy. You, as exhibitors, will have the opportunity to present your services to a broad spectrum of art educators. Exhibits provide a significant feature of the conference since educators depend on the art materials for the tools to enhance their teaching skills. Exhibitors have the chance to display their products and services to those who influence purchasing, and will be reaching an exclusive education audience. Teachers, supervisors, department chairpersons and administrators are searching for new and innovative products for use in schools and universities throughout Texas and some nearby states.**

**We generally have over 80 exhibitors and have 120 booths for exhibitors in our exhibit hall this year.**

## **GENERAL REGULATIONS FOR EXHIBITORS**

**SUSTAINING MEMBERSHIP:** The Texas Art Education Association requires ALL commercial exhibitors to become sustaining members of the organization. A \$36 annual membership fee is expected unless the exhibitor is already an active member of TAEA. Please include this fee with your exhibitor contract.

**STANDARD BOOTH:** This contract provides a booth with flame-proof back wall and drapery, a standard booth sign carrying the exhibitor's name, security guard service both Thursday and Friday nights, and one six foot draped table with two side chairs. The booth size is 10'x 10' with 3' draped sidewalls. All dimensions and locations shown on the floor plan are believed, but not warranted, to be accurate. Security will be provided when exhibits are not open. Our show colors are red, yellow and blue. The exhibit hall is not carpeted but is well lighted.

The Commercials Exhibits Coordinator 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 Company. 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 UNDERWRITERS.

**BOOTH REGULATIONS: \*\*\* If you desire extra time to set-up or have a lot of materials we can allow you to begin setting up after 12:00 noon on Wednesday, November 10<sup>th</sup>. There is a charge of \$200 for this service. All exhibitors can begin setting up booths on Thursday, November 11<sup>th</sup>. at 8:00 AM and we will open exhibits to conference attendees**

**because they are contrary to present beliefs in art education, are paint-by-number, coloring books and molds and kits, any type of tracing, which provides for no individuality. The Coordinator 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.**

**ASSIGNMENT OF BOOTH SPACE: Booths are assigned on a first-come, first-served basis. If none of your choices are available, space will be assigned which is most like the exhibitor's first choice. A floor plan is included in this packet.**

**ART MATERIALS GIVE-AWAY: To encourage more traffic in the Commercial Exhibits Hall, a drawing for prizes will continue throughout the three days of exhibits. Door prizes are awarded several times each hour and the exhibitor who donates the "give-aways" receives publicity over the PA system during the entire time of exhibits. Attendees do not have to be present in order to win but they must claim their prizes prior to the last hour exhibits are open on Saturday. At that time, all remaining door prizes will be given to a needy school chosen by the exhibits committee. The "give-aways" do not have to be expensive and exhibitors can be creative. You are under no obligation to participate. Please place a business card on each door prize so we can identify you for publicity. This has created quite an interest in the exhibit area and it definitely keeps the crowds coming!!**

**EXHIBITOR'S RECEPTION: This will take place on Thursday evening at the close of exhibits. "Come as you are" to this casual reception honoring you as our friends. The location will be announced at conference.**

**It is our sincere wish that you join us and share with our membership all that you have to offer. Texas art teachers are always inquisitive and interested in your products, ideas, and information. !! We promise you much activity**

from 4:00PM-7:00PM. The executive board of TAEA will have a reception for our fabulous exhibitors from 7:30-8:30 after exhibits close. Come as you are!

**THIS YEAR, ONCE AGAIN...** We will open on Friday from 8:00AM-9:00AM with no other conference activities in opposition. That is correct. The only thing happening from 8-9 will be EXHIBITS. We will remain open until 2:00 PM and again from 4:00PM- 7:00 PM.

On Saturday, we will be open from 11:00AM-3:00PM. Tear down can begin at 3:00PM. We listen to your requests and ***we will levy a \$200 fine*** for any exhibitor that breaks down their booth earlier than 3:00PM on Saturday. These times are fairly firm but may change as we get closer to conference time. Booth sitters may be arranged through the Exhibits Coordinator. **ALL EXHIBITORS WISHING TO PRESENT A WORKSHOP OR PRESENTATION MUST BOOK AN EXHIBIT BOOTH SPACE.** A conference proposal is on line under [taea.org](http://taea.org) , then go to conference. For your pleasure, there will be an area set aside for exhibitors to relax and enjoy a few refreshments during the exhibit hours.

**EXHIBITOR AGREES:** That in the event of fire, strike, or unavoidable circumstances which would make the building unfit for use, the Exhibitor Space Contract will not be binding. That, neither the convention center or the Texas Art Education Association will be responsible for the safety of the exhibits against robbery, theft or damage by fire, accident or any other cause. There will be reasonable security and the exhibit area will be locked when not open to the public. The character of the exhibits must be acceptable to the Commercial Exhibits Committee. TAEA endorses the creative use of art materials and does not condone products and processes, which encourage imitations, does not allow for individuality, or are known to be harmful to the growth and development of children. Examples of specific products which cannot be approved

**from our Texas teachers. They are always interested in the exhibitors as much as any part of the conference.**

**IF YOU HAVE THE DESIRE TO ADVERTISE IN THE CONFERENCE PROGRAM, PLACE ITEMS OR CATALOGS INTO CONFERENCE BAGS OR SPONSOR AN ACTIVITY...**

**Contact our Executive Director, Sara Chapman  
at...schapman04@comcast.net**

## **AUSTIN INFO...**

**Austin Hilton Hotel  
500 East 4<sup>th</sup> Street  
Austin, Texas 78701  
512-482-8000**

**Austin Convention Center  
500 E. Cesar Chavez Street  
Austin, Texas 78701  
512-404-4000**

**By your request TAEA will be back in wonderful GALVESTON in 2011. We will be celebrating our 50th year as an art education association...!**



**2010 Membership Application**

Texas Art Education Association

14070 Proton Rd., Ste. 100, LB 9, Dallas, TX 75422

Phone: 972/233-9107 x212; Fax: 972/490-4219

Email: [jody@madcrouch.com](mailto:jody@madcrouch.com)

**Contact Information**

Name:			
Mailing Address:			
Home Phone:		Work Phone:	
Cell Phone:		Fax:	
Email Address:			

**TAEA Membership Status (check one)**

- I will be a new member. Please add my information to the TAEA database.
- I am a returning member. My TAEA number is: \_\_\_\_\_  
 School: \_\_\_\_\_ District: \_\_\_\_\_ TAEA Area: \_\_\_\_\_

**Professional Level (check one)**

- Elementary
- Middle School/Junior High
- Senior High
- Student at \_\_\_\_\_, anticipating graduation in \_\_\_\_\_
- Private School
- Higher Education
- Supervision/Administration
- Museum

**Membership Level (check one)**

- Active \$45**  
For those engaged in the teaching of art or the direction of art programs, or in the pursuits closely related to the art education field.
- Associate \$36**  
First Year Professional. For those just beginning their professional teaching career.
- Retired \$16**  
For those who are retired from the art education profession.
- Student \$16**  
For full-time students who are not yet employed as art educators.
- Sustaining Membership \$36**  
For conference exhibitors and businesses not actively engaged in art education.
- Institutional \$225**  
For institutions directly or indirectly involved in art education. Includes: ONE prepaid registration fee for the TAEA annual conference and three designated teachers' participation in VASE/Youth Art Month program – no substitutions can be made.  
List names and emails for the three participating teachers:  
 1.  
 2.  
 3.

**Payment Information**

- I will pay by check (attached) or Purchase Order (attached).
- I will pay using the credit card information provided below:

<b>Card Type:</b>  <input type="checkbox"/> Visa <input type="checkbox"/> MC <input type="checkbox"/> AmEx	<b>Number:</b>	<b>Expiration:</b>	<input type="checkbox"/> Dues	\$
	<b>Name as it appears on card:</b>		<input type="checkbox"/> Memorial Scholarship Fund Donation*	\$
	<b>Billing address:</b>	<b>3-digit CVV2 Code (back of card):</b>	<input type="checkbox"/> Building Fund Donation*	\$
	<b>Signature:</b>		<b>TOTAL PAYMENT</b>	\$

\*Donors of \$50+ may specify a tribute.  
 Check one:  
 "In honor of"       "In memory of"  
 Honoree:

# Texas Art Education Association

November 10-13, 2010

Hall 5 at the Austin Convention Center, Austin TX

1/8/2010 FDL

**BOOTH COUNT**

Inventory as of 01/08/2010

Dimension Qty  
10'x10' 162

**BLDG. LEGEND:**

- WOMEN
- MEN
- ESCALATOR
- FREIGHT ELEVATOR
- PASSENGER ELEVATOR
- STAIRS
- UTILITY FLOOR PORT
- FH FIRE HOSE
- FX FIRE EXTINGUISHER
- FS FIRE STROBE
- PS FIRE PULL DOWN STATION

FLOOR PLANS ARE SUBJECT TO FIRE MARSHAL REVIEW AND APPROVAL

- LINE TYPE LEGEND**
- AIRWAY
  - DRAIN

**F R E E M A N**

DRAWING STARTED:  
1/8/2010 FDL  
FILE PATH:  
I:\Shows\Shows\_2010\11-Nov\Texas Art Education Assn\Floor Plans

DRAWING NAME:  
TAEA

JOB NUMBER:  
Job Number

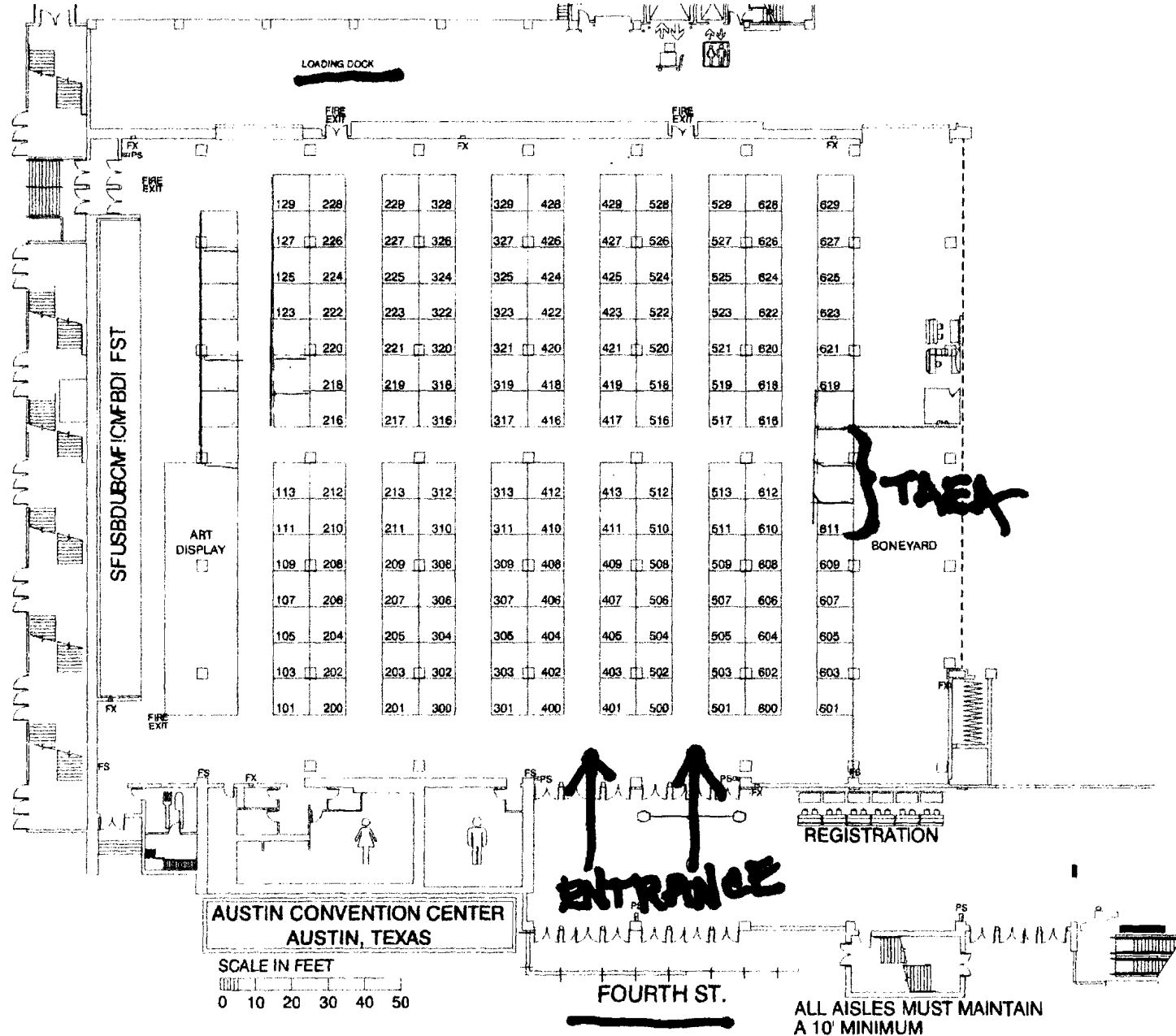
ACCT. EXEC:  
BRENDA HOFFMANN

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*Handwritten note:* All aisles must maintain a 10' minimum

# **YOU MUST RETURN THIS FORM..**

**(2 PAGES)**

**Texas Art Education Association Conference  
Exhibit Space Application Contract**

**November 10-14, 2010**

**Austin, Texas**

**APPLICATION FOR EXHIBIT SPACE AT THIS  
CONFERENCE INDICATES THE APPLICANT'S  
WILLINGNESS TO ABIDE BY ALL EXHIBIT TERMS,  
CONDITIONS AND GENERAL REGULATIONS**

**NAME OF EXHIBITOR** \_\_\_\_\_

**STREET ADDRESS** \_\_\_\_\_

**CITY, STATE, ZIP CODE** \_\_\_\_\_

**MAILING ADDRESS** \_\_\_\_\_

**PHONE (    )** \_\_\_\_\_ **FAX (    )** \_\_\_\_\_

**E-MAIL** \_\_\_\_\_

**TOTAL NUMBER OF EXHIBIT BOOTHS REQUIRED** \_\_\_\_\_

**YOUR CHOICE OF EXHIBIT SPACE LOCATION...**

**1<sup>ST</sup>** \_\_\_\_\_ **2<sup>ND</sup>** \_\_\_\_\_ **3<sup>rd</sup>** \_\_\_\_\_

**BOOTH PRICE IS \$450 FOR ONE BOOTH AND \$425 FOR EACH ADDITIONAL BOOTH UNTIL OCTOBER 1, 2010 AND THEN THE RATE CHANGES TO \$475 FOR EACH BOOTH. A \$100 DEPOSIT IS REQUIRED FOR EACH BOOTH SPACE. TAEA REQUIRES ALL EXHIBITORS TO BECOME SUSTAINING MEMBERS OF TAEA AT A FEE OF \$36 FOR AN ANNUAL MEMBERSHIP. PLEASE INCLUDE THE \$36 WITH YOUR BOOTH PAYMENT. FINAL EXHIBIT SPACE PAYMENT IS DUE BY OCTOBER 11, 2010. CANCELLATION AFTER THIS DATE WILL REFLECT NO REFUND OF**

**MONIES. PRIOR TO THIS DATE ONE-HALF OF THE DEPOSIT WILL BE REFUNDED.**

**LETTERING FOR THE STANDARD SIGN FOR YOUR BOOTH SHOULD READ...**

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**NAMETAGS NEEDED FOR (GIVE NAMES)**

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**PLEASE RETAIN THE EXHIBIT SPACE FLOOR PLAN THAT ACCOMPANIES THIS CONTRACT FOR YOUR REFERENCE AND RETURN THIS FORM AND THE SUSTAINING MEMBERSHIP FEE WITH YOUR CHECK MADE PAYABLE TO "TAEA CONFERENCE", MAIL TO:**

**DAPHNA LILIENSTERN, EXHIBITS COORDINATOR  
522 DARTMOUTH DRIVE  
TYLER, TEXAS 75701-8806  
PHONE 903/561-8130 E-MAIL daphna9@sbcglobal.net  
FAX 903/939-9498**

**SIGNATURE**\_\_\_\_\_

**PLEASE PRINT NAME**\_\_\_\_\_

**YOUR POSITION**\_\_\_\_\_

**PLEASE HELP US BY DONATING DOOR PRIZES...THEY HELP TO KEEP THE EXHIBIT HALL FULL OF EXCITED TEACHERS. YOU CAN BE "CREATIVE" IN YOUR GIVE-AWAYS !!!**

**WE APPRECIATE YOU MORE EACH YEAR !!**