



**Kalahari Resorts & Conventions
Austin Area**

November 3-6, 2021

Exhibitors Packet



March 4, 2021

Dear Exhibitors,

TAEA will be holding their conference in Round Rock, TX at the Kalahari Resorts and Conventions, located in the Austin area from November 3-6, 2021. Exhibits will open on November 4-6, 2021.

TAEA will also continue with the Virtual Conference, if you are an exhibitor for our onsite conference there will not be a charge. More information will be sent at a later date. If you were not part of our virtual conference in 2020 here are few tips if you would like to participate this year. You will need to submit:

- Exhibitor profile and contact information
- Videos, product guide
- Lessons with your product(s)
- Banner size: 640 X 110 - no charge

We have learned that unforeseen circumstances can cancel an event or external factors outside our control can place everyone's safety at risk. TAEA will proceed with continued safety and success with our Exhibitors. We will be working with Freeman and will follow their Safe Connect which is a set of standards and protocols to keep attendees safe. Freeman is also aligned with the Global Biorisk Advisory Council standards.

If we have to cancel our event:

- We will contact everyone that has reserved a booth(s)
- We will contact you about processing refunds or extending to 2022 conference

Planning for our 2021 TAEA Conference at Kalahari Resorts is well underway, and the excitement is building. TAEA recognizes an integral part of a quality conference experience is centered on the Commercial Exhibits. We appreciate the long-standing relationship that has been nurtured with the outstanding companies who serve the art community, and look forward to promoting the bridge between the teacher/consumer and the fine companies that exhibit at our TAEA conference.

Thank You,

Ricia Kerber



**Reservation for TAEA Exhibit Space
2021 Kalahari Resorts & Conventions
November 3-6, 2021**

Exhibits are open November 4-6, 2021

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, 2021

After October 1, 2021 the cost becomes \$525.00 per booth

Sustaining ☐ ☐ *Deposit* _____
Membership **Cost** **\$44.00** **Yes** **No** *+ Sustaining Membership* _____

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
2021 Kalahari Resorts & Conventions
November 3-6, 2021

Exhibits are open November 4-6, 2021

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 online at www.taea.org

Exhibitor Agrees:

- In the event of a fire, strike, natural disaster 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.
- ALL service animals brought to a TAEA conference: TAEA requires a current and valid vaccination certification from a veterinarian on the animal's health. Proof of liability insurance through the therapy group you are registered with is required and must be provided 7 days prior to the conference. The animal must be on a leash or be kenneled at all times throughout the TAEA conference. This policy is for the safety and health of all our TAEA members.

Assignment of Booths

- First-come, first served basis
- If your choice is not available, space will be assigned closest to your choice
- Floor plan is included in packet or sent by email once it is approved 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 4, 2021, at 8:00 A.M.**
- Pre-setup is available on Wednesday, November 3, 2021 after 2:00 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 7:00 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
 - ❖ Vendor Showcase will be 4:00 – 5:00 P.M.
- Saturday
 - ❖ 9:00 A.M. – 2:00 P.M.
 - ❖ Tear down starts at 2:15 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, 2021, one half of your deposit will be refunded. For cancellations postmarked **on or after** October 1, 2021, 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, Conference Program and Virtual Conference
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 chapmansara43@gmail.com.

To place items or catalogs into conference bags or sponsor an activity, please contact our Executive Director, Sara Chapman at chapmansara43@gmail.com.

TAEA APP Opportunity:

We will have the smartphone app again this year. If you are a returning vendor and need to update your information, please contact me. If you are a new vendor, I will send an email and get you set up. We are looking for co-banner sponsorship for the app. The cost will be \$500 to be a banner sponsor; this will get: your logo on the app front page and 3 free alerts during the conference. For more information contact Executive Director Sara Chapman at chapmansara43@gmail.com.

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 Round Rock, Texas

Ricia Kerber
TAEA Commercial Exhibits Director
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281-658-7662