

***Call for Exhibitors !***

The 18<sup>th</sup> Annual New England

**Christa McAuliffe**

**Technology Conference ~ 2004**



*"I Touch the Future,  
I Teach" . . .  
with Technology*

You are invited to join us at . . .

A Three Day  
Conference  
November 30<sup>th</sup> through  
December 2<sup>nd</sup>, 2004  
at the Sheraton Nashua Hotel  
in Nashua, New Hampshire

Co-Sponsored by  
New Hampshire School Administrators Association (NHSAA)  
and  
New Hampshire Affiliate of the International Society for Technology in Education  
(NHSTE)

*To be an exhibitor at New England's largest educational technology conference,  
complete the registration form and send it to:*

*NHSAA, 46 Donovan Street, Suite 3, Concord, NH 03301  
Toll-Free Phone: 1-866-753-4479 Fax: (603) 225-3225 E-mail: [heidi@nhsaa.org](mailto:heidi@nhsaa.org)*

★ ★ ★ *Reach for the Stars* ★ ★ ★  
 ★ ★ ★ *Reach Your Marketing Audience with*  
*Us* ★ ★ ★

**If YOUR company provides the following PRODUCTS or SERVICES:**

hardware ★ software ★ networking ★ curriculum and assessment ★ consulting ★ professional development  
 school furniture ★ distance learning ★ telecommunications ★ Internet access ★ assessment  
 educational, legal or architectural services ★ administrative management systems  
 school equipment/supplies ★ PDA applications and add-ons ★ peripherals ★ decision-support systems

**If YOU need access to the following DECISION-MAKERS:**

Superintendents ★ Assistant Superintendents ★ School Board Members ★ Library/Media Specialists  
 Directors of Technology ★ Business Managers ★ Technology Savvy Educators ★ State Legislators  
 Department of Education Staff ★ Special Education Directors

**If YOU wish to have an impact in the following GEOGRAPHICAL AREAS:**

New Hampshire ★ Massachusetts ★ Connecticut ★ Maine ★ Rhode Island ★ Vermont

*Then you need to be at the 2004 Christa McAuliffe Technology Conference  
 in Nashua, New Hampshire, **November 30<sup>th</sup> – December 2<sup>nd</sup>, 2004***

Get the competitive edge at this three-day event,  
 packed with over 2,000 of New England's technology leaders.

★ ★ ★ **SPONSORSHIPS** ★ ★ ★  
 ★

***Be the proud sponsor of one of our speakers,  
 dining events, conference program, or  
 exhibitor guide and stand out from the  
 crowd!***

The Christa McAuliffe Technology Conference  
 presents a number of sponsorship opportunities:

- Keynote Speaker ★ 3 sponsorships*
- Continental Breakfast ★ 3 sponsorships*
- Lunch ★ 3 sponsorships*
- Afternoon Health Break ★ 3 sponsorships*
- Computer Equipment ★ 3 sponsorships*
- Conference Program ★ 2 sponsorships*
- Exhibitor Guide ★ 2 sponsorships*

**Exhibitors are also encouraged to contribute to  
 our door prize raffles.**

*Please contact **Mark Joyce** regarding the  
 availability of sponsorships.*

★ ★ ★ **ADVERTISING** ★ ★ ★

*In September over **10,000 Conference  
 Programs** will be delivered or mailed to  
 educators throughout New England.  
 Approximately **2,000 Exhibitor Guides** will be  
 distributed at the conference.*

Exhibitors registering by **JULY 9, 2004** will be listed in the  
**Conference Program** (company and representative's  
 names) and **Exhibitor Guide** (complete Exhibitor Contact  
 Information) at no additional cost.

Exhibitors registering by **SEPTEMBER 17, 2004** will be  
 listed in the **Exhibitor Guide only** (complete Exhibitor  
 Contact Information) at no additional cost.

★ ★ **Expanded Advertising Options** ★ ★

*Exclusive advertising in **Conference Program**  
 Premier advertising in **Exhibitor Guide**  
 Full and half page advertisements  
 in the **Exhibitor Guide***

*Please contact **Heidi Lewis** with questions about  
 expanded advertising options.*

[\*\*heidi@nhsaa.org\*\*](mailto:heidi@nhsaa.org)

[mark@nhsaa.org](mailto:mark@nhsaa.org)

***PLEASE NOTE:*** Advertising costs vary and can be found on the enclosed registration form.

★ ★ ★ **EXHIBITOR SPACES** ★ ★ ★

**Select the exhibit space that meets your need, timeline, and your budget !!!**

**\*\*\*Standard THREE DAY OPTION\*\*\***

~~Large Conference Rooms (6) Sold Out!~~

Executive Meeting Rooms (29' x 18')

Seminar Rooms (14' x 9')

~~Deluxe Corners in the Grand Ballroom Sold Out!~~  
(spacious 10' x 10' areas in corners of the ballroom)

Deluxe Double Wall Spaces in the Grand Ballroom  
(spacious 20' x 6' areas around the perimeter of the ballroom)

Standard Exhibit Table ~ Draped 6' Table  
(Booth space is located in Nashua Grand Ballroom, Ashwood Court, and hallways - dimensions are 8' x 4')

Additional Adjoining Exhibit Table  
(to create a double space)

Standard Exhibit Table & 1 Hour Presentation  
(presentation will be listed in the program as a concurrent session)

**\*\*\*TWO-DAY OPTION (Tuesday & Wednesday)\*\*\***

Offered again this year, this Two-Day Option allows a limited number of exhibitors to attend Tuesday and Wednesday only and is available in **Ashwood Court ONLY**.

**Availability and cost of exhibitor space varies and can be found on the enclosed registration form.**

**REGISTRATION INCLUDES**

- ★ Draped exhibit tables are 6' long, include two chairs, one 110 v. outlet, and pipe and draping appropriate for the location.
- ★ **Two free exhibitor lunches** each day. Extra lunches may be purchased in advance for \$18.00 each per day.
- ★ Exhibitors registering by **JULY 9<sup>th</sup>** will be listed in the **Conference Program** (Company and Representative's Names) and **Exhibitor Guide** (Complete Exhibitor Contact Information) at no additional cost.
- ★ Exhibitors registering by **SEPTEMBER 17<sup>th</sup>** will be listed in the **Exhibitor Guide** (Complete Exhibitor Contact Information) only at no additional cost.

★ ★ ★ ★ ★ ★

Please contact the Sheraton directly (603) 888-9970 by **OCTOBER 22<sup>nd</sup>** if you require **any special adaptations** (i.e. telephone, extra electrical) and to define your room layout.

**This is your responsibility and IS NOT INCLUDED in the registration fee.**

★ ★ ★ ★ ★ ★

**Note: Internet will be available through separate order with the Sheraton**

★ ★ ★ **Details, Deadlines, and Contact Info** ★ ★ ★

**Details:**

- ◆ Exhibits will be open from 7:30 a.m. to 3:30 p.m. on both Tuesday (11/30) and Wednesday (12/01) and from 7:30 a.m. to 2:30 p.m. on Thursday (12/02). Note: Two-day exhibitors will be required to "tear down" between 3:30 p.m. and 5:00 p.m. Wednesday evening.
- ◆ Ample time is scheduled for visiting exhibits. Breakfasts and receptions are scheduled in the exhibitor areas to increase your visibility
- ◆ Payment is due at the time of registration. Please make checks payable to NHSAA, complete both sides of the registration form, make a copy for yourself, and send to:

**NHSAA, 46 Donovan Street, Suite 3, Concord, NH 03301**  
Fax to: (603) 225-3225 or E-mail: [heidi@nhsaa.org](mailto:heidi@nhsaa.org)

**Once your registration is received, your participation will be confirmed. No refunds are given.**

**Deadlines**

- ◆ **July 9<sup>th</sup>** ~ registration & payment to be listed in the **Conference Program**
- :
- ◆ **July 9<sup>th</sup>** ~ presentation/concurrent session description(s) due, if applicable
- ◆ **September 17<sup>th</sup>** ~ registration & payment to be listed in the **Exhibitor Guide**
- ◆ **September 17<sup>th</sup>** ~ photo-ready copy for **ADVERTISEMENTS** in Exhibitor Guide
- ◆ **October 22<sup>nd</sup>** ~ contact the Sheraton for special arrangements
- ◆ **November 12<sup>th</sup>** ~ late fee will be assessed by the hotel for **ALL REQUESTS** received after 11/12

◆ **November 30<sup>th</sup>** ~ exhibits must be set between noon and 6 p.m. Monday at the Sheraton

*Contact:*

Please direct all questions regarding reservations to **Heidi Lewis** at NHSAA.

**Toll-Free Telephone** ~ 1-866-753-4479 **Fax** ~ (603) 225-3225 **Email** ~ [heidi@nhsaa.org](mailto:heidi@nhsaa.org)

# Call for Exhibitors !

The 18th Annual New England

## Christa McAuliffe Technology Conference

November 30<sup>th</sup> – December 2<sup>nd</sup>, 2004

- ★ This is your **BEST OPPORTUNITY** to meet New England's technology decision-makers all in one location for three days at the Sheraton Nashua Hotel in Nashua, New Hampshire.
- ★ Acclaimed concurrent sessions feature an outstanding balance of educator and exhibitor presentations highlighting the **INTEGRATION OF TECHNOLOGY** in teaching, learning, and management.
- ★ The largest collection of **TECHNOLOGY EXHIBITS** for educators and school administrators in the Northeast. You will not be disappointed.
- ★ We continue to grow with **BROAD PARTICIPATION** of exhibitors, presenters, and participants exceeding 2000.

NHSAA  
46 Donovan Street, Suite 3  
Concord, NH 03301

Prsrt. Std. US Postage Paid Concord, NH Permit #82
---

*Open and respond immediately, Dated materials enclosed !!!*

**Exhibit space reservations are accepted and assigned on a first received and paid basis.**

*Reach for the Stars! Reach Your Target Market with Us !!!*

# Christa McAuliffe Technology Conference ~ 2004

*Please complete the contact information section as you would like to be listed in the conference program & exhibitor guide.*

★ ★ ★ ★ EXHIBITOR CONTACT INFORMATION ★ ★ ★ ★			
Contact Person(s) 1) _____	Title: _____		
2) _____	Title: _____		
Firm Name: _____	Phone #: _____		
Address: _____	Fax #: _____		
City: _____	State: _____	Zip: _____	
Email: _____	Web Site: _____		
Company/Product Description: (100 word maximum) please submit, <b>typed</b> , on a separate sheet of paper or via email , to heidi@nhsaa.org).			

*The Christa McAuliffe Technology Conference presents a number of exciting opportunities for your company to reach target markets through expanded exposure and participation.*

★ ★ ★ SPONSORSHIP & ADVERTISING ALTERNATIVES ★ ★ ★			
I am interested in the following:			
_____	Conference Program Sponsorship: Inside front and/or back cover(s)	\$5,000	each
_____	Exhibitor Guide Sponsorship: inside front and/or back cover(s)	\$ 800	each
_____	Keynote Sponsorship ( <i>contact NHSAA office for information</i> )	\$2,500	each
_____	Breakfast / Lunch / Health Break Sponsorship ( <i>contact NHSAA office for information</i> )	\$1,750	each
_____	Full-page advertisement in Exhibitor Guide: (8"h x 5"w)	\$ 400	each
_____	Half-page advertisement in Exhibitor Guide: (4"h x 5"w)	\$ 200	each

*The Conference offers a variety of exhibit spaces, please select your preferred option. Please refer to the diagram on the reverse side of this form for exhibitor space locations.*

**Exhibit space reservations are accepted and assigned on a first received AND paid basis.**

★ ★ ★ ★ EXHIBITOR SPACE OPTIONS ★ ★ ★ ★			
<b>I am interested in reserving the following exhibitor space:</b>			
1 <sup>st</sup>	Floor Large Conference Rooms (28' x 26')		<b>6 rooms available for 3 days Sold Out</b>
_____	1 <sup>st</sup> Floor Executive Meeting Rooms (29' x 18')		2 rooms available for 3 days = \$1,800
_____	1 <sup>st</sup> Floor Seminar Rooms (14' x 9')		6+ rooms available for 3 days = \$950
_____	Standard Exhibit Table Space (draped 6' table in 8' x 4' space)		3 days = \$750
_____	Additional Adjoining Exhibit Space (draped 6' table in 8' x 4' space)		3 days = \$600
_____	Standard Exhibit Table Space w/ONE Hour Presentation (as available, AV not included)		3 days = \$900
_____	Standard Wall Table Space (draped 6' table in 8' x 6' space)		3 days = \$800
Deluxe Corners in the Main Exhibit Area (10' x 10' corner space)			<b>Sold Out</b>
_____	Deluxe Double Wall Space (20' x 6')		3 days = \$1,500
_____	Single Standard Exhibit Table Space <b>2 days ONLY (Tues/Weds)</b>		2 days = \$550
<b>Free Lunches:</b> Exhibitor table/booth will receive two free lunches (box included) for each day (Tuesday/Wednesday/Thursday). Additional lunches are \$18.00 each and must be requested in advance.			
Tues: Box _____	Sit Down _____	Wed: Box _____	Sit Down _____
Thurs: Box _____	Sit Down _____	Thurs: Box _____	Sit Down _____
			#Extra Lunches _____
<b>EXHIBITOR TOTAL: \$</b>			

*I will contribute the following door prize to the conference to raffle:* \_\_\_\_\_

★ ★ ★ *We aim to please, comments from satisfied exhibitors* ★ ★ ★

*"We do many educational shows and this is top notch! We will be back."*

*"This conference seems to be well run with a perfect mix of workshops and free time for the attendees to visit the exhibits. I will certainly attend next year."*

If you have not attended this conference before, please request a copy of last year's conference program. We would be happy to send you one so you can see for yourself the quality experience we offer.

**Offered again this year, a *Two Day Exhibit Option*, be the "Focus" of attention for 2 days!!!**

*This option provides a unique opportunity for exhibitors who wish to exhibit for only two days.*

### EXHIBIT TABLE OPTIONS

- **Hallway A** - approx. 7 spaces
- **Hallway B** - approx. 9 spaces
- **Main Exhibit Hall Corners** - 3 spaces available
- **Main Exhibit Hall Deluxe Double Wall Spaces** – approx. 7 spaces
- **Main Exhibit Hall Center Spaces** – approx. 12 spaces
- **\*\*\*TWO DAY OPTION (Tues/Wed)\*\*\* Ashwood Court Only** – approx. 16 spaces

**If you are reserving an exhibit table, do you have a location preference? If so, please identify your first 3 choices with a 1, 2, or 3 respectively. We will try our best to accommodate your requests.**

- |   |   |   |
|---|---|---|
| <input type="checkbox"/> Hallway A  | <input type="checkbox"/> Hallway B                                | <input type="checkbox"/> Ashwood Court <b>***2-Day ONLY*** (Tues/Wed)</b> |
| <input checked="" type="checkbox"/> <del>Grand Ballroom Corner (Sold Out)</del> | <input type="checkbox"/> Grand Ballroom <b>Deluxe Double Wall</b> | <input type="checkbox"/> Grand Ballroom <b>Center</b>                     |

*Booth Space SIZE is defined on the Registration Form.*

*If you have a "Free Standing Exhibit Booth" it must fit within the dimensions noted.*

**All Main Exhibit Hall & Ashwood Court booth spaces will have pipe & drape.**

### ★ ★ ★ EXHIBITOR CHECKLIST ★ ★ ★

- Have you reviewed and selected desired sponsorship options?
- Have you reviewed and selected expanded advertising options?
- Have you selected and prioritized your preferred exhibit location?
- Have you completely filled out the EXHIBITOR CONTACT INFORMATION section?

Have you reviewed and marked all applicable deadlines on your calendar?

***Do not delay, mail your check and registration form today !!!***