

2017 California Science Education Conference Exhibitor Prospectus

October 13-14, 2017

Sacramento Convention Center



CALIFORNIA'S ADVOCATE FOR HIGH QUALITY SCIENCE EDUCATION

California
Science Teachers
Association (CSTA)

916-979-7004

cascience.org

classroomscience.org

Dear Valued Exhibitor:

For over 20 years the California Science Teachers Association has hosted the largest professional development conference for science educators in the state of California. Annually, the California Science Education Conference draws science teachers from all grade levels K-12, public and private schools, district level teachers, county office of education science coordinators, administrators, informal science educators, preservice teacher educators, and preservice science teachers. The conference is known by many science education entities in the state as the place to meet, network, and learn.

This year, the California Science Education Conference will return to the Sacramento Convention Center on October 13—15, 2017. CSTA is anticipating an attendance of approximately 1,800—2,100 educators. Given the economics of the state and its school system, this is an impressive number of California science educators in one location. With the implementation of the **Next Generation Science Standards** well into its second year, our program offerings around the new standards as well as the **Common Core** standards are sure to draw a crowd.

Teachers come to the conference not only for the professional development and networking opportunities, but also to stay on the cutting edge of what is available to them to enhance their students' learning, and to shop for classroom essentials. Teachers that attend the California Science Education Conference recognize the exhibit hall as a crucial part of their conference experience. It is their opportunity to meet with their suppliers, make contacts with new ones, and to have hands-on access to products that might otherwise be viewable only on the web.

The 2017 California Science Education Conference offers your company/organization the once-a-year opportunity to connect with California's science teachers and leaders in a forum that is friendly and productive. There are many benefits to exhibiting, and there are opportunities for you to expand your reach beyond the exhibit hall by presenting a workshop. I invite you to read on and learn more about the 2017 conference.

I thank you for your time and consideration. I hope that I will see you in Sacramento on October 13—15, 2017.

Sincerely,

Jessica L. Sawko
Executive Director

INFORMATION AND SPECIFICATIONS

CALIFORNIA SCIENCE TEACHERS ASSOCIATION—2017 CALIFORNIA SCIENCE EDUCATION CONFERENCE

Sacramento Convention Center, Sacramento, CA • October 13-15, 2017

BENEFITS TO EXHIBITING

TARGETED AND ENGAGED AUDIENCE

Approximately 1,600 science educators and preservice science teachers, from all grade levels and science disciplines, K-University. They teach life science, earth science, physical science, environmental science, marine science, integrated science, and interdisciplinary studies. Many of the attendees are leaders at their schools and in their districts. Many make purchasing decisions or have influence in the purchasing process. If you have a new product or service for science teachers, this is an excellent time to get feedback, in person, from your target audience.

Teachers attending the conference are always excited to visit the exhibit hall. They recognize the exhibit hall as the once-a-year opportunity that it is for them to meet with representatives from the companies they buy products from to ask questions and get answers. They enjoy learning about new products for their classrooms, buying supplies and books, shopping for fun and quirky science-themed gifts, clothing, and jewelry.

EXHIBIT HALL HOURS DESIGNED TO GIVE ATTENDEES TIME TO VISIT

Exclusive exhibit hall hours on Friday, October 13, 11:10 am - 12:30 pm and Saturday, October 14, 1:30 pm - 3:00 pm (approximately six Short Courses of limited attendance sessions conflict with this time, est. 100 people)

COORDINATED DOOR PRIZE DRAWINGS

CSTA conducts a coordinated, must be present to win, door prize drawing on Saturday, October 14, 1:30 pm - 3:00 pm. Exhibitors provide the prizes and the names of the winners selected from visitors to their booth. CSTA then collects the names of the winners and announces them on the exhibit hall paging system. Prize winners then go to the exhibitor's booth to claim their prize. This way exhibitors are sure that their prize will go to someone that actually visited their booth during the show and prize winners have the opportunity to thank the exhibitor in person.

OPPORTUNITY TO PRESENT A COMMERCIAL WORKSHOP

Only confirmed exhibitors may present commercial workshops. Commercial workshops are offered concurrently with other conference sessions. During the workshop, exhibitors may conduct product demonstrations, model lessons, and provide the opportunity for the teachers to have hands-on experiences with their products. The only restriction is that no sales may take place in

commercial workshop sessions. Sales are only allowed on the exhibit hall floor. Commercial workshops must go through a proposal and review process in order to be accepted. There is no cost to submit or present a commercial workshop.

DISCOUNTS ON ADVERTISING IN REGISTRATION BROCHURE AND PROGRAM BOOK

Exhibitors who also place ads in the registration brochure and/or the program book receive discounted advertising rates. See the Marketing Opportunities page for more details.

REGISTRATION LIST

After the conference, CSTA will email you a list (Excel sheet) of attendees with mailing addresses for the majority of participants. Some participants opt-out of having their information shared, in that case, CSTA will provide you only with their name. CSTA never shares or sells email addresses. If you would like to conduct pre-show marketing, exhibitors may purchase a pre-registration mailing list after September 25, 2017.

PROGRAM BOOK LISTING

All exhibitors who purchase a booth before August 31, 2017 are listed in the conference program book. The listing includes booth number, company name, address, phone number, email address, representative contact name, web address, and a 30 word description of your company.

Advertise Online For just \$50, you can add your listing to the conference's on-line program book and scheduler. See the Marketing Opportunities page for details.

Sample Listing in Program Book:

(continued on next page)

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CALIFORNIA SCIENCE
TEACHERS ASSOCIATION
SPONSOR
CSTA provides resources, professional development, and support to science educators, K-university. Publications, membership, and conference information available. Be among the first 500 to visit the CSTA booth and receive a limited edition conference pin.
Jessica Sawko
3800 Watt Ave., Suite 175
Sacramento, CA 95821
916-979-7004
csta@casience.org
www.casience.org

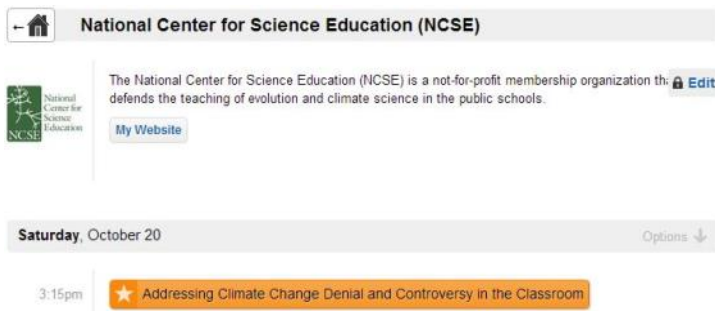
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Sample Online Listing:



CONTACT INFORMATION & EXHIBIT HALL SCHEDULE

EXHIBIT HALL SCHEDULE

Thursday, October 12: 12:30 pm—7:00 pm: Exhibitor Registration Desk Open

Thursday, October 12: 1:00 pm—7:00 pm: Exhibitor Move-In and GES Service Desk Open

Friday, October 13: 6:30 am—4:00 pm: Exhibitor Registration Desk Open

Friday, October 13: 7:00 am—8:45 am: Exhibitor Move-In (all exhibits must be set by 8:45 am)

Friday, October 13: 9:00 am—4:30 pm: Exhibit Hall Open (exclusive time: 12:00 pm - 1:00 pm and 5:00 pm—6:00 pm)

Saturday, October 14: 7:30 am—3:00 pm: Exhibitor Registration Desk Open

Saturday, October 14: 8:00 am—3:00 pm: Exhibit Hall Open (exclusive time: 1:30 pm - 3:00 pm—door prize drawings)

Saturday, October 14: 3:00 pm—6:00 pm: Exhibitor Move-Out

CONTACT INFORMATION

For additional information about exhibiting, receipt, accounts payable, or other accounting questions concerning the 2017 California Science Education Conference, please contact:

Beth Bettencourt

Conference Director

California Science Teachers Association

950 Glenn Dr., Suite 150

Folsom, CA 95630

Phone: 916-979-7004

E-mail: beth@cascience.org



For questions regarding hotel reservations or reserving a block of rooms for your exhibit staff, please contact:

Greg Wuerfel

Conference Housing

Phone: 877-385-9595

Web (including on-line reservations):

<http://www.conferencehousing.com/csta/>

E-mail: greg@conferencehousing.com

To obtain specific information about fire code requirements relevant to the Sacramento Convention Center, please contact Beth Bettencourt at (916) 979-7004.

MARKETING OPPORTUNITIES

CALIFORNIA CLASSROOM SCIENCE

California Classroom Science is CSTA's on-line newspaper. Published monthly, an e-mail notice is sent to over 7,000 science educators and others with interest in science education. Advertising opportunities are available in the e-mail notice as well as within the on-line publication. [Click here to download our rate sheet and information.](#)

REGISTRATION BROCHURE

The registration brochure is a full color brochure that serves as the primary marketing piece for the conference. The registration brochure is mailed to over 10,000 science educators and schools in California. Limited advertising space is available. An application and rate sheet are included in this prospectus.

PROGRAM BOOK

The conference program book serves as the primary guide for attendees and exhibitors attending the conference. Color and black and white ads are available, along with discounted rates for confirmed exhibitors. An application and rate sheet are included in this prospectus.

ONLINE PROGRAM BOOK

CSTA uses a SmartPhone App to provide attendees with the option of accessing the program book on-line. This technology allows attendees to create and save their own schedules, search the sessions on-line, view them on their iPad or SmartPhone, and more. 2011 was the first year we offered this option and it was very popular with attendees. We anticipate that popularity will grow in 2017. For just \$50 you can add your company to the exhibitor listing in the on-line program book. To add this option, simply select it while making your exhibit reservation. You can add it on later if you decide, however you must do so by September 1, 2017.

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EXHIBIT CATEGORIES AND PRICING

EXHIBITING COMPANIES

The types of companies that exhibit at the California Science Education Conference include textbook publishers, lab equipment suppliers, software companies, classroom equipment manufacturers, professional development organizations, state agencies, parks, museums, and a host of other companies that supply materials, equipment, and services to science educators and schools.

The California Science Education Conference Exhibit Hall offers two types of exhibit categories. Regular 10' X 10' booths are available for purchase by any type of company, agency, or organization.

10' X 10' BOOTHS

10' X 10' exhibit booths include the following:

- 8' backdrop drape
- 3' side rail drapes
- 1 - 6' draped table OR 1 - 6' draped counter
- 2 - plastic contour chairs OR 1 stool
- One-line company ID sign
- 2 full registration badges for booth staff
- 4 exhibit hall only badges for booth staff
- Electronic file of attendee registration list with mailing address information (post conference)
- Right to sell products or services (California Sellers Permit required)
- Company listing in conference program
- Company information on on-line floor plan

10' X 10' exhibit booths DO NOT include:

Carpet, electricity, drayage, audio-visual, union labor, internet access, etc.

Booth Pricing:

Aisle/In-line: \$1,000/booth

Corner: \$1,200/booth

Multiple Booth Discount (for purchases of four or more booths): \$50/booth

Out of fairness to all exhibitors, and in order to meet the expectations of conference registrants, all booth exhibits must remain fully intact and staffed until 3:00 pm on Saturday, October 14, 2017. Any exhibitor who dismantles any part of his or her booth exhibit prior to the official closing time will be charged an early tear-down fee of \$200.

NON-PROFIT TABLE TOP DISPLAYS

Non-Profit table top displays include the following: (Tables A-EE on diagram)

- 1 - 6' draped table
- 2 - plastic contour chairs
- 1 - plastic waste basket
- One-line company ID sign
- 8' back drape
- 2 - exhibit hall only badges for booth staff
- Electronic file of attendee registration list with mailing address Information (post conference)
- Company listing in conference program
- Company information on on-line floor plan

Non-Profit table top displays DO NOT include:

Carpet, electricity, drayage, audio-visual, union labor, internet access, etc; the right to sell products or services; complimentary conference registrations; nor side rail drape.

Non-Profit Table Top Pricing:

\$195 (maximum one table per company/organization)

Restrictions: Non-Profit table top displays are available only to 501(c)(3) organizations and state, local, and federal government agencies. Non-profit organizations are limited to one table. The organization may not sell or take orders for any products that are for sale. Displays may not project beyond the edge of the table and may not exceed 3 feet in height. Display materials will not be permitted in front of, behind, or next to the table. Non-profit organizations will receive limited access passes for the exhibit hall only. If your organization's staff wishes to have full conference privileges, they must register as conference attendees. A conference registration brochure will be sent upon request.



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PAYMENT

CSTA accepts Visa, MasterCard, American Express, and Discover credit cards for booth payments and deposits. CSTA also accepts checks and purchase orders accompanied by a signed application and contract. Booth payment shall be made in full to CSTA and mailed (check, credit card, or purchase order) with this signed contract to: CSTA, 950 Glenn Drive, Suite 150, Folsom, CA 95630. Credit card and purchase order payments are also accepted via facsimile. On-line applications must be accompanied by a credit card payment on-line. Contract and full payment received by August 14, 2017 will ensure inclusion in the conference program. ***Applications for exhibit space will be held for 15 days pending receipt of payment. If payment is not received within 15 days of the application, the requested exhibit space will be released for sale.***

CSTA TAX STATUS

CSTA holds a 501(c)(3) tax status, Federal ID #94-2926545.



EXHIBIT BOOTH APPLICATION AND CONTRACT TERMS & CONDITIONS

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The following Terms and Conditions are hereby incorporated into the Exhibit Booth Application and Contract.

LOCATION OF EXHIBITS Exhibits will be held at the Sacramento Convention Center (SCC), in Exhibit Hall A, 1400 J Street, Sacramento, CA 95814. All exhibits brought into the SCC must be brought in via the Loading Dock.

EXHIBITOR ADMISSION An official exhibitor identification badge must be worn by each exhibitor. Each company or organization exhibiting in the exhibit hall (Booths 200 – 627), with the exception of non-profit table exhibitors, will receive two complimentary full conference registrations to be used for exhibitor representatives. Exhibitors may obtain additional limited access (exhibit area only) passes at no charge. Non-profit companies exhibiting in the table top area of the exhibit hall (Tables A – EE) will receive staff passes which are limited to the exhibit hall. If any company/organization staff who do not receive one of the full conference badges wish to have full conference privileges, they must register as conference attendees. A registration brochure will be mailed on request.

BOOTH RESERVATIONS Booth reservations will be accepted on a first-come, first-served basis. 2016 California Science Education Conference Sponsors are given priority selection, followed by 2016 California Science Education Conference Exhibitors. General booth reservations will be accepted beginning January 2017. Reservations can be made online or via paper application. ***Reser-***

ervations made online will be held for 15 days pending payment. If full payment is not received within 15 days of the online application, the reserved booth will be released for sale without notice. Reservations made via the paper application must be accompanied by full payment.

ASSIGNMENT OF SPACE CSTA reserves the right to assign space, to rearrange the floor plan and/or to relocate any exhibit to further the best interest of the Show. CSTA will assign space guided by exhibitors' priorities, by the exhibit's requirements, and by the choice of locations. If Show Management should relocate Exhibitor, any lower space rate difference shall be refunded but any higher rate differences shall not be imposed. Within seven (7) days of official notice of space reassignment and/or relocation by CSTA, it is the duty of the Exhibitor to notify CSTA in writing if the reassigned/relocated space is not acceptable for any reason.

APPLICATION DEADLINE Contract and full payment received by August 14, 2017 will ensure inclusion in the conference program. CSTA will accept reservations after this date on a space available basis, however exhibitors reserving after this date will not be listed in the printed conference program.

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The following Terms and Conditions are hereby incorporated into the Exhibit Booth Application and Contract.

CANCELLATION All cancellations must be made **in writing** to CSTA Management. If notification is received by August 31, 2017, all monies, less a \$150 service charge per each 10' X 10' booth, will be refunded. For non-profit tables canceling their booth reservation, a \$25 cancellation fee will apply. **No refunds will be made for exhibit cancellations after September 4, 2017.** If booth space is not occupied by 8:30 am, October 13, 2017, and CSTA Management has not been notified, CSTA Management will have the right to use such space as it sees fit and/or to eliminate or reassign spaces in the exhibit area.

SALES PERMITS & LICENSES Sale of materials or services is permitted in the exhibit hall only during exhibit hours in designated booth spaces (Booths 200 – 627). Obtaining the appropriate licenses/permits as required by law, collecting and remitting sales taxes, and any other legal requirements are the sole responsibility of the exhibitor. No sales or order-taking may take place at the non-profit tables.

SECURITY CSTA Management will provide security during the hours the exhibit area is closed. However, exhibitors are solely responsible for their own exhibit materials and should insure their exhibit against loss or damage from theft, accident, vandalism, fire, or other causes. All property of an exhibitor is understood to remain in the exhibitor's care, custody, and control in transit to, from, or within the confines of the exhibit hall.

BOOTH EQUIPMENT AND SERVICE INFORMATION For those companies purchasing standard 10' X 10' exhibit spaces (Booths 200 – 627), standard decoration includes 8' backdrop drapes, 3' side rail drapes, a draped 6' table and 2 plastic contour chairs, and a one-line company identification sign. For those companies purchasing a non-profit table (Tables A – EE), standard booth decoration includes a draped 6' table and 2 plastic contour chairs and 1 wastebasket. All services required by exhibitors must be obtained through the official service contractor, GES. Complete shipping instructions and information regarding furniture and carpet rental, electrical work, labor for erecting and dismantling exhibits, drayage, etc. will be mailed to exhibitors by GES at least six weeks before the conference. A service desk will be maintained in the exhibit area.

INSTALLATION AND DISMANTLING Exhibitors may install exhibits beginning at 3:00 pm, Thursday, October 12, 2017. Exhibits must be in place by 8:45 am, October 13. All exhibits must remain completely intact until 3:00 pm, Saturday, October 14. Exhibitors who dismantle any part of their display prior to the official closing time will be subject to a \$200 penalty. Exhibits must be removed by 6:00 pm, October 14. CSTA and GES will not be responsible for materials not removed by this time.

EXHIBIT CONSTRUCTION Exhibits must not project beyond the space allocated or obstruct the view of other exhibits. Booth back walls are 8' high; side dividers are 3' high. No special signs, booth construction, device, or lighting fixtures are permitted in excess of 8' in background height. In straight-line booths, all construction or parts of the display exceeding 4' in height must be placed at least 5' in from the aisle. Any other parts of the exhibit occupying the back half of the booth will not be permitted to exceed 8' height of back wall. *Plans for island and/or peninsula displays must be submitted to CSTA Management for approval in advance of the conference.* Display material exposing an unfinished surface to neighboring booths is not permitted and must be finished at the exhibitor's expense. Management reserves the right to determine if unfinished sides or end panels fit this requirement. Booths and other structures, constructed within an area equipped with an automatic sprinkler system, shall not be constructed with any roof, ceiling, or other enclosure that would prevent the sprinkler system from protecting the booth area. For approved canopy structures, contact Beth Bettencourt at (916) 979-7004. Table-top displays in the non-profit area may not project beyond the edge of the table and may not exceed 3' in height. Displays may not be placed in front of, next to, or behind the tables.

USE OF SPACE No exhibitor may assign, sublet, or share the space allotted without the knowledge and consent of CSTA. All exhibits, interviews, demonstrations, and distribution of materials shall be confined exclusively to the limits of the assigned booth and must be relevant to the exhibitor's products. All noise-making machines shall be operated only at a noise level which will not interfere with other exhibitors. Each exhibitor is responsible for keeping the aisle or aisles near his/her booth free of congestion which may result from the demonstration or promotion of exhibitor's product(s). Any financial charge for removal or retrieval of balloons by the end of the last move-out day will be the responsibility of the exhibitor. Exhibitors shall not sell or give away or authorize the sale or giving away of, food or beverages that are not provided by the authorized vendor, flowers, stickers, or tobacco on, from, or adjacent to the facility, nor provide special services to the public. Easels, signs, etc. cannot be placed beyond the booth area.

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RESTRICTIONS CSTA Management reserves the right to prohibit, restrict, and/or evict exhibits which, because of method of operations, excess noise, materials, or for any reason, become objectionable. Management may also evict or prohibit any exhibit which in its opinion detracts from the general character of the exhibits as a whole. In the event of such restriction or eviction, CSTA and CSTA Management are not liable for any refunds of rental or other exhibit expense.

ANIMALS AND WATER Exhibitors intending to display live animals and/or have tanks which contain water must present a certificate of liability insurance stating that the company is liable for and indemnifies CSTA against all injury and damages that may occur as a result of such display. Exhibitors are responsible for damage to the Sacramento Convention Center (SCC) and the property of the decorator and other vendors should leakage from water tanks or casing occur. Parties named as additional insureds on the company policy should include: CSTA, its officers, agents, and employees, and the Sacramento Convention Center, the City of Sacramento, its officers, agents, employees, and volunteers. Call (916) 979-7004 before August 28, 2017, for specific details and procedures. Failure to do so may result in cancellation of exhibit space at the conference. Per SCC policies, non service animals are not permitted in the facility except as part of an exhibit, activity, or performance requiring their use. **Prior approval is required by the Event Manager.**

CARE OF BUILDING AND EQUIPMENT AND GENERAL SAFETY REQUIREMENTS Exhibitors or their agents shall not injure or deface the walls or floors of the buildings, the booths, or the equipment of the booths. Nothing shall be posted, tacked, or otherwise attached to columns, walls, floors, or other parts of the building or furniture. Exhibitors may not distribute self-adhesive stickers to attendees or other exhibitors. Charges for the removal of any stickers will be passed on to the company distributing the stickers. Fire codes prevent any item or devise from being hung from or affixed to any sprinkler head or piping. Unless expressly permitted by the City of Sacramento Fire Department, no open flames are allowed. Any special effects, decorative displays, operating equipment, or any exhibits of questionable fire safety must first be approved by the City of Sacramento Fire Department before being installed. Electrical equipment must be UL approved. Electrical wiring must conform with the Uniform Building Code and the National Electrical Code. All extension cords must have grounded plugs. Equipment considered unfit for use, including extension cords, will be prohibited.

DECORATIVE MATERIALS All decorations, such as, but not limited to, drapes, signs, banners, acoustical materials, moss, bamboo, plastic cloth and similar decorative materials must be flame

retardant and shall be of non-flammable material or shall be treated and maintained in a flame retardant condition by means of an approved flame retardant solution applied by a contractor licensed by the California State Fire Marshals Office. Hay, straw, oilcloth, tarpaper, sisal paper, split bamboo, plastic displays, canvas, cardboard, plastic cloth, nylon, orlon and certain other plastic materials cannot be made flame retardant, therefore their use is prohibited. Any decorative material that is not inherently or manufactured flame retardant (labeled) shall be subject to testing. Wood materials less than ¼" nominal thickness shall be treated with a flame-retardant coating in accordance with nationally recognized standards. A Certificate of Flame Resistance accompanied with an attached fabric sample shall be available for review by the Fire Marshal at time of floor plan submittal. Materials in violation shall immediately be removed from the building. Table cloths must be flame treated unless they lie flat, with an overhang of no greater than six inches.

Helium, balloons, confetti and glitter are strictly prohibited. Balloons may be used for display purposes with prior approval. Any loose balloons will be subject to a per balloon retrieval fee. Adhesive backed decals may not be distributed or used within the facility.

STORAGE OF PACKING BOXES AND CASES Literature on display shall be limited to a one day supply. Reserve supplies shall be kept in closed containers and stored in a neat and orderly manner. Exhibitors will not be permitted to store empty packing boxes or cases in booths during the exhibit period. Exhibitors must contact GES for storage instructions. Boxes and trash must not be placed in the aisles during show hours.

SMOKE-FREE BUILDING POLICY Smoking is prohibited within the SCC, including offices, private offices, hallways, waiting rooms, restrooms, lunch rooms, elevators, escalators, meeting rooms, and all community areas. The policy applies to all employees, clients, contractors, and visitors of the SCC.

SAFETY STANDARDS CSTA will assume absolutely no responsibility for exhibitor use of hazardous materials wherever they are located. Exhibitors agree to indemnify CSTA for any and all claims, loss, damage, or injury associated with hazardous substances. No items may be thrown, propelled (self or mechanically), or projected from an exhibit booth at any time. Loading docks are for loading and unloading only. All vehicles left in loading areas will be towed away at the owner's expense. No items whatsoever are to be placed in the aisles. Exhibitors agree to abide by all rules and regulations pursuant to hazardous substances promulgated by the city of Sacramento. Exhibitors agree to assume all financial responsibility for costs incurred as a result of misuse of these materials. Exhibitors are

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charged with knowledge of all local laws, ordinances, and regulations pertaining to health, fire prevention, and public safety while participating in this show. Compliance with such laws is mandatory for all exhibitors and is the sole responsibility of the exhibitor. Note: City fire inspectors may visit the exhibit area at any time and have the right to reject items that they deem unsafe.

HAZARDOUS MATERIALS Hazardous materials, flammable/combustible liquids, and compressed flammable gases are prohibited inside the building. Hazardous materials are any substances or materials that have been determined by a federal, state, or local government authority to be capable of posing risk or injury to health, safety, or property. Hazardous materials include, but are not limited to, pesticides, acids, alkalis, poisons, corrosives, toxins, pool chemicals, and aerosols. Only empty containers shall be used for display. When hazardous materials are to be brought to the Sacramento Convention Center, the exhibitor must provide CSTA notice in writing five (5) months in advance of the event. Storage or disposal of any hazardous materials in the facilities is prohibited. Exhibitors are responsible for compliance with all federal, state, and local laws, ordinances, and regulations concerning environmental laws and hazardous materials. For a current listing of regulated hazardous materials, containment standards, responsibility, permit applications, enforcement, etc. contact Beth Bettencourt at (916) 979-7004.

PROHIBITED MATERIALS Unless expressly permitted by the City of Sacramento Fire Department and CSTA, the use of the following materials is prohibited in the SCC: electrical and gas cooking equipment, open flame devices, vehicles, welding, cutting or brazing equipment, ammunition, radioactive devices, flammable liquids pressure vessels, exhibits involving hazardous processing and materials, fireworks or pyrotechnics, blasting agents, explosives, compressed flammable gases (including liquid petroleum gas), flammable gases, flammable cryogenic gases, aerosol cans with flammable propellants, toxic materials including any substances regulated under California's Proposition 65, portable heating equipment, flammable liquids, flaming swords, fire batons, **helium balloons**, etc., and materials and operations that increase risk to fire and life safety.

Outside food or beverage is not permitted at any time.

DISCLAIMER Acceptance of exhibits from commercial and non-profit organizations does not necessarily indicate CSTA's endorsement of products or services.

LIABILITY Exhibitor agrees to abide by all rules and regulations promulgated by the City of Sacramento. Neither CSTA, nor the SCC, nor the official contractors, nor their respective members, officers, directors, agents, or employees are liable for any dam-

ages or losses that may occur to the exhibitor or to the exhibitor's employees or property from any cause whatsoever. Insurance and liability are the full and sole responsibility of the exhibitor. The exhibitor, on signing the exhibit contract, agrees to obtain adequate liability insurance and agrees to protect, indemnify, defend, save, and hold forever harmless CSTA and SCC from any and all liability, claims, losses, damages, governmental charges or fines, attorneys fees, and expenses for personal injury, accident, or property damage from fire, theft, destructive causes, or loss arising out of, in, at, or in connection with the exhibitor's display.

SHOW DECORATOR & UNION JURISDICTION The official show decorator is GES. GES will provide you with shipping instructions and order forms for booth furniture, carpet, electrical, and other services after your booth is confirmed and at least 6 weeks before the start of the show. All exhibitors are expected to comply with any union requirements in effect and as outlined in the "SHOW SITE WORK RULES" section of the Exhibitor kit. Please note GES policies:

Gratuities GES work rules prohibit the SOLICITATION OR ACCEPTANCE of tips in cash, product or gifts in kind by any employee (union or non-union). GES employees are paid appropriate wages denoting professional status, therefore tipping of any kind is not allowed.

Always Honest Hotline GES requires the highest standards of integrity from all employees. Please call our confidential Always Honest hotline at 866.225.8230 to report fraudulent or unethical behavior.

Union Information To assist you in planning your participation in your Sacramento area show, we are certain you will appreciate knowing in advance that union labor will be required for certain aspects of your exhibit handling.

Exhibit Labor All work involved in the erection, touch-up painting, dismantling, and repair of all exhibits may fall under union jurisdiction. This work is to include wall coverings, floor coverings, pipe and drape, painting, hanging of signs, placement of all signs, and the erection of platforms used for exhibit purposes.

This does not apply to the unpacking and placement of your merchandise.

Full-time employees of exhibiting companies may set up their own exhibits provided one person can accomplish the task in less than one-half (½) hour without the use of tools.

If your exhibit preparation, installation, or dismantling requires more than one-half (½) hour, you must use union personnel supplied by the Official Services

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Contractor. However, please note that when union labor is required, exhibitors may provide one full-time company employee to supervise work with the union crew. Any full-time company personnel involved should be prepared to produce some type of company identification when engaged in these activities.

Freight Handling All work involved in the loading and unloading of all trucks, trailers and common and contract carriers, as well as the handling of empty crates and the operation of material handling equipment, is under union jurisdiction. The union also has the jurisdiction of the unloading, uncrating, unskidding, leveling, painting and assembly of machinery and equipment, as well as the reverse process.

Full-time employees of exhibiting companies may 'hand carry' material provided they do not use material handling equipment. When exhibitors do choose to 'hand carry' material, they may not be permitted access to the loading dock/freight door areas. Global Experience Specialists, Inc. will not be responsible for any material they do not handle.

Union (IATSE) Responsibilities Responsible for assembly, installation and dismantle of anything that uses electricity as a source of power. This includes electrical wiring, hook-ups, interconnections, etc.

Handle all material in and out of the hall. Exhibitors are permitted to hand carry small packages into the hall.

Handle the hanging of all signs, drape and cloth installation and tacked fabric panels. Handle the uncrating of exhibits and display materials, installation and dismantle of exhibits including cabinets fixtures, shelving units, furniture, etc., laying of floor tile and carpet and re-crating of exhibits and machinery. They also handle the installation and dismantling of scaffolding, bleachers and the ganging of chairs.

All exhibitors are expected to comply with any union requirements in effect and as outlined in the "SHOW SITE WORK RULES" section of the Exhibitor Kit.

EXHIBIT BOOTH APPLICATION AND CONTRACT



CALIFORNIA SCIENCE TEACHERS ASSOCIATION—2017 CALIFORNIA SCIENCE EDUCATION CONFERENCE
Sacramento Convention Center, Sacramento, CA • October 13—15, 2017

Exhibit space for the CSTA 2017 California Science Education Conference is hereby requested by:

COMPANY NAME: _____
AUTHORIZED COMPANY REPRESENTATIVE: _____
TITLE: _____
ADDRESS: _____
CITY: _____ STATE: _____ ZIP: _____
E-MAIL: _____
PHONE: _____ FAX: _____

BOOTH(S) REQUESTED

NUMBER OF BOOTHS REQUESTED: _____

1ST CHOICE: _____ 2ND CHOICE: _____ 3RD CHOICE: _____

4TH CHOICE: _____ 5TH CHOICE: _____ 6TH CHOICE: _____

PLEASE ASSIGN NEAR: _____

PLEASE ASSIGN AWAY FROM: _____

WILL YOU BE SELLING?: ☐ YES* ☐ NO *CA SELLERS'S PERMIT #: _____

INFORMATION FOR PROGRAM BOOK LISTING

Please provide the information requested below **exactly** as you would like it to appear in the conference program book.

(☐ Check here if contract (above) and program book contact are the same.)

COMPANY NAME: _____

COMPANY REPRESENTATIVE: _____

ADDRESS: _____

CITY: _____

STATE: _____ ZIP: _____

E-MAIL: _____

PHONE: _____

WEB ADDRESS: _____

COMPANY DESCRIPTION (MAXIMUM 30 WORDS):

RESERVE ONLINE

www.conference.cascience.org
for immediate processing.

PAYMENT CALCULATION

Booth(s) Requested	Quantity	Rate	Total
Standard in-line booths (10' X 10')		X \$1000=	\$
Corner booths (10' X 10')		X \$1200=	\$
Non-Profit Table (501 (c) (3)s only)	Max. 1 per company	X \$195=	\$
Multiple Booth Discount** (minimum 4)		X -\$50	-\$
Exhibitor Logo In Conference App	Max. 1 per	X \$50=	\$

TOTAL DUE: \$ _____

**Multiple Booth Discount

Companies reserving four (4) or more exhibit booths receive a \$50 discount per booth.

FURNITURE PACKAGE SELECTION (Booths Only)

☐ 6' Table and 2 chairs OR ☐ 6' Counter and 1 stool

PAYMENT INFORMATION

☐ CHECK #: _____ ☐ PURCHASE ORDER #: _____

☐ VISA ☐ MASTERCARD ☐ AMERICAN EXPRESS ☐ DISCOVER

CREDIT CARD #: _____

EXPIRATION DATE: _____ SECURITY CODE: _____

NAME ON CARD: _____

SIGNATURE: _____

DATE: _____

Make payment in full with

this contract to:

California Science Teachers Association
950 Glenn Dr., Suite 150
Folsom, CA 95630

Or fax with credit card payment:

Fax: (916) 932-2209

Reservation deadline:

(for conference program inclusion)
August 18, 2017

ACCEPTANCE OF TERMS

☐ I have read the "Information and Specifications" and agree to the Terms and Conditions put forth in this CSTA exhibitor application and contract and understand that acceptance of this application by CSTA is based on my agreement with all stated Terms and Conditions. I further accept that this application, upon acceptance by CSTA, becomes a contract. (Unsigned forms will not be accepted and will be returned, which may cause delay.)

SIGNATURE: _____ DATE: _____

REGISTRATION BROCHURE ADVERTISING

CALIFORNIA SCIENCE TEACHERS ASSOCIATION—2017 CALIFORNIA SCIENCE EDUCATION CONFERENCE

Sacramento Convention Center, Sacramento, CA • October 13—15, 2017



**Reach the 10,000+
science professionals
and schools receiving
the 2017 California
Science Education
Conference
registration brochure.**

The conference registration brochure is mailed to over 10,000 science teachers and schools in California. It is the primary, print marketing piece for the conference. An ad in the 2017 registration brochure will reach a wide audience.

SPACE AVAILABLE

Full page ad\$950
Full page ad (exhibitor).....\$700
Half page ad\$475
Half page ad (exhibitor).....\$350
Inside front cover (full page only)\$1,200
Back cover (half page only)\$950
Rates listed above are for black and white only.
Color is available. Add \$200 for full page ads
and \$100 for half page ads for color.

CLOSING DATES

Space reservations **June 26, 2017**
Camera-ready artwork **June 26, 2017**

MECHANICAL SPECIFICATIONS

PUBLICATION SIZE: 8" wide x 10.25" tall
AD SIZE:
Full page 7" x 9 7/16"
Half page 7" x 4 3/16"

ARTWORK SPECIFICATIONS

- File Formats—High-res PDF, Outlined EPS
- Delivery Medium—email to
beth@cascience.org.

NOTE: All charges for typesetting, paste-up, alterations, stripping, halftones, rules, reverses, reductions, or enlargements are additional and will be billed to advertiser.

GENERAL INFORMATION

1. Artwork received after June 26, 2017 cannot be assured of inclusion in the registration brochure.
2. Only art which meets rate, copy size and specification requirements will be accepted.
3. Cancellations must be in writing and received by June 5, 2017 for a full refund. No cancellations or refunds will be accepted after June 5, 2017.
4. Multiple ad spaces are available.
5. The purchase of exhibitor booth space is not a requirement for advertisement in the conference program.
6. For questions contact Beth Bettencourt at 916-979-7004 or email
Beth@cascience.org.

Make check payable to:
California Science Teachers Association
Mail credit card information, purchase order or check, form and art to:
Beth Bettencourt
CSTA
950 Glenn Dr., #150
Folsom, CA 95630

Please reserve space in the CSTA 2017 California Science Education Conference Registration Brochure as follows:

☐ INSIDE FRONT COVER ☐ BACK COVER ☐ FULL PAGE(S) QUANTITY: _____ ☐ HALF PAGE(S) QUANTITY: _____

COMPANY/ORGANIZATION: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

E-MAIL: _____

PHONE: _____ FAX: _____

AUTHORIZED COMPANY REPRESENTATIVE: _____ TITLE: _____

SIGNATURE: _____ DATE: _____

TOTAL: _____ ☐ CHECK #: _____ ☐ PURCHASE ORDER #: _____

☐ MASTERCARD ☐ VISA ☐ AMERICAN EXPRESS ☐ DISCOVER

CREDIT CARD #: _____ EXP: _____

SIGNATURE: _____ DATE: _____

PROGRAM BOOK ADVERTISING

CALIFORNIA SCIENCE TEACHERS ASSOCIATION—2017 CALIFORNIA SCIENCE EDUCATION CONFERENCE

Sacramento Convention Center, Sacramento, CA • October 13—15, 2017



Reach the 1,500+
science professionals
attending the
2017 California Science
Education Conference
by advertising your
products and services
in their program.

The conference program is an indispensable guide to the activities, events, and exhibits at the California Science Education Conference. An ad in the 2017 program will draw traffic to your booth. Plus, if you are unable to exhibit at the conference, an ad is the next best alternative to being there!

SPACE AVAILABLE

Full page ad (Black and white only.)\$750
Full page ad (B&W only, exhibitor).....\$500
Half page ad (Black and white only.)\$475
Half page ad (B&W only, exhibitor).....\$275
Inside front cover (Color available.)\$950
Inside back cover (Color available.)\$950

CLOSING DATES

Space reservationsAugust 10, 2017
Camera-ready artworkAugust 14, 2017

MECHANICAL SPECIFICATIONS

PUBLICATION SIZE: 5 3/8" wide x 8 3/8" tall
AD SIZE:
Full page4 3/8" x 7 3/8"
Half page4 3/8" x 3 1/2"

ARTWORK SPECIFICATIONS

- File Formats—High-res PDF, Outlined EPS
- Delivery Medium—email to Beth@cascience.org. For additional delivery mediums contact Beth Bettencourt at 916-979-7004.

NOTE: All charges for typesetting, paste-up, alterations, stripping, halftones, rules, reverses, reductions, or enlargements are additional and will be billed to advertiser.

GENERAL INFORMATION

1. Artwork received after August 14, 2017 cannot be assured of inclusion in the conference program.
2. Only art which meets rate, copy size and specification requirements will be accepted.
3. Cancellations must be in writing and received by August 10, 2017 for a full refund. No cancellations or refunds will be accepted after August 10, 2017.
4. Multiple ad spaces are available.
5. The purchase of exhibitor booth space is not a requirement for advertisement in the conference program.
6. For questions contact Beth Bettencourt at 916-979-7004 or email Beth@cascience.org.

Make check payable to:
California Science Teachers Association

Mail credit card information, purchase order or check, form and art to:

Beth Bettencourt
CSTA
950 Glenn Dr., #150
Folsom, CA 95630

Please reserve space in the CSTA 2017 California Science Education Conference Program as follows:

<input type="checkbox"/> INSIDE FRONT COVER	<input type="checkbox"/> INSIDE BACK COVER	<input type="checkbox"/> FULL PAGE(S) QUANTITY: _____	<input type="checkbox"/> HALF PAGE(S) QUANTITY: _____
COMPANY/ORGANIZATION: _____			
ADDRESS: _____			
CITY: _____ STATE: _____ ZIP: _____			
E-MAIL: _____			
PHONE: _____ FAX: _____			
AUTHORIZED COMPANY REPRESENTATIVE: _____ TITLE: _____			
SIGNATURE: _____ DATE: _____			
TOTAL: _____			
<input type="checkbox"/> MASTERCARD	<input type="checkbox"/> CHECK #:	<input type="checkbox"/> PURCHASE ORDER #:	<input type="checkbox"/> DISCOVER
<input type="checkbox"/> VISA	<input type="checkbox"/> AMERICAN EXPRESS	EXP: _____	
CREDIT CARD #: _____			
SIGNATURE: _____ DATE: _____			