



50 High St, Suite 10  
North Andover, MA 01845-2620  
Phone (978) 557-9311  
Fax (978) 557-9312



### Everything you need...

... to reserve exhibit space at the 36<sup>th</sup> Annual Middle Level Conference in Providence, Rhode Island. Exhibits will be open on March 30 & March 31, 2017.

### Exhibit Information

The NELMS Annual Conference remains the premier middle level education conference in New England and the largest regional middle school event in America anticipating over 500 attendees.

- An **Exhibit Coordinator** is available before, during and after the conference to answer your questions and meet your needs.
- **Dedicated exhibit time** to increase exhibit area traffic, the exhibit area is located on the ballroom level of the RICC bringing you closer to the ongoing conference events.

### Booth Prices

10' x 8' Single Booth                      \$ 600.00  
Other booth sizes available!

**Save 33% over 2016  
pricing if paid by 12/1!**

### Helping You Save Money and Gain Exposure

Your booth at the NELMS Annual Conference includes:

- Booth package (skirted 6' table, two chairs, and trash can) - \$200 value!
- Booth sign
- Pipe and drape
- Registrations for 4 people per 10' x 8' booth -- \$1,620 value!  
Exhibitor registration includes access to all concurrent and general sessions during conference.
- Complimentary listing for **ONE YEAR** in the online **VIRTUAL EXHIBIT HALL** giving NELMS members the opportunity to view your products and services. -- \$100 value!

### **PLUS**

- **Workshop Sessions Reserved for Exhibitors** – submit a presentation proposal. Please visit our website or call us (978.557.9311) for a presenter proposal form.
- **Advertising Opportunities** – advertise in various NELMS publications, i.e. Annual Conference Program Book, Mid Lines, eNews and/or on our website. See the “Advertising Opportunities” information enclosed.

### Sponsorship Opportunities

Gain additional exposure by sponsoring an event during the Annual Conference (i.e. keynote speaker, luncheon speaker, presenter) or product (i.e. tote bags, pens, etc.) For more information, please go to

**[http://www.nelms.org/pages/sponsors/sponsorship\\_opps.html](http://www.nelms.org/pages/sponsors/sponsorship_opps.html)**

**NELMS DOES NOT SELL EMAIL ADDRESSES OF OUR ATTENDEES;** however for \$100 we will include an ad from you in one of our Annual Conference email blasts which is sent to over 15,000 email addresses in our database. (Limited availability/Limited size)

### **Finally,**

NELMS Annual Conference gives you access to hundreds of middle level educators! It also provides an opportunity for your organization to show their support for middle level education.



**N E L M S**  
New England League of Middle Schools

50 High St, Suite 10  
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**2017 Conference Exhibit Contract**  
**36<sup>th</sup> Annual Middle Level Conference**

Rhode Island Convention Center, Providence, RI ~ March 30 & 31, 2017

**Please complete entire contract and return with your payment.**  
**All pages must be submitted for contract to be valid.**

Booth Number (For NELMS use only)		Date	
Company Name			
<b>DBA (for signage)</b>			
Contact Person			
Title			
Address			
City State Zip			
Phone			
Fax			
Website			
E-Mail			

**Please contact me about the follow opportunities:**

Sponsor     Program Book     MidLines     Web Site

**Submit description of your products and services via email to [exhibits@nelms.org](mailto:exhibits@nelms.org). To be printed in Exhibitor Guide information must be received prior to March 2, 2017. (Maximum: 250 characters, including spaces)**

**FOR REGISTRATION & BADGES** (May also be submitted via email to [exhibits@nelms.org](mailto:exhibits@nelms.org)) – Names of *all* booth representatives. You are allowed to have 4 representatives per 10' x 8' booth space. Submit names by March 2, 2017.

## Exhibit Booth Price Schedule

<b>Booths Rates</b>	<b>Early Rates*</b> until 12/1/16	<b>Standard Rates*</b> After 12/1/16	
<b>SINGLE Booth</b>	\$ 600.00	\$ 805.00	
Contact NELMS for other booth sizes.			
<b>Preferred Locations</b> (See floor plan. List in order of preference.)			
<b>Please circle booth type/size from above.</b>		\$	
<b>Additional Opportunities:</b>			
<b>Circle Choice(s):</b>	<b>Attendee List</b> 10 days <b>BEFORE</b> \$100.00	<b>Attendee List</b> 14 days <b>AFTER</b> \$100.00	<b>NELMS Email</b> <b>\$100.00</b>
<i>Please enclose check for this amount</i>			<b>GRAND TOTAL</b>
			\$

**\*Contract with FULL PAYMENT must be received by NELMS within time specified to qualify for quoted rate. Priority for booth location is determined sponsorship level and then by the date of receipt of contract with payment. Location preferences will be honored if possible, but cannot be guaranteed.**

## Complimentary Virtual Exhibit Hall Agreement

*(This is included in your exhibit contract and is good for 1 year following the Annual Conference)*

**PLEASE TYPE OR PRINT CLEARLY:**

Contact person: \_\_\_\_\_ Title: \_\_\_\_\_

Business Name: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email address (required): \_\_\_\_\_

Description of ad (must be 20 words or fewer): \_\_\_\_\_

Send logo or image in .jpg or .gif format via e-mail to Steve Nicholas at [snicholas@nelms.org](mailto:snicholas@nelms.org)

**All pages must be submitted for contract to be valid.**

**Exhibit Contract Terms and Conditions:**

<b>Exhibit Hours</b>		
<b>Thursday, March 30</b>	<b>General Setup</b>	<b>7:00 am – 9:00 am</b>
<b>Thursday, March 30</b>	<b>Exhibits Open</b>	<b>9:00 am – 3:00 pm</b>
<b>Friday, March 31</b>	<b>Exhibits Open</b>	<b>8:00 am – 2:00 pm</b>
<b>Friday, March 31</b>	<b>Move Out</b>	<b>2:00 pm – 3:30 pm</b>

**Exhibit Hours:** Booths are asked to remain open and fully set-up during the listed and published exhibit hours.

**Booth assignments, pricing, and amenities:** Booth assignments will be made after February 2, 2017. Priority for booth location is determined sponsorship level and then by the date of receipt of contract with payment. Location preferences will be honored if possible, but cannot be guaranteed. Booths are 10' wide x 8' deep. Purchase includes back and side drapes, booth identification sign (1 per purchase), 6' x 30" draped table, 2 chairs, and a wastebasket for each booth. Exhibitors will receive a kit from the Exposition Management Company including order forms for additional amenities & services. **NELMS reserves the right to alter the Exhibit Hall layout which may require a change in booth assignments.**

**Agreements & Disclaimers:** Exhibitor agrees that booth(s) will remain open for all hours of the exhibit. NELMS, Exposition Management, and the Rhode Island Convention Center (RICC) will not be responsible for any injury, loss, or damage that may occur to the exhibitor, the exhibitor's employees or property or to any other person prior to, during, or subsequent to the exhibit period. Each exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend and save NELMS, Exposition Management, and RICC against: all claims, losses or damage to persons or property; governmental charges or fines; and/or attorneys' fees arising out of or caused by exhibitor's installation, dismantling, removal, maintenance, occupancy, or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole negligence of NELMS, Exposition Management, or RICC and their employees and/or agents. NELMS will provide security during off-hours (i.e. non-exhibit times) from 3/30/17 – 3/31/17.

**Cancellation Policy:** Fee is fully refundable through 12/27/16. A fee of \$150 will be charged for cancellations between 12/28/16 – 2/2/17. **NO REFUNDS** will be given for cancellations made after 2/2/17.

*Signifying agreement with all terms and conditions outlined herein:*

<b>Print Name:</b>	<b>Date</b>
<b>Sign Name:</b>	

**All pages must be submitted for contract to be valid.**

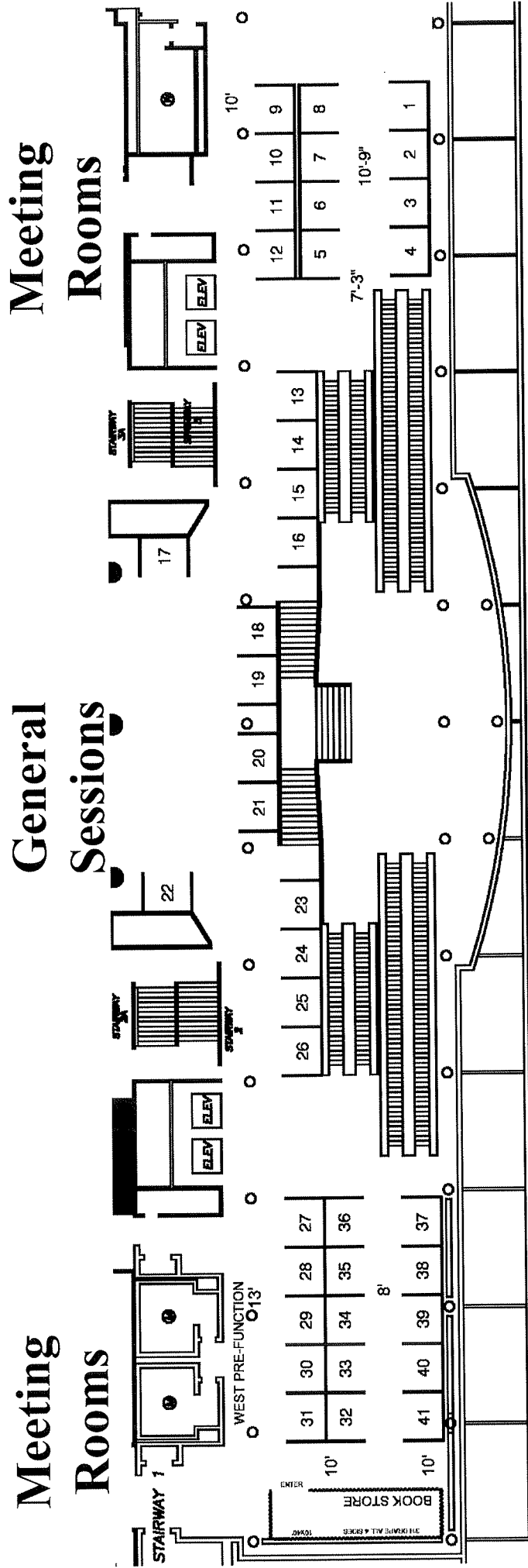
**MAKE CHECKS PAYABLE TO: New England League of Middle Schools (NELMS)**  
**MAIL TO: New England League of Middle Schools**  
**50 High St, Suite 10**  
**North Andover, MA 01845-2620**

**New England League of Middle Schools  
36<sup>th</sup> Annual Conference and Exhibit**

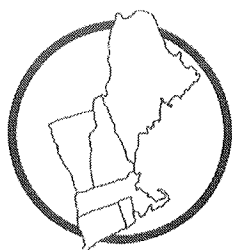
Rhode Island Convention Center, Providence, RI

**Tentative Layout**

March 30 & 31, 2017



**Please note that this layout is subject to change.**



## MidLines Online (circulation 15,000-20,000)

MidLines online is the "green" version of our flagship publication. It is circulated three times a year. Mid Lines focuses on current topics with a teacher-to-teacher emphasis.

Advertisements can be submitted as either PDF's, png's, tiff's, or jpeg's. They can be submitted via CD/DVD or email.

Ad Size		Price
Full page	7.5" x 10:	\$ 400
Half page	5" x 7.5"	\$ 200
Quarter page	4" x 5"	\$ 100
Business Card	2" x 3"	\$ 50

*Advertise in all 3 issues, take 20% off.*

### Ad Deadlines

September issue..... July 1  
January issue..... December 1  
May issue..... April 1

## Website Banner Ads

NELMS has a newly redesigned Web site. Many members use it for the latest in NELMS information and professional materials. The Annual Conference sessions; other conference and workshops; and book store all bring traffic to the site. Site currently receives approximately 2,000 unique visitors a month and over 10,000 page views. Add your organization (graphic and/or brief product description with web-link) to the list!

*(Due to the website redesign we can only offer vertical banner ads and buttons.)*

Ad Type	Pixel Size	Cost/yr
Vertical banner	120 x 240	\$ 250
Button	120 x 60	\$ 150

## NELMS Annual Conference Program Book (circulation 1,000+ and it is also available online to all)

This 50-page plus book is distributed to over 1,000 Annual Conference attendees. The book is often retained as a general reference for an extended period after the event. Advertisements must be black and white only, no bleeds. Forward all artwork to the attention of Steve Nicholas.

Advertisements can be submitted as either PDF's, png's, tiff's, or jpeg's. Graphic resolution must be high enough for printing (200 ppi minimum, 266 preferred). They can be submitted via CD/DVD or email.

Ad Size		Exhibitor	Non-Exhibitor
Full page	7" x 5"	\$ 400	\$ 450
Half page	4" x 5"	\$ 250	\$ 300
Business Card	2" x 3.5"	\$ 75	\$ 100

### Ad Deadline

December 1  
(Published/distributed at conference)

## E-mail Link Ads (circulation 12,000 plus)

At least monthly, NELMS sends information and professional materials to our members via e-mail. This is a very targeted list of over 12,000 middle level professionals. The number of advertisers per email is limited, giving you maximum exposure. Add your organization (direct web link with brief product/service description) to our next email for only \$100.

## Virtual Exhibit Hall (complimentary for exhibitors at the Annual Conference)

A place to link your business to our members online for only \$100/year! (<http://www.nelms.org/pages/sponsors/veh.html>)

## Business Membership

Join NELMS as a Business Member and get the Virtual Exhibit Hall for no charge as part of their membership package and 10% off any other ads they might run. (<http://www.nelms.org/pages/about/special.html>)

# NELMS Advertising Insertion Order

Contact person: \_\_\_\_\_ Title: \_\_\_\_\_

Business Name: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email address (required): \_\_\_\_\_

## Form of Payment

Check Enclosed • P.O. Number: \_\_\_\_\_ (signed PO must be attached)

MasterCard  Visa  Discover • Card # \_\_\_\_\_

Exp Date: \_\_\_\_\_ Security Code (from back of card) \_\_\_\_\_ Billing Zip Code: \_\_\_\_\_

Cardholder's Name: \_\_\_\_\_ Signature: \_\_\_\_\_

## I/WE WISH TO PLACE THE FOLLOWING INSERTION ORDER:

Check all that apply:  MidLines Online  AC Program Book  Web Site Banner Ad  
 E-mail Link Ad  Virtual Exhibit Hall

Issue/Date of Campaign: \_\_\_\_\_

Description of ad: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Ad Copy/Company URL (if text only): \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Please note: Our preferred format for graphic files is Adobe PDF.**

File will be delivered via:  CD/DVD  E-mail  FTP

Notes: \_\_\_\_\_

\_\_\_\_\_

Complete and mail or fax this form with artwork and payment to:  
NELMS, attn Stephen Nicholas, 50 High St, Suite 10, North Andover, MA 01845  
Phone: 978-557-9311 Fax: 978-557-9312  
Questions? Contact Steve