



N E L M S
New England League of Middle Schools

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 37th Annual Middle Level Conference in Providence, Rhode Island. Exhibits will be open on April 5 & 6, 2018.

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!

**Register by 12/1
to save money!!**

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

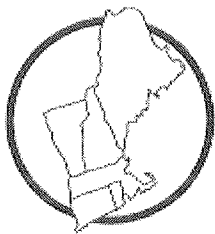
Gain additional exposure by sponsoring an event during the Annual Conference (i.e. keynote speaker, luncheon speaker, presenter) or product (i.e. tote bags, pens, etc.) For more information, please go to

http://www.nelms.org/pages/sponsors/sponsorship_opps.html

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.



New England League
of Middle Schools

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

2018 Conference Exhibit Contract
37th Annual Middle Level Conference

Rhode Island Convention Center, Providence, RI ~ April 5 & 6, 2018

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			
DBA (for signage)			
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. To be printed in Exhibitor Guide information must be received prior to March 5, 2018. (Maximum: 250 characters, including spaces)

FOR REGISTRATION & BADGES (May also be submitted via email to 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 5, 2018.

Exhibit Booth Price Schedule

Booths Rates	Early Rates* until 12/1/17	Standard Rates* After 12/1/17
SINGLE Booth	\$ 600.00	\$ 805.00
Contact NELMS for other booth sizes.		
		Preferred Locations (See floor plan. List in order of preference.)
Please circle booth type/size from above.		\$
Additional Opportunities:		
Circle Choice(s):	<u>Attendee List</u> 10 days BEFORE \$100.00	<u>Attendee List</u> 14 days AFTER \$100.00
		Email Ad \$100.00
		\$
<i>Please enclose check for this amount</i>		GRAND TOTAL
		\$

***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

All pages must be submitted for contract to be valid.

Exhibit Contract Terms and Conditions:

<u>Exhibit Hours</u>		
Thursday, April 5	General Setup	7:00 am – 9:00 am
Thursday, April 5	Exhibits Open	9:00 am – 3:00 pm
Friday, April 6	Exhibits Open	8:00 am – 2:00 pm
Friday, April 6	Move Out	2:00 pm – 3:30 pm

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 1, 2018. 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 12/21/17. A fee of \$150 will be charged for cancellations between 12/22/17 – 2/1/18. **NO REFUNDS** will be given for cancellations made after 2/1/18.

Signifying agreement with all terms and conditions outlined herein:

Print Name:	Date
Sign Name:	

All pages must be submitted for contract to be valid.

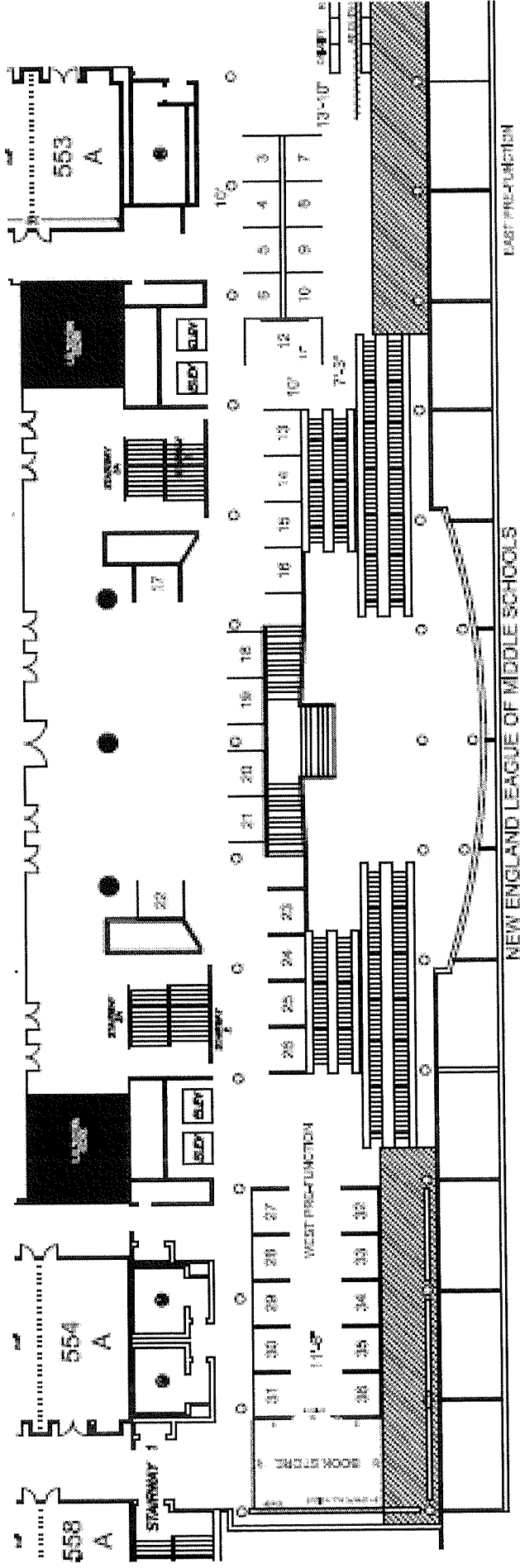
MAKE CHECKS PAYABLE TO: New England League of Middle Schools (NELMS)
MAIL TO: New England League of Middle Schools
50 High St, Suite 10
North Andover, MA 01845-2620

**New England League of Middle Schools
 37th Annual Conference and Exhibit
 Rhode Island Convention Center, Providence, RI
Tentative Layout
 April 5 & 6, 2018**

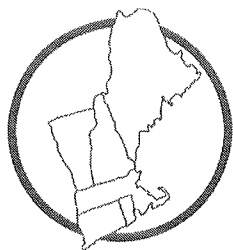
**Meeting
 Rooms**

**General
 Sessions**

**Meeting
 Rooms**



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
<i>Advertise in all 3 issues, take 20% off.</i>		

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