The National Business Education Association (NBEA) is the nation’s largest professional organization devoted exclusively to serving individuals and groups engaged in instruction, administration, and research for and about business. Members of NBEA include business teachers who are continually looking for training materials, curriculum resources, software, textbooks, and other educational materials.

Your opportunity to meet these individuals is at the NBEA 2016 Annual Convention & Trade Show. This is the one event that allows you to showcase your products and services, interact face-to-face with attendees, increase sales, and demonstrate the importance of partnering with business educators to teach new generations.

If your company wants to build relationships with the strongest professional association of business educators, then you need to exhibit at the NBEA 2016 Annual Convention & Trade Show.

**Exhibitor Benefits**

- The opportunity to reach business educators from various educational levels
- A well-managed show
- Opportunities for promotional sponsorship
- Special events to attract participants to the exhibit hall
- Complimentary admission to all sessions
- Dedicated exhibit time each day
- Opportunities for informal client networking

**All-Inclusive Rental Charge**

- Completely carpeted exhibit space and aisles
- Standard booth assembly, including coordinating curtains, 36-inch high side dividers, and a complimentary sign
- One six-foot rectangular display table per space, covered and skirted on three sides with coordinating fabric
- Two chairs per space
- One wastebasket per space
- Three complimentary exhibitor badges per space (additional badges available at a fee of $75 each)
- Security service during the closed hours of the exhibit

**Booth Dimensions & Cost**

Premium: $1,500; Standard: $1,350

Booth Dimensions: 8’ x 10’-feet

Please refer to the exhibitor booth diagram for additional information.

**Dates to Remember**

- **December 15, 2015**  Deadline for advertising in the February issue of *The Business Education Forum*
- **January 15, 2016**  Deadline for advertising space in the NBEA 2016 Convention Program
- **January 15, 2016**  Deadline for submission and payment of exhibit space for the NBEA 2016 Convention & Trade Show
- **February 1, 2016**  Deadline for company description for the NBEA 2016 Convention Program
- **February 26, 2016**  Registration deadline for exhibitor badges
- **February 26, 2016**  Final deadline to make room reservations in the NBEA 2016 Convention room block

**Exhibit Hours**

- **Wednesday, March 23**  10:00 a.m. – 3:15 p.m.
- **Thursday, March 24**  9:00 a.m. – 3:30 p.m.

**Exhibit Installation**

The standard booth assembly and drayage service will be completed Tuesday evening, March 22. Exhibitors can set up their booths Tuesday, March 22, 1:00 p.m. – 6:00 p.m. No construction in the exhibit space shall exceed eight feet in height, and any construction in excess of four feet in height must be kept within four feet of the rear of the booth.

**Exhibit Dismantling**

Dismantling of the exhibits will begin at 3:30 p.m., Thursday, March 24. All materials should be completely repacked and removed from the hotel no later than 8:00 p.m., Thursday, March 24. Exhibitors will not be allowed to remove exhibits until the close of the exhibition. It is very important that each exhibitor complete all arrangements with Freeman for the prompt removal of all shipments.

**Exhibitor Convention Services Information**

The official services contractor for this convention is:

Freeman
6555 W. Sunset Road
Las Vegas, NV 89118
Phone: 702-579-1560
Fax: 702-579-6181
When NBEA has received your contract, you will be sent an exhibitors’ service kit containing general information and order forms for additional furniture, extra labor to install and dismantle your exhibit, booth decorations, special signs, electrical services, and drayage.

Drayage
All shipments must be prepaid and addressed as follows:
National Business Education Association
Exhibitor's Company Name, Booth Number
c/o Freeman
6555 W. Sunset Road
Las Vegas, NV  89118

Exhibit materials shipped directly to The Cosmopolitan of Las Vegas will be refused. For tracing purposes, please contact Freeman at 702-579-1560. If alternate shipping arrangements are used, please notify Freeman Exhibitor Services Department at 702-579-1560.

Payment Instructions
Complete the exhibit space contract and return to NBEA. Full payment on each booth is required with the completed contract and is due on or before January 15, 2016. Please do not telephone your request for space. Checks should be made payable in U.S. dollars to NBEA and sent to:

Exhibits Manager
National Business Education Association
1914 Association Drive
Reston, VA 20191-1596

Please note that full payment must be submitted with your exhibit contract in order to secure your space. NBEA will not send invoices on partial payments.

Reserving Space
Booth Placement: Exhibitors should make four selections for preferred space. Exhibitors’ requests will be accommodated as much as possible, although NBEA reserves the right to place exhibits to the best advantage. The date of the receipt of the contract is a major criterion in booth assignment.

Character of Exhibit: NBEA reserves the right to decline or prohibit any exhibit that, in its opinion, is not suited to, or not in keeping with, the character of the exhibition. No exhibitor may assign or sublet any portion of the space contracted for or assigned to the company. Neither may any exhibitor display any article not regularly manufactured or handled by the company.

Listed on the back of the exhibit space contract are the NBEA exhibit terms and conditions of contract. Exhibitors should read these terms and conditions carefully for important information and regulations concerning the exhibits.

Breakdown by Teaching Level

![Diagram showing the breakdown by teaching level.]

<table>
<thead>
<tr>
<th>Teaching Level</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Middle School</td>
<td>6%</td>
</tr>
<tr>
<td>High School</td>
<td>1%</td>
</tr>
<tr>
<td>Community College</td>
<td>5%</td>
</tr>
<tr>
<td>4-year University</td>
<td>6%</td>
</tr>
<tr>
<td>Local School Administration</td>
<td>2%</td>
</tr>
<tr>
<td>Vocational/Career Centers</td>
<td>1%</td>
</tr>
<tr>
<td>State Departments</td>
<td>1%</td>
</tr>
<tr>
<td>Other</td>
<td>21%</td>
</tr>
</tbody>
</table>
Important Information

Hotel Space: All meeting space must be reserved through NBEA and cannot be reserved by hotel personnel.

Insurance: The National Business Education Association, The Cosmopolitan of Las Vegas, and Freeman will exercise reasonable care for the protection of exhibitors’ displays but can accept no responsibility for the loss of, or damage to, any of the materials on display. Exhibitors who wish to carry insurance on their exhibits must do so at their own expense. It is recommended that exhibitors maintain adequate insurance coverage on all materials from the time the materials leave their custody until they return to a specified destination.

Security: Security service will be arranged and coordinated by the NBEA exhibits manager. Uniformed security personnel will be provided during the closed hours of the exhibition Tuesday through Thursday, March 22-24, 2016.

Hotel Regulations: Nothing shall be posted, tacked, nailed, or otherwise attached to walls, columns, floors, or other parts of the hotel or its furniture.

Advertising Regulations: Printed advertising and/or electronic communications may be distributed or displayed by exhibitors only from within the confines of their booths. Room drops by exhibitors are expressly prohibited without prior written approval from NBEA. No exhibits or parts, accessories, or other goods bearing any name other than the company renting the booth may be displayed or distributed.

Exhibitor Badges

NBEA members and other educators associated with the company renting the booth space are not permitted complimentary or additional exhibitor registration. This includes authors, presenters, et al., who may be identified with a company but are not members of the company’s staff. Educators, authors, et.al. must be registered as official convention attendees.

Convention & Trade Show Hotel

The convention headquarters hotel, The Cosmopolitan of Las Vegas, offers the best in luxury accommodations, amenities, and services. Those booking rooms in the NBEA room block must be registered convention attendees or registered exhibitors. Rooms booked in the block without an accompanying convention registration will be subject to cancellation. Hotel reservation information is available on the NBEA web site at www.nbea.org.

NBEA Trade Show Highlights!

Exhibitor Workshops

Exhibiting companies that have contracted with NBEA have the opportunity to conduct a complimentary 30-minute session for NBEA convention attendees. Workshops will be held in a dedicated meeting room that will include a screen, projector stand, and extension cord (Internet and LCD projectors are not provided). These 30-minute sessions are a great opportunity for companies to highlight products and services to attendees. Exhibit contract and full payment must be received in order to reserve a session. If you wish to offer a 1-hour session, an additional 30-minute segment can be purchased for $500.

Space is limited so submit your exhibit contract and payment today! Once your contract and payment is received, you will be contacted regarding session availability.

“Viva Las Vegas” Day in the Exhibit Hall

Create excitement for NBEA attendees by dressing as your favorite Las Vegas personality and decorating your booth Las Vegas style on Thursday, March 24. You never know what surprises might occur in the exhibit hall that day!

Pre and Post NBEA Convention E-Blasts

We are offering targeted E-blast opportunities to the pre and post NBEA Convention attendee list and to the NBEA membership. For more information and schedule availability, please contact Laura Sutherland at lsutherland@nbea.org or 713-818-7176.

Sponsorship Opportunities

Sponsorship is a great way to maximize your exposure at the NBEA 2016 Annual Convention. A full range of sponsorship possibilities are available and designed to suit your company’s trade show budget. All sponsorships include recognition in the NBEA 2016 Convention Program, recognition on the NBEA 2016 Convention mobile app, a recognition slide at one of the general sessions, and added recognition on the NBEA Convention website.

If you are interested in becoming a sponsor, please contact Laura Sutherland at lsutherland@nbea.org or 713-818-7176.
Convention Program Advertising
Introduce your company and products to our members before the exhibit hall opens. Place your ad in the hands of approximately 1,000 attendees who will be using the program throughout the convention. For your convenience, a convention program advertising contract is enclosed.

Business Education Forum Advertising
Exhibitors are also encouraged to advertise in the February issue of Business Education Forum, NBEA’s premier journal. An advertisement in these issues will reach approximately 12,000 members before the convention. Because our members repeatedly refer to these issues for preconvention information, you are ensured that your company’s products and services will get great visibility. The deadline for advertising in the February issue is December 15. Please call NBEA at (703) 860-8300 for more information.
2016 ANNUAL CONVENTION & TRADE SHOW

MARCH 22-24, 2016
The Cosmopolitan of Las Vegas | Las Vegas, Nevada