

NAAEE'S 34th ANNUAL CONFERENCE EXHIBITOR PROSPECTUS AND APPLICATION

Albuquerque Convention Center, SW Exhibit Hall
October 27-29, 2005

The North American Association for Environmental Education (NAAEE) invites you to participate as an exhibitor at our 2005 Annual Conference, October 27-29, 2005.

The North American Association for Environmental Education is a professional nonprofit organization dedicated to assisting and supporting the work of individuals and groups engaged in environmental education. The purpose of NAAEE's Conference Exhibit Hall is to present a variety of environmental education resources and related items. In accordance with this year's theme of Sustainability, the exhibits will also highlight innovative examples of sustainable technologies and practices. In order for exhibits to be successful, they should be geared toward a wide range of conference participants, including educators at all school levels; natural resource education professionals; local, state, and national education organization personnel; and non-formal educators from zoos, aquariums, museums, and nature centers.

VALUE TO EXHIBITORS

Exhibits allow conference participants an opportunity to discuss the latest trends in educational products, programs and techniques, and to become acquainted with *innovative technologies and practices* that contribute to a more sustainable society. This opportunity provides exhibitors greater exposure to environmental educators, furthering potential sales and/or use of products and services.

- Two and one-half days of exposure to top North American educational leaders, and on Saturday October 29 exposure to the general public (when the Exhibit Hall will be open to all for free);
- Prominent listing of your company/organization name, services, and booth location in the conference program;
- Recognition on the NAAEE website;
- Complementary registrant mailing labels (upon request), for pre-conference promotion and post-conference follow-up;
- Complementary access to all events in the Exhibit Hall for primary exhibitor representative. (This includes two receptions, the Silent and Live Auction, the "Authors' Corner," and two continental breakfasts. Additional badges for available (details follow);
- Discount on the registration fee for primary exhibitor representative (details follow).

CONFERENCE ATTENDANCE

NAAEE expects Exhibit Hall attendance this year to exceed 5,000, including 1,500 educational leaders and at least 3,500 members of the general public interested in environmental issues. The Exhibit Hall will be promoted through the mailing of a Conference registration packet, e-mail reminder messages, NAAEE's website and the official Conference program. Also, to ensure a high level of traffic by conference attendees, major activities are scheduled within the Exhibit Hall itself, including two continental breakfasts, two receptions, an Authors' Corner, as well as Silent and Live Auctions.

The Exhibit Hall will be thrown open to the general public on Saturday, October 29th free of charge. A carefully coordinated promotional campaign is planned by our local committee in New Mexico to draw the general public in a state where there is a high-level of interest in environmental issues.

GENERAL EXHIBIT AND TRAVEL INFORMATION

Headquarters Hotel:

Doubletree Hotel Albuquerque
201 Marquette NW
Albuquerque, New Mexico 87102
505-247-3344

A special conference rate of \$89 is available on a "first come" basis. Reservations must be made by September 23, 2005, and must be accompanied by a first-night room deposit or guaranteed with a major credit card. After that date, the rate will be honored on a space-available basis. This same special rate also applies to pre- and post-conference dates, subject to room availability.

Conference Location:

All meeting sessions and the Exhibit Hall will be located at the Albuquerque Convention Center.

Albuquerque Convention Center
401 2nd Street N.W.
Albuquerque, New Mexico 87102

Discounted Airline Information:

United Airlines is offering discounted travel to the NAAEE Annual Conference. If you or your travel agent call United's toll-free number (800-521-4041) to book your reservations, you will receive a 5% discount off the lowest applicable discount fare, including First Class, or a 10% discount off full-fare unrestricted coach fares, purchased 7 days in advance. An additional 5% discount will apply when tickets are purchased at least 30 days in advance of your travel date. Discounts also apply on Shuttle by United and United Express. Make sure you refer to Meeting ID Number 530CG. Dedicated reservation agents are on duty 7 days a week from 8:00am-10:00pm EDT.

Discounted Rental Car:

Avis is the official rental car agency of the conference. For reservations, please call 800-331-1600 or book online at www.avis.com and refer to Avis Worldwide Discount Number (AWD) D086328. Special rates are available from October 17-November 5 2005.

EXHIBIT FEES

APPLICATION AND COST FOR SPACE (10 x 10 Booth reserved on a first-come, first-served basis)

Category	Member Rate	Non-member Rate*
Institutional (Nonprofit, Gov't., Educ.)	\$500	\$650
Commercial	\$600	\$850

***This rate includes a one-year Standard institutional or commercial membership to NAAEE.**

NOTES:

1. Exhibit fee includes one 10x10 booth space with an 8' high backdrop, 3' side-rail dividers, one 6' skirted table, two side chairs, a waste basket, and a standard 7" x 44" exhibitor identification sign. Starting 5/15/05, an Exhibitor application form may be downloaded at www.naaee.org.
2. Booth colors will be teal and white.
3. Each exhibiting organization receives one exhibitor badge, allowing one person to access food and beverage functions (two breakfasts and two receptions) and all Exhibit Hall events.
4. Since a badge is required of all exhibitor staff, additional exhibitor badges are available for \$75 per person, allowing access to all food/beverage functions and events in the Exhibit Hall. (This additional charge, however, does not apply to those registered for the Conference itself.)
5. While exhibitor rates do not include conference registration, a \$100.00 discount off the registration fee is offered to the primary representative of each exhibitor. For registration details, including Early Bird registration, please visit www.naaee.org starting 5/15/05.

EXHIBIT HALL SCHEDULE

Thursday, October 27

8:00am-1:00pm	Exhibitor Move-In
3:30-5:30pm	Exhibit Hall Grand Opening Reception and Author's Corner

Friday, October 28

7:30am-1:00pm & 4:00-7:00pm	Exhibit Hall Open, Silent Auction (closes at 4pm)
7:30am-9:00am	Continental Breakfast in Exhibit Hall
4:00pm-7:00pm	Share Fair, Job Fair, Reception, Live Auction

Saturday, October 29

Special Teachers' Day!!!

7:00am-12:00pm & 2:30-6:30pm	Exhibit Hall Open
7:00am-9:00am	Continental Breakfast in Exhibit Hall
4:45pm-6:30pm	Closing Event, Grand Prize Giveaways
6:30pm-9:00pm	Exhibit Hall Move-Out

ELECTRICITY, SHIPPING AND OTHER SPECIAL NEEDS

Convention Services of the Southwest (CSS), the official exhibit hall decorator, will be sending out exhibit service kits approximately 6 weeks prior to the conference. These kits will include information and order forms for electricity, shipping, and other special needs. Additional information will be provided in your confirmation and on the NAAEE website (<http://naaee.org>).

Please complete the enclosed Exhibit Booth Reservation Form.

EXHIBITOR RULES AND REGULATIONS

Exhibitors are permitted to sell items during the conference. Licenses to sell, payment of sales tax, and other legal requirements are the sole responsibility of the exhibitor, and receipts must be furnished to purchasers of goods.

PAYMENT AND REFUNDS

Confirmation of exhibit space and assignments will be made in the order applications are received and accepted. You will receive written confirmation and booth assignment within two weeks of receipt of payment. If an exhibitor cancels the reservation prior to September 30, 50% of the booth fee will be refunded, contingent upon NAAEE reselling the space. No refunds will be made after September 30, 2005. **Reservations must be received by September 1, 2005, to be listed in Conference Program.**

Setting up and tearing down is the responsibility of the exhibitor. **The exhibit MUST remain intact during the three days of the Exhibit Hall.** The exhibitor must surrender space occupied in the same condition as received - no nails, bracing wire or tape may be used, and all property damaged by exhibitors must be replaced to original condition at the expense of the exhibitor.

LIABILITY

NAAEE will not be liable for losses or damages during the exhibit hours. NAAEE also accepts no responsibility for injuries, losses, or damages during or subsequent to the period covered by the exhibit contract. Insurance is recommended, but is at the exhibitor's expense.

The exhibitor assumes responsibility and agrees to indemnify and defend NAAEE, CSS and the Albuquerque Convention Center, and their respective employees and agents against any claims or expenses arising out of the use of the exhibition premises.

The exhibitor understands that neither NAAEE, CSS, nor the Albuquerque Convention Center maintains insurance covering the exhibitor's property, and it is the sole responsibility of the exhibitor to obtain such insurance.

GENERAL EXHIBIT POLICY

- The assignment, subletting or sharing of space already assigned is prohibited without the consent of NAAEE.
- The exhibit should be designed and displayed to conform to the size of the space(s) leased. Please do not obstruct the view of, or interfere with, the exhibits of others.
- Attention to safety regulations is imperative. Aisles, passageways, and lobby or exhibit areas giving access to exits and fire extinguishing apparatus must be kept clear at all times.
- Demonstrations and display of products must be done in a safe and environmentally responsible manner.
- Demonstrations including the use of films, tapes, records, musical equipment and instruments, or any other sound device should be kept at a volume sufficiently low so as not to be objectionable to nearby exhibitors or conference participants.
- Exhibitors will exercise all precautions against damage or defacement of the exhibit hall and its property, and will assume all liability thereof.
- Exhibitors agree to conform to the exhibit schedule.
- NAAEE reserves the right to restrict exhibits that may become objectionable because of noise, method of operation, or for any other reason not deemed suitable.
- Exhibit floor is a nonsmoking area.