

ARIZONA MUSIC EDUCATORS ASSOCIATION, INC.



EXHIBITOR KIT

MESA CONVENTION CENTER
MESA MARRIOTT HOTEL
200 N. Centennial Way
Mesa, AZ

IN-SERVICE CONFERENCE
JANUARY 7, 8, 9, 2010

AMEA IN-SERVICE CONFERENCE EXHIBIT KIT

GENERAL INFORMATION

DATES.

January 7, 8, 9, 2010

REGISTRATION

A registration form is included in this package, or you can register on-line at azmea.org.

LOCATION

Mesa Convention (Centennial) Center, 263 North Center Street, Mesa AZ 85211-1466

HOTEL

Marriott-Mesa, 200 N. Centennial Way, Mesa, AZ 85001 Local phone: (480) 898-8300

Out of town reservations: 1-800-228-9290

ABOUT THE CONFERENCE

WHO ATTENDS?

The In-Service Conference of the Arizona Music Educators Association is an annual event which attracts upward of 700 registered participants.

CONSTITUENT ORGANIZATION PARTICIPATION.

Within the structure of the Association are four constituent organizations which will present instructional sessions of interest and concerts within their defined fields.

- The Arizona Band and Orchestra Directors Association (ABODA)
- The Arizona Collegiate Music Educators (ACME)
- The Arizona Society of General Music (AZSGM)
- The Choral Directors of Arizona (ChoDA)

Also participating in the conference are the AMEA companion organizations:

- Arizona-American String Teachers Association (ASTA)
- Arizona-American Choral Directors Association (ACDA)
- Arizona-International Association of Jazz Educators (IAJE)
- Arizona Percussive Arts Society (PAS)

WHAT ARE THE INTERESTS OF THOSE ATTENDING?

The interests of the conference participants are quite varied. These are music teachers and administrators from throughout the state. The teaching levels range from preschool through university. There will be general music teachers, band directors, orchestra directors, handbell directors and choral directors in attendance.

TENTATIVE SCHEDULE OF EVENTS.

- The conference will open with performances and adjudicator workshops on Thursday evening at 7:30 o'clock.
- The sessions on the second day (Friday) begin at 8:30 A.M. and last through 6:15 P.M. All conference participants attend the "Hall of Fame" Luncheon between the hours of 12:30 and 2:30 P.M. on this day.
- The sessions on the third day (Saturday) begin at 8:00 A.M. and last through 4:15 P.M. The constituent organization luncheons are held on this day between the hours of 12 noon and 2:00 P.M.

ABOUT THE EXHIBITS

EXHIBIT HALL SCHEDULE

- Thursday, January 7: 6:00 - 8:00 P.M. (optional)
- Friday, January 8: 7:30 A.M. - 5:00 P.M.
- Saturday, January 9: 7:30 A.M. - 3:00 P.M.

All Exhibits must be ready before the opening of the exhibit hall on Friday morning, Jan. 8, at 7:30 A.M. Exhibits will close during the program part of the Friday H.O.F. Luncheon. Security will be provided.

SET-UP & TEAR DOWN

- SET-UP TIME is Thursday, January 7, from 12 noon until 4:30 P.M.
- The loading area for Centennial Hall is located on the east end of the building, accessed off North Centennial Way. Load-in is also available via the paved Plaza in front of Centennial Hall. No unattended parking is allowed in any loading area.
- CLOSING TIME OF THE EXHIBIT HALL WILL BE 3 P.M., Saturday, January 9. Tearing down of exhibits is permitted after this time.
- Due to fire code restrictions, move-in or move-out activities are not permitted during show hours or while attendees are on the show floor.
- Exhibitors must park in the designated Third Place parking lot. Vehicles and/or trailers left on the grounds overnight will be required to purchase a \$10.00 parking permit and are also restricted to the Third Place parking lot. This permit is obtained through our Administration Office. Please note: This service is not available more than 24 hours prior to move-in.

SHIPPING, DRAYAGE AND STORAGE

The agent for shipping, drayage and storage for the conference is Phoenix Expo Convention & Drayage Services. (Please see enclosures.)

CONTRACT SET-UP AND TEAR DOWN

- Phoenix Expo Convention & Drayage Services can provide labor for the set-up and tear down of the exhibit. Should this be desired, arrangements are to be made directly. (Please see enclosures.) This service is in addition to the basic booth equipment of draped railings, covered tables, and chairs that is provided for in the registration fee.
- The Center does not have the ability to store or receive freight deliveries prior to move in. Please direct freight carriers not to deliver prior to move-in or arrange drayage with the show decorator. Early arriving freight will be refused. In like manner, all exhibit materials must be removed during move-out or consigned to the show decorator.
- Any exhibit materials remaining at the conclusion of move-out are considered abandoned and will be disposed of.

SINGLE BOOTH SIZE AND EQUIPMENT

- Each booth space will measure 8' x 8'. These booths are sided by low railings with drapes and each is backed by a high rail and is draped. Both drapes are alternating blue and white panels. Side rails are blue.
- Each booth space is furnished with one draped, 6' table and two folding chairs.
- A limited number of spaces are available in the Gallery Hall. This is the main hall leading from the session area to the main exhibit area. Spaces are 8' wide and 3' deep. No utilities are available in the Gallery Hall.

MULTIPLE BOOTH SPACES

Multiple booth spaces are available. These will be a desired combination of multiple 8' x 8' spaces, placed side-by side. Railings will not divide these spaces. Each space ordered will be furnished with one covered table and two chairs.

FLOOR PLAN

See the enclosure of the floor plan for the exhibit hall. Requested booth numbers will be honored on a first-come, first-served basis.

ASSIGNMENT OF SPACES

Spaces will be assigned on a first come, first served basis providing these requests are compatible with the following considerations:

- Competing products are not displayed in adjoining spaces.
- Multiple space requests will fit the floor plan of the exhibit hall.

CARPETING

Only the exhibit space in the MESA ROOM is carpeted. Should carpeting be desired in the booths placed in CENTENNIAL HALL, this will have to be ordered on the application form.

EXHIBITING RATES

EARLY REGISTRATION. Early registration rates apply to those applications that have been postmarked on December 1, 2009, or earlier.

REGULAR REGISTRATION rates will be in effect for those applications postmarked December 2, 2009 or after.

RATES are as follows:

	GALLERY HALL	EARLY REGISTRATION	REGULAR REGISTRATION
• ONE SPACE, 8' x 8', with one covered table and 2 chairs.....	\$200.00	\$225.00	\$275.00
• Each ADDITIONAL SPACE, with one covered table and two chairs each.....	\$200.00	\$150.00	\$200.00
• Each additional table.....	\$18.00	\$18.00	\$18.00
• Each additional chair.....	\$5.00	\$5.00	\$5.00

THE AVAILABILITY OF ELECTRICITY TO SPACES

A. Electricity is available to booths providing that it has been requested on the application form. Only 12 gauge extension cords are allowed, which can be supplied by the Center.

B. There is an additional charge for electrical service.

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| 1. 0-1800 watt outlet or (15 amps and 120 volts) | Earlybird rate: \$55.00; Floor rate: \$80.00. |
| 2. Extension cords - 3 wire, 25' chord | Earlybird rate: \$25.00; Floor rate: \$30.00 |
| 3. 6 outlet power tap with circuit breaker | Earlybird rate: \$15.00; Floor rate: \$20.00 |

TELEPHONE SERVICE

The Center offers limited telephone service for exhibitors, subject to line availability. This service may be ordered on the application form at the additional charges that are listed. Earlybird rate: \$115.00; Floor rate \$140.00.

INTERNET/LAN SERVICES

The Center has high-speed DSL service available for connection into the Internet. Internet and/or LAN service is available for dedicated or shared access from any location in the Center. Charges for Internet and LAN services are listed on a separate rate schedule.

TO PAY BY CREDIT CARD

To pay by credit card, supply information called for on the Exhibit Application Form. (Visa and MasterCard only.)

REFUNDS

Registration fees are NOT REFUNDABLE after the expiration date of the early registration rates (December 1, 2009). Payment is required if a cancellation is made after December 1, 2009.

CONFIRMATION OF EXHIBITS

Confirmation of exhibits will be mailed to applicants on December 15, 2009.

SECURITY

Uniformed security guards will be provided during the hours that the exhibit area is closed.

SIGNAGE

Directions to the exhibit area will be clearly marked with signs. Each booth will be provided with a 7" x 44" sign.

BEING A "GOOD NEIGHBOR" IN THE EXHIBIT AREA.

In fairness to all exhibitors, the following guidelines must be adhered to.

- No perpendicular obstruction 8' or more in height may extend forward more than 50% of the booth space and none over 48" in height may extend to the front of the booth space.
- No product or goods may spill over and out of the booth or be placed in the aisle.
- Excessive noise is not allowable.

FAX AND COPY SERVICES

- The Center offers fax service, Monday through Friday, 8:00 a.m. to 5:00 p.m. The fax unit is housed in the Administration Office located in the Rendezvous Center.
- There is a charge of \$2 for the first page and \$1 per each additional page to send a fax.

- C. There is a \$1 per page fee to receive a fax.
- D. Document reproduction is available in the Administration Office at \$.20 per copy, Monday through Friday, 8:00 A.M.-5:00 P.M.
- E. The Center's fax number is (480) 644-2617.

TEMPORARY SALES TAX/BUSINESS LICENSES.

The Licensee and their exhibitors shall be required to comply with and acquire any and all applicable federal, state and/or municipal permits or licenses for doing business within the State of Arizona and City of Mesa. For information regarding temporary sales tax or business licenses in the State of Arizona, contact the City of Mesa Tax and Licensing Dept at (480) 644-2316.

DECORATIONS/CLEANING AND PROTECTION OF BUILDING FURNISHINGS, EQUIPMENT AND FINISHES.

- A. Decorations are not permitted on ceilings, painted surfaces, columns, fabric, decorative walls or fire sprinklers. All decorative materials must be flameproof in accordance with Fire Regulations. No adhesive backed decals, signs, etc. are allowed on or permitted to be given out on the premises.
- B. Any type of tape to be applied to the floor (including any brand of double-faced carpet tape) must be approved in advance by the Event Coordinator. Licensee is forewarned that many brands of double-faced tape do not come off the floor and the cost for clean up will be billed to the Licensee.
- C. Following the close of the event, the Licensee must remove all decorations and tape. Any decorations or tape remaining from the event will be removed by the Center staff at the prevailing labor rate.
- D. Under no circumstances may Licensee staple decorations onto any tables owned by the Center.
- E. Any damage to walls, floors, windows, or any other surface or furnishings due to decorations will be charged to the exhibitor.
- F. No helium-filled balloons are permitted without prior approval from the Event Coordinator. Helium tanks must be on approved carts or bases. (In special circumstances, balloons that are secured to exhibit booths or architectural features may be allowed with the prior approval of the Event Coordinator.) In such an event, the Licensee will remain responsible for the cost of retrieving any stray balloons.
- G. Rice, bird seed, glitter and confetti are not permitted in the facility. A cleaning service charge will be levied should such items be brought on site for an event.
- H. Candles and/or open-flamed devices must be pre-approved by the Event Coordinator and must be in compliance with Fire Code.
- I. Temporary Floor coverings - Carpet runners, show carpet or other temporary floor covering over permanent carpet must be approved in advance. Contact the Event Coordinator for specification of approved tapes to use when installing carpet. Double faced tape and heat tape are prohibited for direct application to permanent carpeted areas.
- J. Tape removal from exhibit hall floor is the responsibility of the Licensee and their service contractor(s).
- K. Facility planters and furnishings may not be removed or repositioned. Center personnel shall handle any movement of furniture for event purposes.
- L. Janitorial Services – Center personnel will clean common use public areas, restrooms, meeting rooms (except when utilized as exhibit area). All other janitorial and cleaning service, beginning with the first day of move-in during show day and through final day of move out, is the responsibility of Licensee and will be billed at the prevailing rate.

FIRE SAFETY

- A. The NFPA 101 Life Safety Code 1994 edition and 1997 Uniform Fire Code have been established as a standard for review with specific revisions and interpretations of occupancies and events at the Convention Center. Reference copies of the fire code are available through your Event Coordinator. Highlights of pertinent provisions are outlined below.
- B. All drapes, curtains, table coverings, skirts, carpet or any materials used in exhibits must be flame retardant.
- C. Fire hose cabinets, fire extinguishers, sprinklers, fire exit doors, route of egress and any other fire safety device must not be hidden, obstructed or otherwise disturbed.
- D. All room sets and decorations must comply with City of Mesa Fire Code and are subject to inspection.

CRATE & PACKING MATERIAL STORAGE

Crates, packing material, wooden boxes and other highly combustible materials may not be stored in the building. These materials are to be placed in the charge of the freight company for storage.

CONCESSIONS AND CATERING

All food, beverages, and concessions are provided and controlled exclusively by the Mesa Convention Center's catering department. All food and beverage arrangements must be made through the Center. No food or beverage will be allowed on premises unless purchased through the Center.

FOOD SAMPLES IN EXHIBIT BOOTHS

- A. Exhibitors who process or distribute food in their normal course of business and would like to distribute food samples may be allowed, provided their food samples are no larger than bite size, and the beverages are no larger than two (2) ounces.
- B. An exhibitor who does not manufacture, process or distribute food as their normal course of business and would like to distribute food must purchase their food samples from the Center's food service contractor, at retail prices, and no restriction on the size will be applied.
- C. Exhibitors are prohibited from selling samples to patrons.

AUDIO-VISUAL SERVICES

Full-scale audio-visual services are provided through the Convention Center. Audio and visual equipment along with operator rates are available on request. Our clients may use off-site audio-visual providers, but there will be a labor fee of \$40 per hour/\$300 per day assessed to them to ensure public safety and adherence to Fire Code for their event.

ANIMALS AND PETS

Animals and pets are not permitted in the building except in conjunction with an authorized exhibit, display or performance; or as aids to the disabled. Where an animal is used in an authorized exhibit, display or performance, the animal is to remain in a properly enclosed pen or cage when not performing.

PARKING

- A. The Center maintains 500 on-site parking spaces. These spaces are filled on a first come, first serve basis.
- B. Motor home vehicles (RV's) and all other over-sized vehicles may use only the Third Place parking lot. No hook-ups, water or dump facilities are available.
- C. Overnight event parking of any vehicle and/or trailers requires the purchase of a \$10.00 parking permit and is again restricted to the Third Place parking lot. This permit is obtained through the Convention Center Administration Office, Monday through Friday, 8:00 a.m. to 5:00 p.m.

EXHIBITOR REGISTRATION

The exhibitor registration area will be at the main registration desk on Thursday. On Friday and Saturday the exhibitor headquarters will be in the Exhibit Hall. Upon arriving, each exhibitor will be presented with a packet which contains badges for all appropriate persons, information, and an Arizona Music Educators Directory.

VENDOR SPONSORED CONFERENCE SESSIONS

While we no longer have showcase session at our conference, those companies who wish to sponsor a session or sessions should visit our website at www.azmea.org. Then navigate to the session proposal page. Those forms are sent directly to our constituent organizations for consideration in setting up their program schedule.

DOOR PRIZE DRAWINGS

There will be three drawings of door prizes during the course of the conference. Each exhibitor is encouraged to supply merchandise for these events. (Exhibitors wishing to participate in this, please check appropriate place on application form.)

HOSPITALITY SERVING AREA

The hospitality serving area for the conference will be in the exhibit area. A conversation room for those attending the conference will be in the exhibit area.

LOST AND FOUND

The Center assumes no responsibility for personal items, meeting room equipment or decorations left in rooms. However, the Convention Center Administration Office can be contacted at (480) 644-2178 to see if any items have been found. City policy requires the Center to turn found items over to the Materials and Supply Department and 30 days after the found date, the items will be processed for City auction according to city policy.

PHOENIX EXPO CONVENTION SERVICES
1325 N. 105th Place, Mesa, AZ 85207
Phone: (480) 358-1002 Fax: (480) 358-1003

FREIGHT HANDLING AND SHIPPING INSTRUCTIONS

Phoenix Expo has been designated as the official drayage contractor. The Mesa Convention Center does not have the facilities to receive and store freight. Therefore, they will not accept any convention shipments. Please follow the following instructions to assure proper handling of exhibit material.

ADVANCED SHIPPING INSTRUCTIONS

All shipping charges, by whatever means of transportation, must be prepaid. Collect shipments will not be accepted. Shipments should arrive, no later than, two days prior to exhibitor setup date. All shipments must have a bill of lading or delivery slip showing the weight, and number of pieces. Please consign all shipments as follows:

TO: (NAME OF COMPANY EXHIBITING & BOOTH NUMBER)
FOR: ARIZONA MUSIC EDUCATORS ASSOCIATION CONFERENCE
C/O PHOENIX EXPO CONVENTION SERVICES
3440 SOUTH HAWES ROAD
MESA, AZ 85212

ADVANCED SHIPMENT HANDLING CHARGES

Please fill out the Material Handling Form completely, and immediately mail or fax the form to Phoenix Expo. Handling charges, for shipments of common freight and crated exhibit material, will be at the rate of \$50.00 per 100 lbs., with a 200 lbs. minimum. Rate charges include the following:

- Accepting and unloading shipment from the freight carrier
- Provide up to 30 days storage prior to the event
- Delivery to the event site and to your booth
- Storage of empty packing materials during the event
- On the close of event, the return of packing materials to your booth
- Loading of outbound shipment, for return to your specified destination
- Storing of shipment, up to one week, after the close of the event

DIRECT SHIPMENT TO SHOW SITE

Please fill out the Material Handling Form completely, and immediately mail or fax the form to Phoenix Expo. Arrangements for direct shipment must be made in advance. Handling charges, for direct show site delivery is \$45.00 per 100 lbs., with a 200 lbs minimum. Shipments will be received during scheduled move in day(s) only.

SMALL PACKAGE SHIPMENTS AND ENVELOPES

Please fill out the Material Handling Form completely, and immediately mail or fax the form to Phoenix Expo. Maximum weight for entire shipment is 50 lbs. Handling rate for the first carton or envelope is \$30.00. Each additional carton or envelope is \$5.00.

OUTBOUND SHIPMENTS

Outbound shipments are those shipments that were not received by Phoenix Expo, but are to be shipped out by exhibitor request. Handling Rate is \$40.00 per 100 lbs. with a 200 lbs. minimum. Shipments of common freight and exhibits will be moved from booths and returned to your specified destination.

PAYMENT FOR ALL MATERIAL HANDLING

An estimate of 100% of handling charges must accompany order. Payment is determined by incoming weight. Your carrier should provide a Certified Weight Ticket. All weights are per hundred weight, with a 200 lbs. minimum. All weights should be rounded up to the next 100 lbs. If paying by credit card, please mail or fax the Credit Card Authorization Form along with the Material Handling Form.

LIMITS OF LIABILITIES

All shipments should be insured by the exhibitor from the time it leaves your firm, during the duration of the event, and through the return to your destination. Phoenix Expo is not liable for any ordinary wear and tear in the handling of materials. Phoenix Expo is not liable for any visible damage, or damage that is not visible upon acceptance from any carrier. Phoenix Expo is not liable for any damage done while handling oversized or improperly packaged shipments. After materials have been placed in the booth, Phoenix Expo is not liable for the condition, count or content until such time as materials are picked up for removal, after the close of the event. At the close of the event, where carrier fails to pick up or accept a shipment, Phoenix Expo reserves the right to reroute this shipment. If no destination or carrier is provided, materials may be routed with a common carrier, or returned to Phoenix Expo, pending advice from the exhibitor and charged accordingly.

BANQUET

HOSPITALITY

CENTENNIAL - MAIN HALL



AMEA
IN-SERVICE
CONFERENCE

EXHIBIT HALL
PLAN

MESA CONVENTION
CENTER

January 7-9, 2010

7	14	21	28	35	42	49
6	13	20	27	34	41	48
5	12	19	26	33	40	47
4	11	18	25	32	39	46
3	10	17	24	31	38	45
2	9	16	23	30	37	44
1	8	15	22	29	36	43

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MESA ROOM

ENTRANCE

