You’re Invited!
Join us for the 66th Annual Conference of the Michigan Science Teachers Association (MSTA), March 6-7, 2020, at the Lansing Center, Lansing, Michigan.

Join MSTA as we make changes “...to stimulate, support, and provide leadership for the improvement of science education throughout Michigan.”

Advertising Opportunities
Advertising in the 2020 MSTA conference brochure is an excellent way to let conference attendees learn about you! Black and white ads are available in several different sizes. Please refer to the Advertising Contract enclosed for specific sizes and prices.

Electricity
Each vendor, whether commercial or non-profit, is responsible for their own electricity. The “Utilities Order Form” will be available in your Exhibitor information that will be emailed to you.

Carpet
The Exhibit Hall is carpeted.

Telephone Lines
The “Telephone Service” form will be available in your Exhibitor information that will be emailed to you. Wi-fi will be available at no charge.

Security
For your safety, 24-hour security will be provided on the exhibit floor from exhibit set-up through exhibit tear down.

Show Dates & Hours
These hours are subject to change; please refer to the Exhibit’s Kit for further information.

The Exhibit premises will be open as follows:
Friday, March 6 – 9:00 a.m. - 5:00 p.m.
Saturday, March 7 – 9:00 a.m. - 1:00 p.m.
Exhibit Space Rates

**Commercial Booth**
Each commercial booth includes one eight foot covered & skirted table, complete skirting and draping (8 ft. high back, 3 ft. high sides) of the booth, two chairs, one wastebasket, one booth identification sign, and two complimentary lunch vouchers, per booth, per day.

- 8’ x 10’ Premium Booth*  _____________________________________ $900
- 8’ x 10’ Booth - Single End Space _______________________________ $750
- 8’ x 10’ Booth - Single inside Space _____________________________ $700
- 8’ x 20’ Booth - Double (1 end/1 inside) Space____________________ $1,125
- 8’ x 20’ Booth - Double inside Spaces __________________________ $1,025

*SPECIAL FOR 2020 - PREMIUM BOOTHS
Spaces 1 thru 10, and 55 thru 58 are being offered as “premium spots” this year. This is an area where attendees will need to pass through to get from one side of the hotel to the other.

Each commercial booth is allowed two (2) workers/associates badges per booth. Any additional workers/associates badges will be required to pay $25 per additional badge.

**Nonprofit Table**
With the proper paperwork, you can now make sales, or conduct a raffle at your booth! Just fill out the Sales/Raffle application, return with proper documentation, and you are all set!

Each non-profit table includes one six foot covered and skirted table, one chair, one wastebasket, one table identification sign, and two complimentary lunch vouchers, per booth, per day.

- 6’ Table _____________________________________________________ $350

Each non-profit booth is allowed two (2) workers/associates badges per booth. Any additional workers/associates badges will be required to pay $15 per additional badge.

**Sponsorship Opportunities**

Your company can expand its visibility at this annual event by being a conference sponsor. Many opportunities are available.

**“Sponsor A Teacher!”**
One Teacher _______________________________________________ $275

With your sponsorship, you will support a teacher and enable them to attend both Friday and Saturday! The $275 pays for membership for one year in MSTA and their full conference registration for Friday and Saturday.

In appreciation of your sponsorship, each teacher you sponsor will receive a certificate with your company name and contact information on it, have it acknowledged with signage at the conference AND be acknowledged in our next Newsletter!

For more information about the show, please contact:
MSTA, 1390 Eisenhower Place, Ann Arbor, MI 48108
Phone: 734-973-0433, Fax: 734-677-2407
Website: www.mstaevents.org and www.msta-mich.org
E-mail: arichardson@managedbyamr.com
Space Reservation:
(all fees must be submitted in U.S. currency only)

Commercial Booth
☐ 8’ x 10’ Booth - Premium Booth ____________________ $900
☐ 8’ x 10’ Booth - Single End Space ____________________ $750
☐ 8’ x 10’ Booth - Single inside Space ____________________ $700
☐ 8’ x 20’ Booth - Double (1 end/1 inside) Space $1,125
☐ 8’ x 20’ Booth - Double inside Spaces ______________ $1,025

Non-Profit Table
☐ Single 6’ Nonprofit Table ________________________ $350
☐ I would like ______ Nonprofit tables @ _____________ $350 each

Space Choice:
(please choose one or two.)
Please indicate your first, second and third choices of exhibit space.
Space will be assigned on a first come, first served basis. If you wish to have a confirmed booth, please call the MSTA office for assignment.

Choice #1: ______ Choice #2: ______ Choice #3: ______
☐ Contact me regarding flame, chemical, or hazardous displays.

Booth Sign:
(check all that apply.)
One 7” by 44” sign free per booth. The following is the correct lettering of our company name, as it should appear.

Organization Description:
Please provide a brief (25 words) description of your organization. This description will be reproduced in the exhibit directory. MSTA reserves the right to edit copy.

Total:
- Total Space costs = $ __________
+ Additional Badges = $ __________
+ Additional Lunches = $ __________
- 2 Lunches (if requesting only 1 lunch per day) = $ __________
= Grand Total = $ __________

Payment Information:
No Purchase Orders Accepted! Note: Billing address and name on card has to be as it appears on the credit card billing statement or card will not be processed.

Firm Name of Leasee
Printed Name of Signer Title
Address
City State Zip
Phone Fax
Email* *MUST PROVIDE: All communication will be done via email.

Payment Type:
☐ Visa ☐ MasterCard ☐ Discover ☐ American Express
☐ Check/Money Order: ______
Note: Billing address and name on card has to be as it appears on the credit card billing statement or card will not be processed. Make checks payable to Michigan Science Teachers Association (MSTA) (Tax ID# 38-2320469).

Name on Card
Billing Address
Billing City/State/Zip
Signature Date
Card Number
CVV Code 3 or 4 digit code on back of card Exp. Date

MSTA will provide two lunches per booth, per day. How many lunches do you need? Additional lunches are available at a charge of $25.00 per person per day. If only 1 lunch is needed per day, please deduct $50 on the “- 2 Lunches” line under “Total” in the next column.

Additional Lunches:
I need _____ lunches on Friday
I need _____ lunches on Saturday

Important Contract Information: Please complete this form and forward your completed contract and full payment to: MSTA, 1390 Eisenhower Place, Ann Arbor, MI 48108, Tel: 734/973-0433, Fax: 734/677-2407. Checks should be made payable to MICHIGAN SCIENCE TEACHERS ASSOCIATION. I have read and it is agreed all Rules and Regulations on the reverse side of this contract are a part hereof and no agreement other than those contained herein shall be binding upon the parties unless in writing, signed by the Show Manager.

(continued on reverse side)
**Rules and Regulations**

**Definition of Terminology** - As used herein in reference to the MSTA Conference, the words “MSTA” or “Conference” as used throughout these rules and regulations refer to the Michigan Science Teachers Association (MSTA), acting through its agents or its employees in the management of the conference and vendor Exhibit Premises; “Exhibitor” refers to those companies, partnerships, and corporations contracting for the MSTA exhibition; “Exhibition Premises” and “Hall” refer to the Lansing Center, Lansing, Michigan; “Decorator” refers to the contracting/decorating company.

**Contract for Space** - Your signed official application for exhibit space will constitute a contract for the right to use space only when an acceptance is signed and returned by the Exhibits Manager. Payment in full is due with the application. All contracts are expressly made subject to the terms for the MSTA lease relating to the Exhibition Premises.

**Cancellations** - In the event of cancellation by the exhibitor at any time, or if the rental space is unoccupied on opening day, the Exhibitor shall be subject to the retainer fee as liquidated damages. Exhibitors may not sublease, reassign or apportion a whole or any part of the space assigned. If a cancellation is requested, refunds will be done on the following scale:
- 1 to 30 days out from date of show - No refund
- 31 to 120 days out from date of show - 25% of booth fees paid will be refunded
- 121 to 180 days out from date of show - 50% of booth fees paid will be refunded

**Exhibits** - The Exhibits Manager shall be the final authority on any question regarding the interpretation of these rules. These rules have been formulated for the best interests of the Exhibitors, MSTA, Lansing Center, and the public. These rules are subject to revision by MSTA, and all points not covered herein are subject to its decision. These rules and regulations will govern the management of the conference and vendor Exhibition Premises; “Exhibitor” refers to those companies, partnerships, and corporations contracting for the MSTA exhibition.
Sponsor Opportunities:
Sponsor Deadlines: January 11, 2020
(For inclusion in conference program)
Your company can expand its visibility at this annual event by being a conference sponsor. Many opportunities are available. Please check the category that you would like to sponsor:

### Sponsorship Opportunities for Annual MSTA Conference

<table>
<thead>
<tr>
<th>Event or Item</th>
<th>Sponsorship Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dedicated Presentation Room – 1 day</td>
<td>$500.00</td>
</tr>
<tr>
<td>- limited availability</td>
<td></td>
</tr>
<tr>
<td>- must also have a booth in the exhibit hall to qualify</td>
<td></td>
</tr>
<tr>
<td>Dedicated Presentation Room – 2 days</td>
<td>$800.00</td>
</tr>
<tr>
<td>- limited availability</td>
<td></td>
</tr>
<tr>
<td>- must also have a booth in the exhibit hall to qualify</td>
<td></td>
</tr>
<tr>
<td>Opening Keynote Address &amp; Featured Speaker Series</td>
<td>$5,000.00</td>
</tr>
<tr>
<td>Awards Dinner</td>
<td>$5,000.00</td>
</tr>
<tr>
<td>Awards Reception</td>
<td>$500.00</td>
</tr>
<tr>
<td>Wireless Internet for Attendees</td>
<td>$2,000.00</td>
</tr>
<tr>
<td>Exhibit Hall Coffee Breaks</td>
<td>$500.00</td>
</tr>
<tr>
<td>Sponsor a Teacher</td>
<td>$275.00</td>
</tr>
<tr>
<td>Field Trip Transportation</td>
<td>$500.00</td>
</tr>
<tr>
<td>Regional Director Round Table Luncheon</td>
<td>$1,500.00</td>
</tr>
<tr>
<td>Conference Mobile App</td>
<td>$500.00</td>
</tr>
<tr>
<td>Exhibitor Welcome Bags</td>
<td>$300.00</td>
</tr>
<tr>
<td>Muffins &amp; Coffee for Membership Meeting</td>
<td>$250.00</td>
</tr>
<tr>
<td>Movie Reception</td>
<td>$250.00</td>
</tr>
<tr>
<td>General Donations</td>
<td>~ varies ~</td>
</tr>
</tbody>
</table>

Payment Information:
No Purchase Orders Accepted! Note: Billing address and name on card has to be as it appears on the credit card billing statement or card will not be processed.

Firm Name of Leasee
Printed Name of Signer Title
Address
City State Zip
Phone Fax
Email

Payment Type:
- Visa
- MasterCard
- Discover
- American Express

Check/Money Order: ______

Note: Billing address and name on card has to be as it appears on the credit card billing statement or card will not be processed. Make checks payable to Michigan Science Teachers Association (MSTA) (Tax ID# 38-2320469).

Name on Card
Billing Address
Billing City/State/Zip
Signature Date
Card Number
CVV Code 3 or 4 digit code on back of card Exp. Date

**Important Contract Information:** Please complete this form and forward of your completed contract and full payment to: MSTA, 1390 Eisenhower Place, Ann Arbor, MI 48108, Tel: 734/973-0433, Fax: 734/677-2407. Checks should be made payable to: MICHIGAN SCIENCE TEACHERS ASSOCIATION.
Show Dates & Hours
These hours are subject to change; please refer to the Exhibit’s Kit for further information.

The Exhibit premises will be open as follows:
Friday, March 6 – 9:00 a.m. - 5:00 p.m.
Saturday, March 7 – 9:00 a.m. - 1:00 p.m.

Tear Down & Set-up
Exhibit Set-up:
Thursday, March 5 – 1:00 p.m. - 7:00 p.m.

Tear Down:
Saturday, March 7 – 1:00 p.m. - 5:00 p.m.
Raffle Selection:

☐ All Attendees Raffle

☐ Raffle item displayed and raffled off at your booth. Entries become a database for your mailings. MSTA will indicate what you are giving away in the conference brochure if notified before January 11, 2020.

☐ Raffle item to be picked up by MSTA at conference. All registrants receive a raffle ticket with their name badge. Tickets must be turned in to MSTA booth and raffle. MSTA will indicate what you are giving away in the conference brochure if notified before January 11, 2020.

☐ We are not interested in participating in a raffle.

Raffle Item:

Description of raffle item: _______________________________________________________________________________________________

Exhibitor: ____________________________________________________________________________________________________________

Contact Person: _______________________________________________________________________________________________________

Address: _____________________________________________________________________________________________________________

Please return this form to: MSTA, 1390 Eisenhower Place, Ann Arbor, MI 48108, or Fax: 734-677-2407. NOTE: When item(s) are available for shipping, please call the MSTA Office at (734) 973-0433.
This agreement is between the Michigan Science Teachers Associations’ Conference (MSTA) and

_____________________________________________________.
(type or print your organization)

As a non-profit organization, you will be allowed to make sales or conduct a raffle at the MSTA conference, providing the following guidelines have been met:

• You have provided MSTA proof of your Michigan non-profit status.
• You have provided MSTA a valid Michigan sales tax license.
• You have provided MSTA a valid raffle license (where applicable).

By signing this agreement, your organization is fully aware that:

• If your organization will be conducting sales at your booth, it is your organization’s responsibility to collect Michigan sales tax, and it is your organization’s responsibility to file the proper sales tax papers with the state of Michigan, and file them in accordance with Michigan law.
• If your organization will be conducting a raffle at your booth, it is your organization’s responsibility to apply for and be granted a raffle license. This raffle license must also be displayed at your booth.

Please return this form to: MSTA, 1390 Eisenhower Place, Ann Arbor, MI 48108, or Fax: 734-677-2407. NOTE: When item(s) are available for shipping, please call the MSTA Office at (734) 973-0433.
Order Information

Company Name

Contact

Address

City/State/Zip

Phone/Fax

Payment Information

Number of Ads Ordered $\quad$ Total Amount Due

Payment Type: q Credit Card q Invoice

Credit Card Number

Expiration Date CVV Code

Billing Address

Billing City/State/Zip

Name on Credit Card

Authorized Signature

Advertising Options:
Advertising opportunities are available in seven (7) publications produced by the Michigan Science Teachers Association. Please indicate the publication you would like to advertise in below by checking the box.

Newsletter (online only)
The MSTA Newsletter is a full color, 8.5” x 11” on-line publication. It is published four times a year (Summer, Fall, Winter, Spring).

Indicate the issue you want to advertise in and the ad size:

- **Summer 2019** (Ad deadline is August 9, 2019)
  - Full page: 8.5” x 11”
  - Half page (vertical): 7.5” x 5”
  - Quarter Page: 3.75” x 5”

- **Fall 2019** (Ad deadline is October 23, 2019)
  - Full page: 8.5” x 11”
  - Half page (vertical): 7.5” x 5”
  - Quarter Page: 3.75” x 5”

- **Winter 2020** (Ad deadline is January 16, 2020)
  - Full page: 8.5” x 11”
  - Half page (vertical): 7.5” x 5”
  - Quarter Page: 3.75” x 5”

- **Spring 2020** (Ad deadline is MAY 1, 2020)
  - Full page: 8.5” x 11”
  - Half page (vertical): 7.5” x 5”
  - Quarter Page: 3.75” x 5”

Journal
The MSTA Journal is a black and white, 6” x 9” print publication that is published two times each year (October and April). The MSTA Journal is mailed to all current MSTA Members.

Indicate the issue you want to advertise in and the ad size:

- **Fall 2019** (Ad deadline is September 25, 2018)
  - Full page: 5” x 8”
  - Half page (vertical): 2.25” x 3.75”
  - Quarter Page: 2.25” x 3.75”

- **Spring 2020** (Ad deadline is April 10, 2019)
  - Full page: 5” x 8”
  - Half page (vertical): 2.25” x 3.75”
  - Quarter Page: 2.25” x 3.75”

Conference Program
The MSTA Conference Program Book is an 8.5” x 11” print publication that is published for the annual MSTA conference. The Conference Program is produced for all attendees at the annual conference.

Indicate ad size:

- **2020 Program** (Ad deadline is January 16, 2020)
  - Full page: 8.5” x 11”
  - Half page (vertical): 7.5” x 5”
  - Quarter Page: 3.75” x 5”

Advertising Rates
Advertise in more publications and received discounts on each advertisement you place.