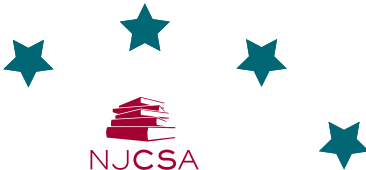




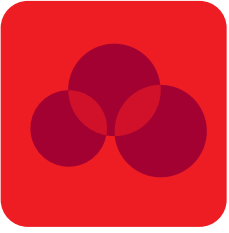
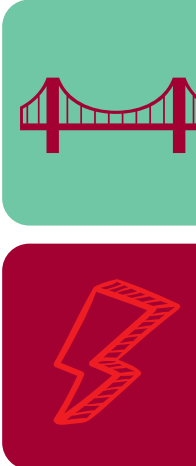
10th ANNUAL

NEW JERSEY



CHARTER SCHOOLS CONFERENCE

October 11, 2018 ★ Newark



VENDOR PROSPECTUS



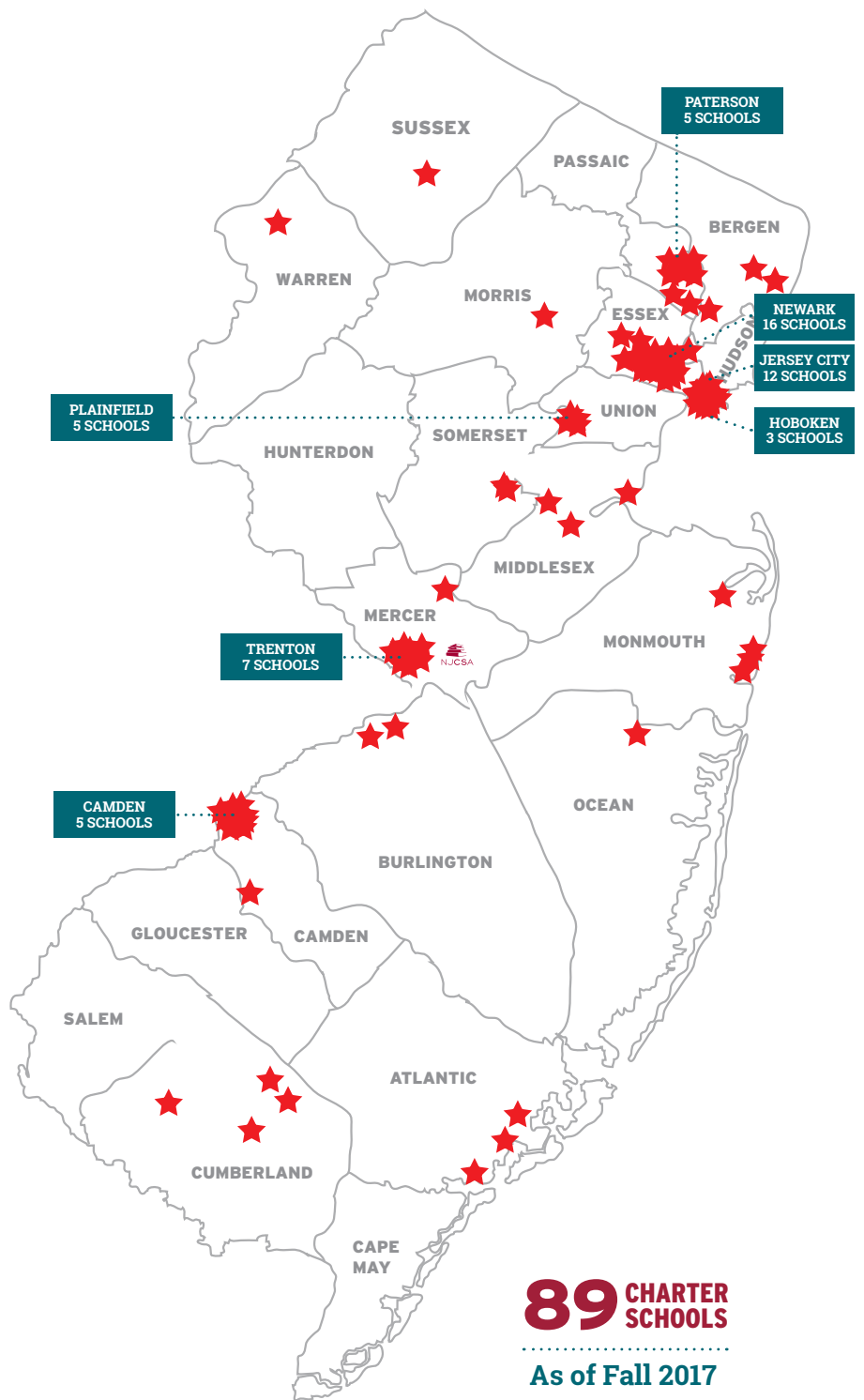
Order Online at NJCHARTERS.ORG/CONFERENCE



New Jersey Charter Schools

BY THE NUMBERS

YEARS OPEN	NUMBER OF NJ CHARTER SCHOOLS
20 Years	9
15 to 19 Years	25
10 to 14 Years	9
5 to 9 Years	24
1 to 4 Years	17
In Its First Year	5
NUMBER OF STUDENTS	NUMBER OF NJ CHARTER SCHOOLS
2000+	3
1000 to 1999	7
500 to 999	19
300 to 499	28
100 to 299	30
Up to 100	2
GRADE LEVELS SERVED	NUMBER OF NJ CHARTER SCHOOLS
K to 5	18
K to 8	38
K to 12	16
4 to 8	7
6 to 12	1
9 to 12	9
Also offers PreK	10



"We attend many state and national conferences and, in my opinion, NJCSA holds the best conference each year."

Conference Overview

The New Jersey Charter Schools Association invites you to become a vendor at the 10th Annual New Jersey Charter Schools Conference, October 11, 2018, at the Best Western Robert Treat Hotel in Newark, New Jersey. When your company or organization participates as a vendor or sponsor, you gain immediate access to this growing market through face-to-face interactions in a relaxed yet professional environment.

MARKET PROFILE

This year, **89 CHARTER SCHOOLS** are educating more than **50,000 STUDENTS** in grades PreK-12 in more than 120 school buildings across New Jersey.

87%

**OF NJ CHARTER
SCHOOLS ARE
NJCSA MEMBERS**

"We look forward to the Nj Charter Schools conference every year. The logistics went off without a hitch; our booth, internet, and electricity were flawlessly orchestrated."

WHO YOU'LL MEET

NJCSA is planning to welcome more than 600 registrants at this one-day professional development event. More than half of all conference registrants are teachers, principals, support staff, administrators, leaders and board trustees working directly in schools and their growing networks. Vendors will reach a diverse audience, including:

- ★ Charter School Leaders & CEOs
- ★ Principals & Administrators
- ★ School Business Officials
- ★ Classroom Teachers & Aides
- ★ Stakeholders & Reformers
- ★ Business & Community Leaders
- ★ Charter Management Organizations
- ★ Founders of Future Charter Schools
- ★ State & Local Officials
- ★ Charter Schools from Neighboring States

Order Online at **NJCHARTERS.ORG/CONFERENCE**

* Membership in the NJCSA is not required to be a conference exhibitor, and membership does not guarantee the availability of booths or other vendor opportunities. To apply the member discount, companies must join or renew for the 2018 membership year prior to placing a vendor order.*

Questions?

Contact NJCSA Vendor Services ★ 609-989-9700 ★ confvendor@njcharters.org

Exhibitor Packages

Because of the limited square footage at the Best Western Robert Treat Hotel, the exhibitor area allows table top displays only. All banner stands must be placed on the floor behind your table.

EXHIBITOR PACKAGE

Each exhibitor package includes the following:

- ★ **One 6' x 30" draped table and two chairs**
- ★ **Two booth staff registrations**
- ★ **Basic listing in exhibitor directory**
(contact info & company description)
- ★ **Attendee mailing list provided pre- and post conference**
(names & postal addresses only)
- ★ **Access to basic electricity service**
- ★ **Free WiFi**
(shared with all attendees; reliability & speed not guaranteed)
- ★ **Exclusive to NJCSA Associate Members: Member status indicated on a small laminated sign to display on table**

EXHIBITOR HOURS

WEDNESDAY, OCTOBER 10

Drop Off Display Materials: 3:00 pm – 6:00 pm

Due to anticipated traffic and parking lot issues on the morning of the conference, this year we are strongly encouraging all exhibitors to drop off their secured display materials on Wednesday afternoon, with plans to simply unpack & set them up on Thursday morning. Also note that for security reasons, only the ballroom vendors can also set up their displays on Wednesday. Because the hallway exhibitor area is not able to be secured overnight, we ask that hallway exhibitors wait until Thursday morning to actually set up their displays.

THURSDAY, OCTOBER 11

Set Up Displays: 6:00 am – 7:55 am

Exhibitor Hours: 8:00 am – 1:45 pm (you are welcome to stay until 4:00 pm)

Tear Down: 1:45 pm – 4:30 pm

Tables in the Tristate ballroom must be torn down as quietly as possible after 1:45 pm, as breakouts are continuing in the ballroom until 4:00 pm. We ask that exhibitors in the ballroom consider staying for the afternoon sessions and tear down at their completion. This will allow you to best maximize your time with the attendees during the sessions. All materials must be exited through the hallway doors and not through the back-of-house exit.

Table Fee

(PER 6' TABLE SPACE)



NJCSA Associate

Members:

\$1,100

Nonmembers:

\$1,650

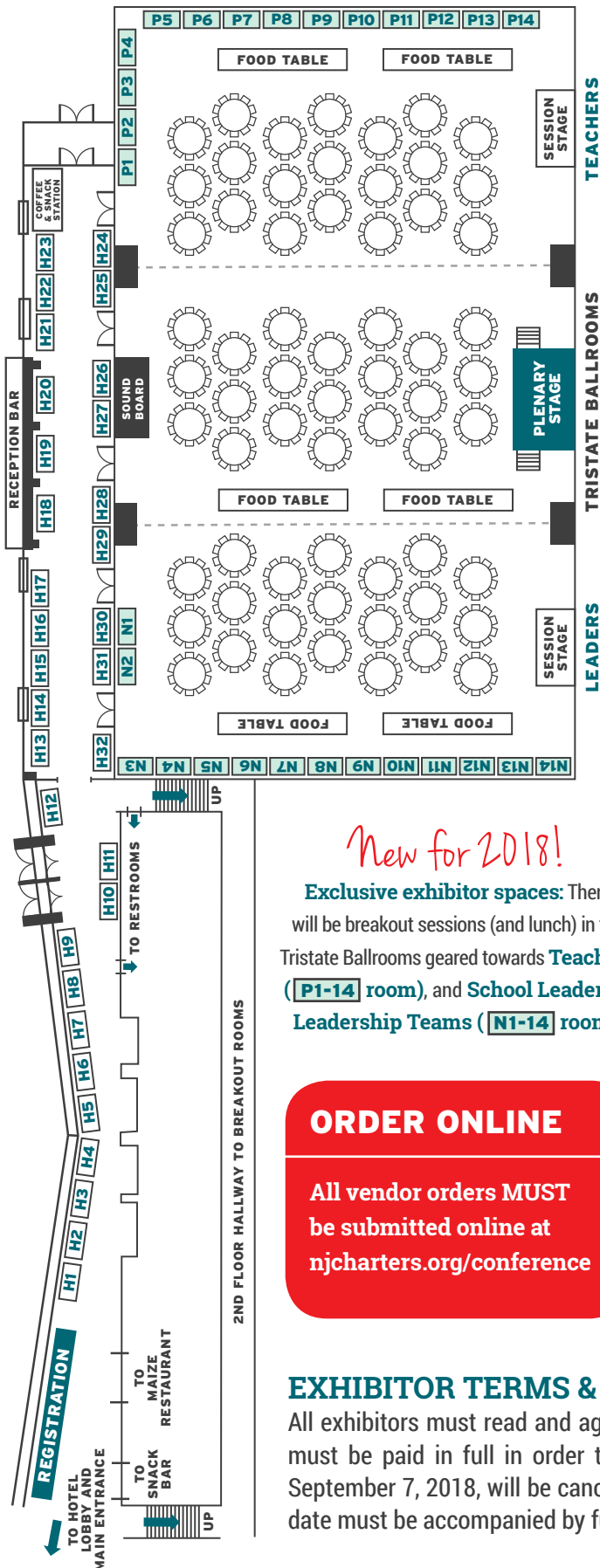
*NJCSA Associate Membership is \$600. Membership is not required to be a conference vendor, and does not guarantee the availability of a vendor space or other opportunities. To apply the member discount, companies must join or renew at njcharters.org/membership prior to placing a vendor order.

EXHIBITOR BADGES

Each exhibitor package includes two complimentary conference badges. Additional badges are available for purchase. All company representatives must be registered online for their own badge, including complimentary ones. The online badge registration link will be emailed upon receipt of booth payment. Badges must be worn at all times and cannot be shared or pro-rated.

"I found a new product in the vendors section that we'll use next year."

Floor Plan & Schedule



New for 2018!

Exclusive exhibitor spaces: There will be breakout sessions (and lunch) in the Tristate Ballrooms geared towards **Teachers** (**P1-14** room), and **School Leaders & Leadership Teams** (**N1-14** room).

ORDER ONLINE

All vendor orders **MUST** be submitted online at njcharters.org/conference

EXHIBITOR TERMS & CONDITIONS

All exhibitors must read and agree to the Terms & Conditions in this prospectus. All orders must be paid in full in order to hold space. Any tables that are reserved but unpaid by September 7, 2018, will be cancelled and released for public sale. Orders received after that date must be accompanied by full payment.

THURSDAY, OCTOBER 11, 2018

START	END	ACTIVITY	ROOMS
6:00 AM	7:55 AM	Exhibitor Display Set up / Pick up badges	Hallway & Ballrooms
8:00 AM	4:00 PM	Registration Counter Open Pick up Badges / Ask Questions	Hallway
8:00 AM	1:45 PM	Exhibit Areas Open	Hallway & Ballrooms
8:30 AM	9:30 AM	Breakfast with Plenary Session	Tristate Ballroom
9:30 AM	10:00 AM	Visit Exhibitors	Hallway & Ballrooms
10:00 AM	11:00 AM	Breakout Sessions Group 1	Various Breakout Rooms & Tristate Ballroom
11:15 AM	12:15 PM	Breakout Sessions Group 2	Various Breakout Rooms & Tristate Ballroom
12:15 PM	1:45 PM	Visit Exhibitors / Lunch / Keynotes	Hallway & Tristate Ballrooms
1:45 PM	2:45 PM	Breakout Sessions Group 3	Various Breakout Rooms & Tristate Ballroom
3:00 PM	4:00 PM	Breakout Sessions Group 4	Various Breakout Rooms & Tristate Ballroom

Exhibitor Enhancements

Print Advertisements in Program Book

Updated for 2018!

Increase your visibility by placing a color print ad in the conference program book. The book is 8.5" w x 11" h and contains vital information about the conference, including the schedule, breakout session descriptions, floor plans and exhibitor directory. All advertisements will be filled on a first-paid, first-served basis, as space is available. Specifications and submission instructions will be emailed separately.

SIZE/PLACEMENT (book is 8.5"W x 11"H)	NJCSA ASSOCIATE MEMBERS	NONMEMBERS
OUTSIDE COVER (back)	\$1,500	\$1,750
INSIDE COVER (front or back)	\$1,000	\$1,200
INSIDE FULL PAGE (*Only 8 Ad Spaces Available*)	\$700	\$850

Bring Raffle Prizes

Increase traffic to your booth and gather contact information for your database, including e-mail addresses! Bring one or two of your company's showcase products or create a unique gift basket (suggested value: \$100) to be raffled off at your table. Bring your own bowl & lead cards or NJCSA can loan you a red cardboard raffle box and slips. You pick and display the winners at your tables (or tweet them!), and all business cards/slips you collected are yours to keep. (NJCSA cannot accept, ship or store unclaimed prizes.)

"I was able to learn, network, and collaborate more than I have at any other conference I've attended in the past. I look forward to attending next year."

SPONSORSHIPS

If you want more visibility and opportunities for interaction, consider becoming a conference sponsor. Packages include additional benefits and opportunities not available to exhibitors. For more information about our conference sponsorship packages, please contact Nicole Cole, cole@njcharters.org.

Order Online at **NJCHARTERS.ORG/CONFERENCE**

Exhibitor Terms & Conditions

Exhibitor agrees to abide by the following conditions, terms, rules and regulations as a condition for purchasing exhibit space at the New Jersey Charter Schools Association (“NJCSA”) 2018 Annual Conference (“Exhibition”). The Conference will be held at the Best Western Robert Treat Hotel in Newark, NJ.

1. Assignment of Exhibitor Space

Exhibit space is reserved based on the exhibitor’s selection during the online order process. All table tops must be paid in full in order to hold space and set up an exhibit. Any table tops that are reserved but unpaid by September 7, 2018, will be cancelled and released for public sale. Orders received after September 7, 2018 must be accompanied by full payment. Notwithstanding the above, Exhibit Management reserves the right to change location assignments when such action is deemed to be in the interest of the Exhibition. Instances involving relocation of a table top due to unforeseen circumstances or acts of God shall be governed by the provision “Cancellation, Postponement or Relocation of Exhibition,” below. Exhibitor agrees that its exhibit shall be admitted into the Exhibition and shall remain from day to day solely on strict compliance with all the rules herein described. Exhibit Management reserves the right to reject, eject, or prohibit any exhibit in whole or in part, or any Exhibitor with cause if exhibit is unsuitable to or not consistent with the character of the Exhibition. Exhibit Management’s liability for rejection with cause shall be limited to a refund to the Exhibitor of the amount of rental unearned at the time of ejection. However, if an exhibit or Exhibitor is ejected for violation of these rules or for any other stated reason, no return of rental shall be made.

2. Rental of Space and its Use

Table top space rental includes the following basic exhibit equipment: one 6’ draped table and two side chairs. The expense of installation or rental of additional services not included in the purchased table top package shall be borne by the Exhibitor. A maximum height of eight feet for display materials is allowed. Hanging signs are not permitted at this event. Affixing or hanging signs directly onto the venue’s wall, column, door or window surfaces is prohibited. No exhibitor materials may be placed outside the confines of the table space without prior approval from Exhibit Management.

3. Subletting of Space

The Exhibitor shall not assign, sublet, or apportion the whole or any part of the space assigned or have representatives, equipment, or materials from firms other than its own in the Exhibit Space without written consent of Exhibit Management. Only one company shall be considered as the Exhibitor; any other company or entity in the Exhibit Space shall be considered a subsidiary or affiliate.

4. Installation and Dismantling

The Exhibitor explicitly agrees that in the event it fails to install its products in assigned Exhibit Space or fails to remit payment for required space rental by time specified, Exhibit Management shall have the right to take possession of said space and lease same or any part thereof to such parties and upon such terms and conditions as it may deem proper. In addition, the Exhibitor shall not dismantle or otherwise interfere with the orderly conduct and display of the Exhibits until the Exhibit Floor is finally closed to the Conference attendees.

5. Union Labor

If required by local ordinances, Exhibitor must comply with all union regulations applicable to installation, dismantling, and display of Exhibits.

6. Fire and Safety Regulations

All materials used in the Exhibit Hall, Ballroom or any other room of the Venue must be non-flammable to conform with the Fire Regulations of the State of New Jersey and the City of Newark. Electrical wiring and equipment installation must conform to the National Electric Code. Material not conforming with such regulations will be removed immediately at the Exhibitor’s expense.

7. Exhibitor Conduct

Exhibitor and its representatives shall not congregate or solicit trade in the aisles. Distribution of pamphlets, brochures, or any advertising matter must be confined to the Exhibit Space. Exhibitors are prohibited from bringing and/or distributing to attendees bags, stickers or helium-filled balloons. Exhibitors are prohibited from bringing alcoholic beverages or food onto the conference property. Exhibitor shall not lead attendees from one Exhibit Space to another or to elevators or exit doors. Exhibitors or any of their representatives shall not conduct themselves in a manner offensive to the standards of decency or good taste. Exhibit Management, in its sole and absolute discretion, may withdraw its consent at any time, in which event Exhibitor shall terminate such activity immediately.

8. Film, Sound Devices and Lighting

The prior written consent of Exhibit Management is required for the employment or use of any live model, demonstrator, solicitor, or device for the mechanical reproduction of sound. Such employment or use shall be confined to the Exhibit Space. If moving pictures, loudspeakers, or sound devices are used, the Exhibitor agrees to comply with applicable union requirements for the operation of the equipment. Equipment will only be permitted if tuned to conversational level and is not objectionable to neighboring Exhibitors or other conference activities. Operating equipment that emits excessive noise must be run intermittently for specific demonstrations only. Exhibit Management reserves the right to restrict the use of glaring lights or objectionable lighting effects.

9. Contractor Services and Information

Where an Official Contractor has been designated to perform services for an Exhibitor – such as the rental of furniture, setup of exhibits, electrical work, plumbing, labor, or any other service – no Exhibitor or representative shall contract for such services with other than the said Official Contractor unless permission has been secured in writing in advance from Exhibit Management. Exhibit Management assumes no responsibility or liability for any of the services performed or materials delivered by the contractors.

10. Materials Handling and Storage

Drayage is not available at this event and all expenses relating to the warehousing, delivery and/or storage of display materials or products shall be borne by the exhibitor. Exhibitors must personally carry in and out all exhibit materials. It is the Exhibitor’s responsibility to mark and identify all crates and boxes. Those not properly labeled may be destroyed. No trunks, crates, cases or packing materials shall be brought into or out of or visibly stored in the Exhibit Space during Exhibit Hours.

11. Photographs

Registration and attendance at, or participation in, NJCSA’s meetings and other activities constitutes an agreement by the registrant to permit NJCSA’s use and distribution (both now and in the future) of the

attendee's image or voice in photographs, videotapes, electronic reproductions and audiotapes of such events and activities. No photographs shall be taken without prior consent of Exhibit Management.

12. Liability and Insurance

All property of the Exhibitor remains under its care, custody and control in transit to and from the conference center, during installation and removal, and while it is within the confines of the conference center. Neither Exhibit Management, NJCSA, or the Exhibition Sponsor, the owners or management of the conference center nor any of the officers, staff members, or directors of any of the same are responsible for the safety of the property of Exhibitors from theft, damage by fire, accident, vandalism, or other causes, and the Exhibitor expressly waives and releases any claim or demand it may have against any of them by reason of any damage to or loss of any property of the Exhibitor, except where the damage is due to the gross negligence or willful misconduct of Exhibit Management, NJCSA, the owners or management of the Exhibit Hall, or the Exhibition Sponsor, their agents or employees, rising out of Exhibit Management's, NJCSA's, the owners or managers of the conference center or Exhibitor's duties and responsibilities under this agreement. Exhibitor understands that neither Exhibit Management, the conference center, nor the Exhibition Sponsor carry business interruption and/or property damage insurance coverage for loss or damage of Exhibitor's property. The Exhibitor agrees to obtain the following insurance during the dates of the Exhibition, including move-in and moveout days and shall be prepared to furnish a certificate of insurance to Exhibit Management if requested: (a) Commercial general liability insurance coverage including protective and contractual liability for bodily injury and property damage; (b) Employers liability insurance; (c) Worker's Compensation/Occupational Disease coverage in full compliance with federal and state laws; (d) Comprehensive General Liability Automobile Insurance.

13. Hold Harmless and Indemnification

This agreement shall not constitute nor be considered a partnership, joint venture, or agency relationship between the Exhibition Sponsor, Exhibit Management, NJCSA, Exhibitor and the conference center. Exhibitor hereby agrees to indemnify, hold harmless and defend the Exhibition Sponsor, Exhibit Management, NJCSA, and the conference center, and their respective officers, directors, and employees (Indemnitees) from and against

any and all liability, responsibility, loss, damage, cost, or expense of any kind whatsoever as they arise (including but not limited to court costs, interest and attorney's fees) which the Indemnitees may incur, suffer, be part to, or be required to pay, incident to or arising directly or indirectly from any intentional or negligent act or omission or breach of these terms, conditions, and rules, or violation of any ordinance or statute by Exhibitor or any of its employees or agents. The Exhibitor assumes full responsibility and liability for the actions of its agents, employees, and independent contractors, whether acting within or without the scope of their authority, and agrees to indemnify, hold harmless, and defend the Indemnitees as expenses arise, from responsibility or liability resulting directly or indirectly, or jointly, from other causes that arise because of the acts or omission of its agents, employees, or independent contractors whether acting within or without the scope of their authority. Exhibition Sponsors and Exhibit Management hereby each agree to indemnify, hold harmless and defend the Exhibitor and its respective officers, directors, and employees (Indemnitees) from and against any and all liability, responsibility, loss, damage, cost, or expense of any kind whatsoever as they arise (including but not limited to court costs interest and attorney's fees) which the Indemnitees may incur, suffer, be part to, or be required to pay, incident to or arising directly or indirectly from any intentional or negligent act or omission or breach of these terms, conditions, and rules, or violation of any ordinance or statute by Exhibition Sponsor and/or Exhibit Management or any of their employees, or agents. Exhibition Sponsor and Exhibit Management assumes full responsibility and liability for the actions of their agents, employees, and independent contractors, whether acting within or without the scope of their authority, and agrees to indemnify, hold harmless, and defend the Indemnitees as expenses arise, from responsibility or liability resulting directly or indirectly, or jointly, from other causes that arise because of the acts or omission of their agents, employees, or independent contractors whether acting within or without the scope of their authority.

14. Cancellation, Postponement or Relocation of Exhibition

If, because of war, fire, labor strikes, picketing, exhibit facility construction or renovation project, government regulation, public catastrophe, bomb threats, terrorist acts, acts of God or the public enemy or other cause beyond the control of the NJCSA, the Convention or any part thereof is prevented from being held, and is cancelled by the NJCSA or the Exhibit Space becomes unavailable, the NJCSA in its sole discretion, shall

determine and refund to the Exhibitor its proportionate share of the balance of the agreed upon exhibit fees received by the NJCSA which remains after deduction of reasonable compensation to the NJCSA for services provided but in no case shall the amount of the refund to the Exhibitor exceed the amount of the exhibit fee paid by the Exhibitor. No monies will be returned should the dates or location of the Exhibition be changed by Exhibit Management, but Exhibitor will be assigned space that the Exhibitor agrees to use under these same rules and regulations. Exhibit Management shall not be financially liable in the event the Exhibition is interrupted, canceled, moved, or dates changed except as provided herein.

15. Exhibitor Cancellation

Exhibitor may cancel either its participation in the Exhibition or a portion of its exhibit space only upon written notification to Exhibit Management and subject to the following schedule of liability:

- Notification received on or before September 7, 2018, exhibitor shall receive a fifty percent (50%) refund of the fee paid.
- Notification received after September 7, 2018, exhibitor shall not receive any refund and shall be liable for the total exhibit price.

All such sums that are retained or are owing may be retained by NJCSA in its discretion, as liquidated damages. In addition, the NJCSA shall have the right, at its option, to instead pursue other legal or equitable remedies available to it in the event exhibitor defaults or fails to exhibit.

16. Agreement of Terms, Conditions and Rules

Exhibitor agrees to observe and abide by the foregoing Terms, Conditions and Rules and by such additional Terms, Conditions, and Rules made by Exhibit Management from time to time for the efficient or safe operation of the Exhibit, including, but not limited to, those contained in this Contract. In addition to Exhibit Management's right to close an Exhibit and withdraw its acceptance of this Application/Contract, Exhibit Management in its sole judgment may refuse to consider for participation in future Exhibits an Exhibitor who violates or fails to abide by all such Terms, Conditions, and Rules. There is no other agreement or warranty between the Exhibitor and Exhibit Management except as set forth in this document. The rights of Exhibit Management and the Exhibitor under this Contract shall not be deemed waived except as specifically stated in writing and signed by an authorized representative of the respective parties. 📄

Order Online at NJCHARTERS.ORG/CONFERENCE



NEW JERSEY
CHARTER SCHOOLS
ASSOCIATION