



**Pennsylvania
Educational
Technology
Expo
&
Conference**

**EXHIBITOR
INFORMATION**

**February 21-24, 2010
Hershey Lodge & Convention Center**

PETE&C
2608 Market Place
Harrisburg, PA 17110-9358
www.peteandc.org

Important Dates and Times

EXHIBIT SET-UP

Sunday, February 21, 2010	2:00 p.m. - 6:00 p.m.
Monday, February 22, 2010	7:30 a.m. - 12:15 p.m.

EXHIBIT OPENING

Monday, February 22, 2010	12:30 p.m.
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EXHIBIT TEAR DOWN

Tuesday, February 23, 2010	2:15 p.m. - 7:00 p.m.
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EXHIBIT SCHEDULE FOR THE CONFERENCE

Monday, February 22, 2010

12:30 p.m. - 6:00 p.m.

Dedicated exhibit hours are 12:30 p.m. to 2:30 p.m. and 5:00 p.m. to 6:00 p.m.

Tuesday, February 23, 2010

9:00 a.m. - 2:15 p.m.

Dedicated exhibit hours are 11:45 a.m. to 2:15 p.m.

The conference has been extended through Wednesday, but exhibits are only Mon. & Tues.

FOR EXHIBITOR/SPONSOR INFORMATION

Contact: Marilyn Chastek
2608 Market Place
Harrisburg, PA. 17110-9358
(717) 540-9551
Fax: (717) 540-1796
mchastek@pasbo.org



WANTED: DOOR PRIZE DONATIONS

PETE&C is looking for a few valuable door prizes to be given away at the final general session on Wednesday, Feb. 24. These prizes should have a value of at least \$100. Examples from previous conferences include a golf putter set, gift cards, DVD player, and iPods.

If your company is willing to donate a door prize, please send the following information to:

Marilyn Chastek
2608 Market Place, Harrisburg PA 17110-9358
(717) 540-9551
Fax: (717) 540-1796
mchastek@pasbo.org

Company Name _____

Contact Person _____

Phone _____ Email _____

Description of prize _____

Value of prize _____

I will send the prize prior to the conference.

I will bring the prize to the Exhibitor Registration desk at the Conference.

LEAD RETRIEVAL, DRAYAGE, STORAGE AND UTILITIES

Exhibit space rental charges do not include drayage, labor or storage of display materials and show merchandise. Additional tables and chairs, booth decorations and freight storage can be arranged through the conference exhibit decorator. Reber-Friel's service packet can be downloaded from www.peteandc.org/exhibitors.asp

Exhibits Decorator/Supplies

Reber-Friel

550 S. Henderson King of Prussia, PA 19406

(610) 265-7310

FAX: (610) 272-5190

Telephone, electric, computer, internet and phone lines must be ordered by **January 29** to avoid late charges. These services must be arranged through the Convention Center using the forms that are included in this packet. Forms for these services and for **lead retrieval** are also available at www.peteandc.org/exhibitors.asp

Hershey Lodge & Convention Center

W. Chocolate Avenue & University Drive Hershey, PA 17033

(717) 534-8600

Fax: (717) 534-8624

MEALS AND REFRESHMENTS

Coffee and tea will be provided in the exhibit areas. No meals are included. The Hershey Lodge will be providing a special Express Lunch area on Monday, Feb. 22 and Tuesday, Feb. 23 that will open one-half hour early for exhibitors who wish to purchase a quick meal. There also are several restaurants on the premises. The exhibits will be open until 6:00 p.m. on Monday, Feb. 22 to accommodate the Exhibitors' Reception from 5:00 p.m. to 6:00 p.m. in the exhibit areas. The Conference banquet & entertainment will be on Tuesday night beginning at 6:15 p.m. There is also a dinner on Monday night. See page 5 for information on purchasing dinner tickets.

SPONSORSHIPS AND ADVERTISEMENTS

Forms for sponsorships and advertisements are included in this packet.
Please note that forms, payment and artwork are due by December 15.



Exhibitor Representative Registration PETE&C 2010

Information about registering the company representatives online will be sent by email in January. For each 8' X 10' or 8' X 8' booth that your company has purchased, four name badges will be available for your use. Exhibitors with 16' X 20' booths will receive 14 name badges. Additional representatives beyond the booth allowance can be added at a cost of \$100 for one day and \$175 for two days. This includes full conference registration (banquet tickets sold separately). Any representatives who have not pre-registered online can have badges printed on-site for \$5.00 each.

Exhibit Only passes cannot be used for representatives of exhibiting companies to enter the exhibit area.

CONFERENCE BANQUET TICKETS

Tickets for the conference dinner on Monday night February 22 and the banquet on Tuesday, February 23 are available for \$40 each. Tickets will be available at attendee registration or you can order on-line at www.peteandc.org by Feb. 12. Payment is required to guarantee your meal.

EXHIBIT ONLY PASSES

Exhibit Only passes cannot be used for representatives of exhibiting companies to enter the exhibit area. Exhibit Only passes are for the sole purpose of admission to the exhibit area at PETE & C. Exhibit Only passes must be purchased prior to the conference and are not available onsite. PETE & C retains the right to revoke the Exhibit Only pass or general registration if solicitation occurs at the conference. A revoked Exhibit Only pass or general registration will require the offender to leave the conference premises. Exhibit Only passes may be purchased in advance of the conference by exhibitors for the purpose of inviting school employees to attend the show.

Pennsylvania Educational Technology Expo and Conference

ADVERTISING OPPORTUNITIES

New this year! Advertising on the PETE&C web site is now available!
Hit a broader audience by advertising in the program book and online!

PROGRAM BOOK ADVERTISING: The program book will be distributed to all attendees of the 2010 conference. Please select the size advertisement your company will be submitting. Also listed below are the dimensions of each advertisement size as well as the cost. **PRINT DEADLINE: December 15, 2009**

	<u>Advertisement</u>	<u>Dimensions</u>	<u>B/W Cost</u>	<u>Color Cost</u>
<input type="checkbox"/>	Full Page	7.5" w x 10" h	\$500	\$575
<input type="checkbox"/>	Half Page	7.5" w x 5" h	\$300	\$375
<input type="checkbox"/>	Quarter Page	3.5" w x 5" h	\$150	\$225
<input type="checkbox"/>	Business Card	3.5" w x 2" h	\$75	\$150

WEB SITE ADVERTISING: In order to promote your company prior to the conference, banner advertisements are now available on the PETE&C web site, www.peteandc.org. Please indicate the page of the web site where you would like to place your advertisement. **All advertisements cost \$500 and will expire on February 25, 2010.** You can reserve your space at any time. Ad goes live when payment is received.

- | | | | |
|------------------------------------------|--------------------------------------------------|-------------------------------------|---------------------------------------|
| <input type="checkbox"/> Home | <input type="checkbox"/> Preconference Workshops | <input type="checkbox"/> Program | <input type="checkbox"/> Registration |
| <input type="checkbox"/> Exhibitor Info | <input type="checkbox"/> Student Showcase | <input type="checkbox"/> Directions | <input type="checkbox"/> Contacts |
| <input type="checkbox"/> Sponsor/Partner | | | |

CONTACT INFORMATION:

Name of Exhibiting Company: _____
 Contact Person: _____ Title: _____
 Address: _____
 City: _____ State: _____ Zip Code: _____
 Phone: _____ Fax: _____
 Email: _____

ARTWORK: Acceptable formats for print ads are: eps, tif or pdf. Dimensions for web site advertisements are 156 x 60 pixels and should be saved as a jpg or gif. If you have questions on other formats, please call Suzanne Yorty at (717) 540-9551. Please send advertisements electronically to Suzanne Yorty at syorty@pasbo.org. Advertisements saved on CD or disk can be mailed to: PETE&C, Attn: Suzanne Yorty, 2608 Market Place, Harrisburg, PA 17110. Camera-ready artwork is also acceptable. Advertisements will not be accepted via fax.

PAYMENT:

Select method of payment: Check (Made payable to PETE&C) Credit Card (Visa and MasterCard only)
 Card Number: _____ Expiration Date: _____
 Cardholder's Name: _____ Authorized Charge Amount: \$ _____
 Signature: _____ Date: _____

*If paying by credit card, form may be faxed to (717) 540-1796. If paying by check, please mail this form and payment to: PETE&C, Attn: Suzanne Yorty, **2608 Market Place**, Harrisburg, PA 17110-9358.*



SPONSORSHIP AGREEMENT FORM

Copies of this form may be made for your convenience.

The firm/organization, as identified below, desires to sponsor the conference event listed below. This firm/organization agrees to submit payment of the sponsorship fee by December 15, 2009. Due to advance promotion and timing of conference events, there will be no refunds. Sponsorships are awarded on a first come, first served basis.

1. Business Information

(Print your company name exactly how you would like it to appear on all sponsorship recognition materials)

Company Name: _____

Contact Person and Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Email: _____

EACH OF THE FOLLOWING SPONSORS ARE DECIDED ON A FIRST COME, FIRST SERVED BASIS.

2. Sponsorship Opportunities

Bag Sponsors - *(Limited to 2)* - \$6,000

Platinum Sponsors \$2,500 *(unlimited)* **OR**
In Kind Sponsor *(value of \$2,500 or more)*

- ◆ Full Page B & W Ad in Program Book
- ◆ Conference gift included in the bag indicating sponsorship when people register
- ◆ Signage at the conference
- ◆ Opportunity to sponsor evening event

Gold Sponsors *(unlimited)* - \$1000 **OR**
In Kind Sponsor *(value of \$1,000 or more)*

- ◆ Half Page B & W Ad in program book

Silver Sponsors *(Unlimited)* - \$500

- Please indicate one sponsorship:** Refreshment Break Student Showcase Other (call for info)
- ◆ Quarter Page or Business Card size B & W Ad in Program Book ◆ Signage at the conference

Advertisement artwork is due by Dec. 15, 2009 to ensure inclusion in the program book.

If providing an In Kind sponsorship, please indicate the type of service you will be providing:

All sponsors are eligible to request Sunday and Monday night sessions at no charge.
Deadline: 12/31/09 For details, go to <http://www.peteandc.org/sundaymondaynight.asp>.

3. Logo and Advertisement Information (Disks and artwork will not be returned unless requested in writing)

- Enclosed are electronic files of our company logo and program book advertisement in *tif, jpg, eps, pdf or ai* format on a CD or ZIP disk. Call Suzanne Yorty at (717) 540-9551 for other preferred PC compatible file formats. Logo may also be sent via an email attachment to: *syorty@pasbo.org*.
- Enclosed are camera ready black and white or grayscale company logo and advertisement. PETE&C cannot guarantee the level of quality on artwork that is not camera ready.

4. Payment Options

Enclosed is our sponsorship fee: Check (Made payable to PETE&C) Credit Card (**Visa and MasterCard only**)

Card Number: _____ Expiration Date: _____

Cardholder's Name: _____ Authorized Charge Amount: _____

Signature: _____ Date: _____

Return to PETE&C, **2608 Market Place**, Harrisburg, PA 17110. Fax (717) 540-1796. Company logo must be included with the sponsorship form or emailed the same day. Advertisements must be received by **Dec. 15, 2009** to be included in the program book.

Important Exhibitor Information

- A. Each exhibit booth will contain:
- | | |
|----------------------------|------------------------------------------|
| 1 booth | 1 6' x 3' draped table (4 for 16' X 20') |
| 2 chairs (8 for 16' X 20') | 8' back drape & sign |
| 3' side drapes | 1 waste basket |
- Additional items must be purchased by the exhibitor from the decorator. A packet of order forms is included in this mailing. **Please contact the Convention Center directly for lodging, electricity, phone lines and Internet service. Please contact the PETE & C decorator for additional tables, chairs, etc.**
- B. Displays should not be placed in a manner that interferes with other exhibits. **Displays must fit within the dimensions of the booth provided.**
- C. The color scheme for the conference is red and white. We ask that you try to match those colors when ordering extra items. **The exhibit area is carpeted.**
- D. Exhibits will be located in the Great American Hall, Great American Lobby, Confection Hall and Chocolate Lobby in the Hershey Lodge and Convention Center.
- E. Exhibits can be set up between 2:00 p.m. and 6:00 p.m. on Sunday, February 21. The Great American Hall will be locked for the night. It will be available on Monday morning from 7:30 a.m. to 12:15 p.m. for additional booth set up. The exhibit area will open at 12:30 p.m. on Monday, February 22.
- F. There is a parking area available adjacent to the exhibit area. Items can also be unloaded from the loading dock at the south end of the hall.
- G. Beverages will be available for exhibitors each morning.
- H. You can begin tearing down exhibits at the conclusion of the conference on Tuesday, February 23 beginning at 2:15 p.m. **Please do not dismantle booth exhibits before that time.**
- I. Exhibitor personnel must wear proper PETE&C name badges at all times. PETE&C does not assume liability for loss or damage to property, and therefore you should be insured against all loss and any injury or damage.
- J. No signs, placards or other forms of advertising may be displayed in corridors or in exhibit aisles, nor can they be affixed to walls or columns in the exhibit hall. All publications and handouts must be distributed within the confines of your booth.
- K. Any attendee conducting business as a company representative in the conference area and is not represented on the exhibit floor will be asked to leave the conference area. Only those companies represented on the exhibit floor will be permitted to conduct business at the conference.
- L. A \$50 service fee will be charged for cancellations made after November 30, 2009. **No refunds will be made for booths canceled after December 31, 2009.**
- M. An attendee list will be emailed to exhibitors no later than 2 weeks prior to the conference. This will be the only attendee list provided to exhibitors by PETE & C. Exhibitors may arrange for lead retrieval service, if desired.

Show:
Dates:
Location:



OFFICIAL AUDIO VISUAL SUPPLIER DEADLINE:
Two Weeks Prior to Show Opening Date

Hershey Lodge
 Ph 717.534.8608
 FAX 717.534.8692

Video Equipment				Advance	Qty	Days	Total	Sound Systems				Advance	Qty	Days	Total
Video Monitors will not handle computer signal-see Data Monitors				Daily Rate								Daily Rate			
32" LCD Flat Panel	\$450.00							Powered Speaker w/Stand	\$150.00						
40" LCD Flat Panel	\$550.00							Sound System: Spkr, Mic, Mxr	\$275.00						
DVD/VHS Player	\$80.00							Wired Microphone	\$50.00						
DVD Player	\$75.00							Wireless Microphone	\$200.00						
34"/54" Cart	\$40.00							CD Player	\$75.00						
Computer Systems								Computer Audio System	\$75.00						
Apple PowerMac G5 1.8Ghz 512MB/80GB/CD/RW-DVD	\$300.00							Headset Microphone Adapter	\$50.00						
IBM Thinkcentre A50 P4 2.8Ghz 512MB/40GB/Win 2000	\$300.00							VIDEOWALLS / PLASMA SCREENS							
Others available please call.								Many options are available. Please call for pricing.							
Laptops*								SPECIAL REQUIREMENTS							
Laptop= 1.0GB/40GB/Wireless Network Card	\$400.00							* Laptops will be stored in AV office overnight for security							
Apple Powerbook G4	\$450.00														
Internet															
Wired Connection (<i>wireless not available</i>)	\$150.00														
Data Monitors								EQUIPMENT TOTAL							
6' Cable Included								Add 25% for On-Site Orders On-site Rate Effective 72 hours Prior to Show Opening							
61" Plasma	\$1,000.00														
50" Plasma	\$750.00						Labor / Handling Fee** Please add 25% of equipment total (\$75.00 labor fee minimum)								
40" LCD Flat Panel	\$550.00														
32" LCD Flat Panel	\$450.00						Pennsylvania State Tax 6%								
17" Flat Screen LCD Monitor	\$250.00														
20" Flat Screen LCD Monitor	\$350.00						GRAND TOTAL								
Accessories															
Keyboard, Mouse	\$50.00														
Wireless Mouse	\$50.00														
HP4000 Laser Printer	\$150.00														
Laser Pointer	\$40.00														
Tripod Screen	\$45.00														
Video/Data Projectors								RENTAL RESERVATION MUST BE COMPLETE FOR ORDER TO BE PROCESSED							
Other Options Available															
LCD Projector (XGA) 1024x768 2700 Lumens	\$600.00														
LCD Projector, SXGA High-End	call for quote														

Rental Reservation

Name of Event: _____ Location of Event: _____
Exhibitor: _____ Booth Number: _____
Address: _____ Contact Name: _____
Address: _____ Phone Number: _____ Fax: _____
City: _____ State: _____ Zip/Postal Code: _____
E-mail: _____

Delivery Date: _____

Exhibitor must be present to sign for order at the time of delivery. Please contact the PSAV office for delivery, ext. 8608. You must notify our representative that you are at your booth and have electrical power in place. We will initiate delivery at that time. PSAV is unable to guarantee a delivery time.

Pickup Date: _____

Exhibitor is responsible for equipment until it is picked up by an PSAV representative. Pick-up will be at close of show unless otherwise specified. No removal of equipment will take place during show hours.

IF YOU CLAIM SALES TAX EXEMPTION IN THIS STATE, PLEASE FURNISH A COPY OF YOUR TAX-EXEMPT CERTIFICATE WITH YOUR ORDER.

Please indicate method of payment. This section must be completed before your order can be processed. A credit authorization is requested as a deposit against additional services and/or labor. Payment of any balances may also be made by company check upon presentation of statement while at the show, but a credit card authorization must be on file. Any balances outstanding as of move-out will be charged to your account.

Please do not ask us to bill you.

Payment: Amex Visa Mastercard Check Enclosed

Credit Card Number: _____

Expiration Date: _____

Card Security Code (Back of Card): _____

Cardholder's Name: _____

Authorized Signature: _____

ALL ORDERS SUBJECT TO LIMITS OF LIABILITY AND RESPONSIBILITY AS SET FORTH BELOW

By executing this order form, Lessee agrees as follows:

1. Cancellation: In the event Lessee cancels this order, Lessee will be charged a cancellation fee equal to 10% of one day's rental of the subject equipment. Cancellation made within 48 hours of the delivery date will be charged a cancellation fee equal to one day's rental plus handling charges.
2. Risk of Loss: Equipment rental is the responsibility of Lessee. Any equipment, which is lost, damaged, or stolen while in Lessee's care or possession will result in Lessee being charged for replacement cost, labor, or parts for repair, as the case may be.
3. All items subject to 6% PA State Tax.
4. Insurance for the subject equipment is Lessee's responsibility.
5. Payment tendered for the specified equipment with this reservation form is an estimate only and any changes in equipment requirements and any labor charges will affect this estimate. Lessee is responsible for all charges.
6. It is the responsibility of the exhibitor to advise a PSAV Representative of any problems with exhibit orders at show site. Absolutely no credits will be issued after show closing.

FAX ALL ORDERS TO PRESENTATION SERVICES, FAX # 717-534-8692

Authorized Signature: _____

Please print name: _____



Telephone Order Form
 Telephone (717) 534-8624
 Facsimile (717) 534-8683

Telephone Order Form

Please provide the following information:

ORDER DATE: _____

NAME OF CONVENTION: _____

CONFERENCE DATE: _____ CONTACT NAME: _____

COMPANY NAME: _____

ADDRESS: _____

CITY / STATE / ZIP: _____

TELEPHONE NUMBER: (____) _____ FAX NUMBER: (____) _____

METHOD OF PAYMENT/CC# _____ EXP DATE: _____

CARD HOLDER NAME: _____

BOOTH NUMBER: _____ ROOM: _____ EXT: _____

Type of Service	Cost Per Day	Date of Service	Time of Service	Number of days	Number of Connections	Total Cost
IN-HOUSE LINE (Includes Telephone) <i>Limited to in-house telephone service only</i>	\$25					
LOCAL & LONG DISTANCE LINE <i>For Outgoing Calls Only</i> One Time \$125 hook-up charge	\$40					
DID LOCAL & LONG DISTANCE LINE <i>For Incoming & Outgoing Calls</i> One Time \$125 hook-up charge	\$60					
RENTALS: TELEPHONE / SPEAKER PHONE	\$15 / \$25					

- *A \$100 surcharge will apply if not ordered at least 21 days in advance of your event. Orders not submitted to the Convention Services Manager at least 21 days prior to the event cannot be guaranteed.*
- *Any telephones ordered and not returned to us will be charged and deducted from your deposit.*
- *Please Note: Long distance calls are surcharged at 75% above standard AT&T Operator Assisted rates plus tax. Directory Assistance & Information calls are \$1.50 per call plus tax. All Local, Operator Assisted and 800/888/877 calls are no charge.*

Subtotal \$ _____

Other \$ _____

Tax \$ _____

Total \$ _____

Customer Signature: _____ Date: _____

For Lodge Use Only	CSM _____	Account # _____
Technician: _____	Date: _____	Switch Port #: _____ Patch Panel # _____



Rec'd _____
Date _____
Ck. No. _____
Amt. _____

ELECTRICAL & SERVICE ORDER FORM

(Mail to: Convention Coordinator)
 W. Chocolate Ave. & University Drive, P.O. Box 446
 Hershey, PA 17033 (717) 534-8604
 Fax: (717) 534-8683

PLEASE PRINT OR TYPE:

Name of Convention: _____ Convention Dates: _____

Company: _____ Phone # _____ Booth # _____

Billing Address: _____ Fax # _____

City: _____ State: _____ Zip: _____

Order Authorized by: _____ Title: _____

LIST REQUIREMENTS BELOW

EXHIBITORS' INFORMATION

IMPORTANT:

Please read the information below before completing this form

- A. ALL ELECTRICAL CHARGES MUST BE PRE-PAID BEFORE ANY ELECTRICAL SERVICE WILL BE HOOKED UP TO YOUR BOOTH. Please make checks payable to The Hershey Lodge.
- B. PRICES SUBJECT TO CHANGE WITHOUT NOTICE.
- C. The Hershey Lodge must receive this order no later than 21 days before the day of setup. Orders received after this date will be subject to a \$15.00 late charge.
- D. All computer, direct lines, or data phone lines must be ordered through the Convention Coordinator at (717) 534-8605.

110 VOLT ELECTRIC					
				Price	#
Minimum Service-10 Amps or 1000 Watts				\$45.00	
AMP	PRICE	#	AMP	PRICE	#
20 amp	\$110.00		50 amp	\$140.00	
30 amp	\$120.00		60 amp	\$150.00	
40 amp	\$130.00		80 amp	\$170.00	
208 VOLT ELECTRIC					
1 PHASE	PRICE	#	3 PHASE	PRICE	#
20 amp	\$130.00		20 amp	\$150.00	
30 amp	\$150.00		30 amp	\$180.00	
40 amp	\$170.00		40 amp	\$210.00	
50 amp	\$190.00		50 amp	\$240.00	
60 amp	\$210.00		60 amp	\$270.00	
80 amp	\$250.00		80 amp	\$330.00	
100 amp	\$290.00		100 amp	\$390.00	
LIMITED LOCATIONS AVAILABLE OVER 100 AMPS					
150 amp	\$390.00		150 amp	\$540.00	
200 amp	\$490.00		200 amp	\$690.00	
208Volt prices include an electrician to connect & remove. Plugs not supplied to fit exhibitor equipment.					

AMOUNT
\$ _____
\$ _____
\$ _____
\$ _____
\$ _____
6% Tax
\$ _____
TOTAL
\$ _____

A 21-day advance notice is required.
The Hershey Lodge will not be responsible for power failures or voltage fluctuations.

ELECTRIC SERVICES REQUIRED

(List each item using electric and specify voltage, phase, amps or wattage.)

 Credit Card Info: _____ Exp. Date: _____
 Signature: _____ Print Name: _____