



# 150th Annual Convention

## 2017 Exhibitor and Advertising Prospectus



**OCTOBER 20 - 21, 2017**  
Roland E. Powell Convention Center  
***Ocean City, Maryland***  
[www.marylandeducators.org/convention](http://www.marylandeducators.org/convention)

# Get Visible!

Recruit new customers, strengthen relationships with current customers, rollout new products, and receive immediate feedback. Your exhibit at the MSEA Convention puts you in front of thousands of potential customers at an incredibly cost-effective fee.

MSEA represents **73,000** educators, administrators, and support professionals working in Maryland's public schools.



## PRODUCTS/SERVICES

- Service Organizations • Educational Software/Hardware
- School Art Supplies • Textbooks • Classroom Materials
- Teacher Incentives • Financial Planning • Multimedia
- Colleges and Universities • Higher Education Resources

## HELP SUPPORT MSEA! BECOME A CONFERENCE SPONSOR!

- ✓ **Mobile App**
- ✓ **Exhibit Space**
- ✓ **Advertise in Conference Program**
- ✓ **Exhibit Hall Beverage Service - starts at \$500**
- ✓ **Phone Charging Station - only 1 available!**

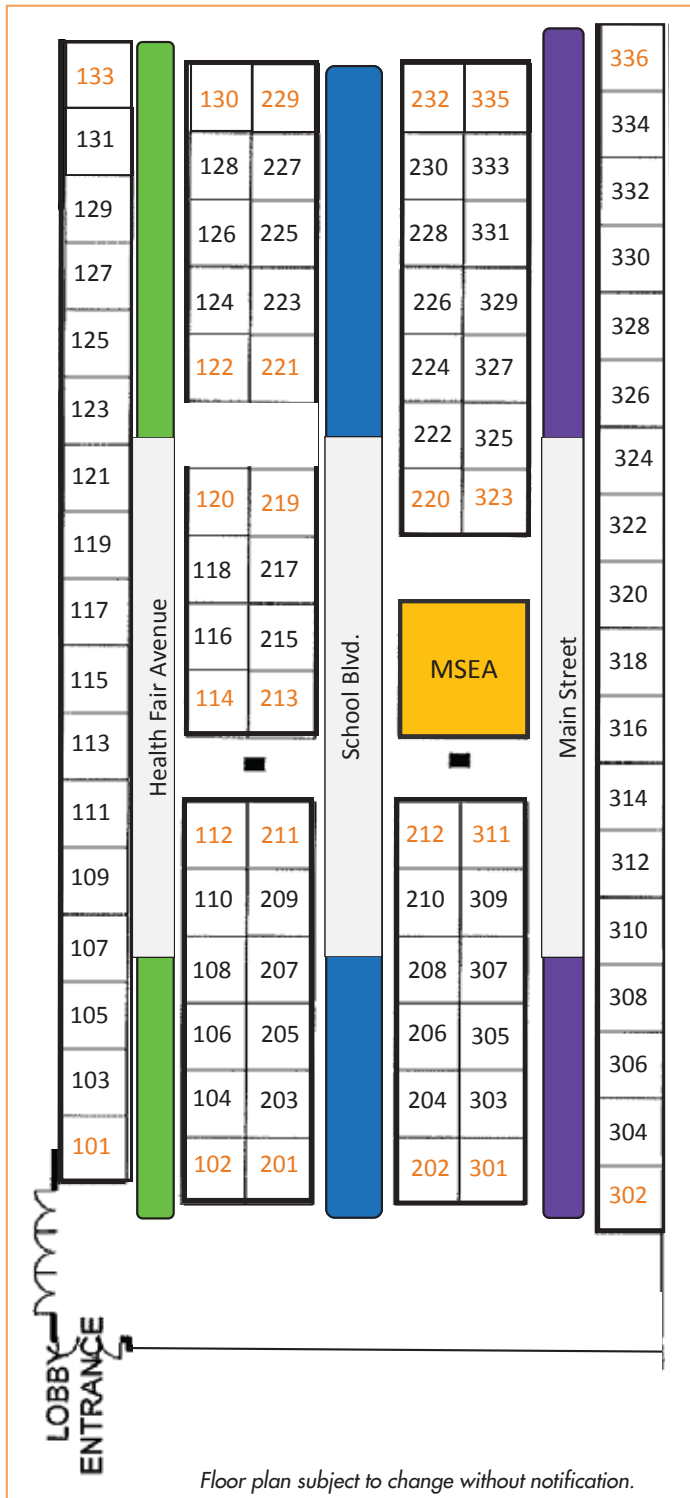


## WHO ARE MSEA'S ATTENDEES?

- Pre-K, K-12 Teachers
- Educational Support Professionals
- Higher Education Faculty
- Administrators
- Technology Specialists
- School Board Members
- Principals
- Parents



# 2017 MSEA CONVENTION FLOOR PLAN & EXHIBIT INFORMATION



## SHOW HOURS (tentative)

Friday, Oct. 20, 2017  
Saturday, Oct. 21, 2017

8:00 a.m. - 4:00 p.m.  
8:00 a.m. - 1:00 p.m.

## INSTALLATION & DISMANTLING OF EXHIBITS

Installation: Thursday, Oct. 19, 2017  
Friday, Oct. 20, 2017  
Dismantling: Saturday, Oct. 21, 2017

3:00 p.m. - 6:00 p.m.  
7:00 a.m. - 8:00 a.m.  
1:00 p.m. - 3:00 p.m.

## BOOTH FEES:

Single In-Line Booth	\$500.00
Single Corner Booth	\$750.00
Second Adjoining In-Line Booth (Corner Booths are permitted to be open on two sides)	\$400.00
Member In-Line Booth	\$150.00

Member discount applies to in-line booths only

## Booth fees include:

- Two (2) vendor registrations
- 10 x 10 booth space
- 8' pipe and drape back wall
- 3' side rail drape · one 6' draped table
- two chairs
- one wastebasket
- a company and product listing in the Exhibitor Directory
- one 110-volt/500 watt electrical outlet
- general perimeter security
- daily aisle carpet cleaning

## Assignment of Space:

Space will be assigned on a first-come, first-served basis in order of paid applications received. List your 3 choices on the application and every effort will be made to accommodate your requests.

**Please select your booth according to your offering of products or services**

## Main Street

includes vendors of products or services that enhance the personal lives of our attendees. Ex: museums, gifts, clothing, jewelry, vacations, etc.

## School Boulevard

includes vendors of products or services specifically for education, advanced education, software, etc.

## Exposition Management:

dLPLAN

Phone: 609.344.1333 · Email: MSEA@dlplan.com

dLPLAN supports MSEA by providing exposition management for the convention. If you have any questions regarding exhibiting please email or phone.

## Hotel Accommodations:

visit the MSEA website at [www.marylandeducators.org/convention](http://www.marylandeducators.org/convention) for up-to-date hotel and convention information as it becomes available.

## Sample of Past Exhibitors

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| <ul style="list-style-type: none"> <li>▪ Abrams Learning Trends</li> <li>▪ Afterschool Alliance</li> <li>▪ Barnes &amp; Noble</li> <li>▪ Barron's</li> <li>▪ CareFirst BlueCross BlueShield</li> <li>▪ College Savings Plans of Maryland</li> <li>▪ Crayola</li> <li>▪ Discover Bank</li> <li>▪ Educational Systems Federal Credit Union</li> <li>▪ EMC Publishing</li> <li>▪ EPS Literacy and Intervention</li> </ul> | <ul style="list-style-type: none"> <li>▪ Generation Ready</li> <li>▪ Handwriting without Tears</li> <li>▪ Horace Mann Companies</li> <li>▪ Kaplan University</li> <li>▪ Learning How</li> <li>▪ Loyola University Mayland, School of Education</li> <li>▪ Madame Tussauds</li> <li>▪ Maryland Apple Promotion Board</li> <li>▪ Medieval Times</li> <li>▪ My Keeper</li> <li>▪ NEA Academy</li> </ul> | <ul style="list-style-type: none"> <li>▪ No Kid Hungry</li> <li>▪ North Central University</li> <li>▪ Notre Dame of Maryland University</li> <li>▪ Renaissance Learning</li> <li>▪ Security Benefit Place</li> <li>▪ Shurley Instructional Materials, Inc.</li> <li>▪ Towson University</li> <li>▪ VALIC</li> <li>▪ Wells Fargo</li> <li>▪ Zaner-Bloser...and many more</li> </ul> |
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# MSEA ANNUAL CONVENTION

c/o dLPLAN

1125 Atlantic Avenue, Suite 634

Atlantic City, NJ 08401

Exhibitor Prospectus for the  
**Maryland State  
Education Association**  
**150th Annual Convention**  
**October 20 & 21, 2017**



**TAKE ADVANTAGE OF THIS OPPORTUNITY TO MARKET TO THOUSANDS!**